



Contact us:

Online: CrazyEyeMarketing.com

Phone: (804) 302-5093

Pre-written Action Series

Problem-Agitate-Solve

Email #1

Timeframe:

- Immediately or a couple hours after subscribed (if using concurrent email series)

Subject lines:

- Per your request: [lead magnet]
- Here's your download
- As you requested ... [lead magnet]
- [Symptom of problem]?
- [Problem your product/service solves]
- 99 problems but a ...

Content:

[name],

If you did not collect the name, use "Hi!" or any other saying that means "hello".

I prefer to deliver upon my promises before anything else ... so as promised, **Click here to download your copy of [lead magnet name]!**

Since you're on this email list, I know that you have a problem with [whatever problem your product/service solves].

You've spent your precious money trying to solve this problem.

Even worse ... you've wasted your time trying to solve this problem.



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I know. I've *personally* been there.

And it's terrible.

This link will help solve your problem with [whatever problem your product/service solves]. [link to your sales page]

Don't delay. You know what they say - bad news gets worse with time ... as do problems.

Make it happen,

[your name]

[<http://yoursite.com>]

Email #2

Timeframe:

- 24 hours after Email #1

Subject lines:

- Argh! It shouldn't be this hard
- Does this bother you too?
- [Symptom of problem]?

Content:

[name].

Are you tired of [symptom of problem]?

You're not alone.

There are thousands of people trying to solve [problem your product/service solves].

People (probably even you) have tried ["Bad" solution to the problem #1], ["Bad" solution to the problem #2], and even ["Bad" solution to the problem #3].



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Yet, at the end of the day all you really want is [\[result of your product/service\]](#).

You're tired of all the gimmicks promising X, Y, and Z.

I get it.

But, you'll **never** get past this point unless you do something about it ...

Click Here to do something about it. [\[link to your sales page\]](#)

Problem solved,

[\[your name\]](#)

[\[http://yoursite.com\]](http://yoursite.com)

Email #3

Timeframe:

- 24 hours after Email #2

Subject lines:

- What's working, right now
- Did you see this?
- This works!
- [\[Product Name\]](#)

Content:

Ok [\[name\]](#),

This is *literally* it.

This product [\[link to your sales page\]](#) is going to solve your problems with [\[whatever problem your product solves\]](#).

It's *that* simple.

And ... to be honest, I'm a little astonished you're *still* having this problem.



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What [product/service name] does is:

Benefit #1 - blah blah blah - Address "bad" problem #1 if possible

Benefit #2 - blah blah blah - Address "bad" problem #2 if possible

Benefit #3 - blah blah blah - Address "bad" problem #3 if possible

Remember! There is a difference between "benefits" and "features". List the BENEFITS to the end user.

- ie. Get more ladies with X
- Get more sales with X
- Don't be alone on X holiday with Y
- etc, etc, etc.
- BENEFITS!!!!

⇒ **Click Here to get more information about [product/service]**

I look forward to working with you and ... I'll talk to you later!

[your name]

[\[http://yoursite.com\]](http://yoursite.com)

Features-Advantages-Benefits

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Subject lines:

- Per your request: [lead magnet]
- Here's your download



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- As you requested ... [lead magnet]
- You'll be amazed!
- By the numbers
- What is this?

Content:

Hi [name]!

If you did not collect the name, use "Hi!" or any other saying that means "hello".

I deliver upon my promises. **Please Click here to download your copy of [lead magnet name]!**

You know what's really cool?

All the things [product/service name] can do / has / consists of!

Here's a short list ... *and* of course there's a LOT more; however, inboxes can only hold so much ;)

1. [Biggest feature]
2. [2nd biggest feature]
3. [3rd biggest feature]

Remember, features are distinctive attributes or facts. For example,

- Holds 1,000 songs
- 8 hour battery life
- 3.5 hours of video tutorials
- Made with handwoven bamboo
- Made in America

All of these awesome features combined result in a pretty amazing product ... if I do say so myself!

Click here to see more awesome features [link to product's sales page]



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I'm excited for you!

[your name]

[\[http://yoursite.com\]](http://yoursite.com)

Email #2

Timeframe:

- 24 hours after Email #1

Subject lines:

- Why we win
- Round 3. FIGHT!
- Tell us, what's easier?

Content:

[name].

Real talk.

We have some competition when it comes to [\[product/service name\]](#).

Competition is good. It breeds creativity and ... most importantly ... better results for you!

Right now, our #1 competitor is [\[name of #1 competitor\]](#).

Note: If you don't have a true "competitor" ... "fight" the status quo or what happens if they don't resolve the problem. For example, if you don't quit smoking, you may get lung cancer and die.

This is why we're better:

1. [\[Reason #1 why you're better\]](#)
2. [\[Reason #2 why you're better\]](#)



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3. [\[Reason #3 why you're better\]](#)

For more reasons we're better and to get started, you'll want to ...

[Click Here for more reasons why we have what you need!](#) [\[link to sales page\]](#)

Whew, what a fight!

[\[your name\]](#)

[\[http://yoursite.com\]](http://yoursite.com)

Email #3

Timeframe:

- 24 hours after Email #2

Subject lines:

- Achievement Unlocked!
- This is the shortcut
- 3 ways to [\[solve whatever problem your product/service solves\]](#)

Content:

[\[name\]!!](#)

I know exactly what you've been waiting for ... a *precise* list of "what we're going to do for you."

So, here it is:

1. [Benefit #1](#)
2. [Benefit #2](#)
3. [Benefit #3](#)

[Remember! There is a difference between "benefits" and "features". List the BENEFITS to the end user.](#)



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- ie. Get more ladies with X
- Get more sales with X
- Don't be alone on X holiday with Y
- Never worry about your battery dying during the day
- Every time you wear a bamboo dress, you're saving a tree!
- etc, etc, etc.
- **BENEFITS!!!!**

⇒ **Click Here to get more information about [product/service]** [[link to your sales page](#)]

I look forward to working with you and ... I'll talk to you later!

[your name]

[<http://yoursite.com>]