

ZERO RESISTANCE EMAIL FOLLOW UP

A Proven Follow Up Sequence To Maximize Trust, Authority, Likeability and Profit



NAME	DELIVERY	OBJECTIVE / CONTENT
DELIVERY	Immediately After Opt In	Short & Sweet with a clear call to action to the deliverable you promised. You can set the tone as to what they can expect from moving forward. Stress the importance of the next email. A reply to this email can really help deliverability so finding a creative way to encourage a reply is a good move. CALL TO ACTION: To Download The Resource
PAIN	From 5 Mins - 24 Hours After Delivery	An introduction to you and your back story. I often start this email at the peak pain/drama point story where I've hit the barrier they're facing. Once the story makes its way to resolution on the back of some new discovery which you'll be telling them about in the next email. CALL TO ACTION: To Indoctrination Content or Big Promise => Exposure Mechanism
BENEFIT	24 Hours After Pain Email	This is about the big discovery behind you overcoming the same barrier your prospect is facing and achieving the same transformation they desire. Carefully position the discovery as different from the things they've tried. Paint a picture of life after transformation. Promise proof of others' results in the next email. CALL TO ACTION: To Indoctrination Content or Big Promise => Exposure Mechanism
SOCIAL PROOF	24 Hours After Benefit Email	Use Social Proof (Testimonials) that are as measurable as possible as a way to build more trust. Take this opportunity to handle objections by highlighting the points of commonality between your prospect and those who have gotten the results they want thanks to your discovery. I.E. Busy Mom, No Time, Already Tried XYZ etc.etc. CALL TO ACTION: Big Promise => Exposure Mechanism
ENGAGE	24 Hours After Social Proof Email	Here you'll encourage your prospect to directly engage with you or a real person on your team. This can be through reply, or on a different medium like Messenger, Phone etc.. This is an opportunity to answer questions or objections and for them to become comfortable that you're legitimately available and out to help. CALL TO ACTION: Big Promise => Exposure Mechanism
URGENCY	24 Hours After Engage Email	With each of the previous emails the CTA should become a bit more direct as each day passes. Here we want to use Scarcity and/or Urgency to compel action. Having a legitimate deadline or limited quantity is ideal. If you don't have that simple remind them of the urgency of change in their life and provide a soft "takeaway" of this opportunity. CALL TO ACTION: Big Promise => Exposure Mechanism