Twitter Thread by H■■■ J■■■■■■ • Email Copywriter



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The logic behind a money-making email sequence

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The best thing about email sequences is that you can reverse engineer the end goal and built it from there.

In the thread below I'll list 3 things you should have in consideration to make it rack in sales on autopilot.

1. Reader awareness

You've heard about it thousands of times.

The 5-stages of awareness.

Stage 1: Unaware.
Stage 2: Pain Aware or Problem Aware.
Stage 3: Solution Aware.
Stage 4: Product Aware.
Stage 5: Most Aware.

The first thing you should do before each sequence is to determine where your audience is so that your sequence can work as a bridge from the current state to the 5th stage.

2. Pushing the sale forward

Even if you don't want to sell in every email, every single one of them should push the sale forward.

Here's how:

1. Change beliefs
2. Handle objections
3. Demonstrate social proof

3. Making the offer irresistible

Use the last emails to make your offer IRRESISTIBLE

You can do it by:

- Showing testimonials
- Give bonus or discounts
- Have a strict & clear deadline

Thank you for reading ❤

This was thread 8th of my ONE THREAD A DAY ABOUT EMAIL MARKETING FOR 12 DAYS

On the 25th of May, my new course "Autoresponder Manifesto" is DROPPING

Stay on the lookout ■