

Important: Please Save Your Own Copy Before Editing :)



SIX FIGURE EMAIL # 3

The “Time Compressor”

Ry Schwartz

2016

[SIX FIGURE EMAIL # 3](#)

[About This Template:](#)

[What we’re “selling”:](#)

[Where to Use it:](#)

[How to Use It:](#)

[Exploratory Questions](#)

[Template](#)

[See it in action:](#)

[Example 1: High-Ticket Coaching Program](#)

About This Template:

This template is designed to shift the relational dynamic during your cart close by powerfully triggering the reciprocity, consistency and urgency elements.

While a bit confrontational, it holds your lead/reader accountable for their role in the value exchange.

It doesn’t allow them the luxury of being an anonymous face behind the screen, and instead calls on them to accept the responsibility that they took on when they opted in (or took any other Milestone Action).

What we're "selling":

- Reciprocity & Liking - by reminding them that they asked you for something valuable and you delivered.
- Urgency: By "compressing time" we become subtly aware of the fleeting nature of opportunity.
- Consistency with the outcome or benefit they asked you to produce for them.
- A shift in the relational dynamic: Not allowing them to hide behind the screen. We're going to hold their feet to the fire and ask them to hold up their end of the bargain (cause we've already held ours).

Where to Use it:

Sequence Overview

Segmentation (Day 0) - Selling Self Selection + Commitment

Email 1- S1 ("exclusively empowered" call out)

Email 2 - Confirmation ("what this says about you")

Pre-Launch (Day 1-3) - Selling New Beliefs/Understandings

Email 3 - PL1 (belief/reframe #1 - about their past failures)

Email 4 - PL2 (belief/reframe #2 - about what it takes to achieve outcome)

Email 5 - PL4 (belief/reframe #3 - in relation to other solutions/competitors/sacred cows)

Launch (Day 4) - Selling Ease + Natural Next Step

Email 6- Launch (the "anti-launch" launch) - selling ease/natural next step

Sales (Day 5-8) - Selling Consistency + Contextualized Reframes

Email 7 - S1 - The Point of no return

Email 8 - S2 - Case Study/Story 1

Email 9 - S3 - Case Study/Story 2

Close (Day 8-10) - Sell Decisiveness

Email 10: C1 - "perfect for you if"

Email 11: C2 "Upgraded FAQ"

Email 12: C3-C5 "The final warning"

How to Use It:

Exploratory Questions

1. What did your prospect “ask you for” by signing up to your launch list? (this is where you have to give MEANING to the click or the milestone moment)
2. What’s the magic-wand outcome or benefit they “asked” you to produce?
3. Biggest objection or source of disillusionment they have around producing the outcome or achieving the result?
4. Biggest emotional payoff that your offer promises to create
5. Biggest emotional pain-point it solves. What’s the “moment of highest tension”?
6. What results, testimonials or case studies can you point to (ideally one’s you’ve mentioned previously in your campaign)?
7. What’s the minimum viable commitment (MVC)? I.e. try it for 30 days.

Template

[Shift the Relational Dynamic - what did they ask you for when they signed up?]

[the big juicy outcome they “asked” you to help produce with your product or service]

[overcome the biggest objection]

[biggest emotional benefit]

[overcome the biggest emotional pain (point of highest tension)]

[proof elements - testimonials or case studies of people who’ve succeeded]

[transition with a plea for “reasonable reciprocation”]

[CTA - Minimum Viable Commitment]

[Close with a “call to consistency”]

See it in action:

Example 1: High-Ticket Coaching Program

Subject:

5 days ago...

(urgent) 5 days --> 5 hours --> 1 shot

Body:

5 days ago...

You asked me to change your life.

To help you take your current skills and desire to serve...

... and to put them through a powerful and repeatable process for generating game-changing monthly revenue.

You asked me to show you that no matter how many times you've stumbled before...

That it was still possible.

And flat out PROBABLE when given the right tools and system.

5 days ago...

You asked me to re-awaken your optimism.

[To give you a reason to step up!](#)

While giving your inner skeptic every reason to step down.

You asked me to rapidly **transform your earning potential into your earned reality.**

While making every family conversation from here on out an expression of proud, self-assured achievement...

... instead of a crippling exercise in guilt, shame and inadequacy.

5 Days ago...

You asked me to make you the next Name 1, Name 2, Name 3...

And in turn, make YOU the next big success story that inspires a new wave of coaches, consultants and service professionals to step into true financial freedom.

5 Days ago...

You asked me to stack the deck in your favor.

To give you EVERYTHING you need to to confidently take the next big step.

While stripping away all the things that sidetrack you from the mission.

5 days ago you asked me to change your life.

Permanently.

For the betterment of you, your family, your clients, and all those you'll soon be able to impact in a deeper, more fulfilling way.

And for all you've asked...

I ask for but one thing in return...

[Take 30 risk-free days to see if we've succeeded.](#)

Because 5 days ago, you asked me to change your life.

And in 5 hours...

We'll both know just how much you meant it.

(sign off)