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SEVEN FIGURE EMAILS #1

The User Agreement

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About The “User Agreement”

The User Agreement is a powerful sales email that can be used as a stand-alone or in the early-mid phases of a product launch/evergreen promotion.

Most of the copy is “borrowed” from the ACTUAL post-purchase user agreement -- which is essentially a list of agreements (or responsibilities) that the buyer agrees to take in order to fulfill their end of the bargain in achieving the promised outcome.

Note: If you don't currently have a post-purchase user agreement -- this template is an excellent way to re-affirm the decision, remind them of the value, and coach against buyer's remorse.

Note on language/tone:

- Since the user agreement is for actual buyers -- the tone is appropriately one of assuming they're a customer.
- You're using post-buyer language -- it's no longer about "selling them" but selling them on the actions needed to get the result. (it makes the "sale" an obvious prerequisite)

The Persuasion Deep Dive

While creating the "Coaching The Conversion" process, I analyzed (and simulated) over 100 enrollment/sales calls with coaches and sales specialists who average a 35%+ conversion rate.

I noticed that MANY of the successful calls had a section where the enrollment specialist would walk their prospect through a list of expectations (agreements) and promises that would help ensure the promised outcome.

In nearly all instances -- when the prospect AGREED to the set of expectations/agreements, they also converted on the offer. Here's why I believe it works so well:

1. **Pattern Interrupt:** Like many of the templates across 10x Launches/6FE/7FE, the "User Agreement" features a framing device that your prospect hasn't seen before. This immediately commands attention.
2. **It empowers the sophisticated buyer:** If your market is sophisticated (or disillusioned), they're skeptical around magic pill solutions. The quickest way to overcome a sensitive BS meter is to be FULLY transparent around what's needed on their end to achieve the promised result (with your product/offer/service as a tool)... and assigning clear responsibilities to your buyer. A good prospect wants to feel implicated in the result. They want to feel like the "hero" of the story -- achieving the outcome with your product/offer as a tool. This is even true in DFY services (ie. a copywriter requires a prospect to be cooperative and focused in the research phase / onboarding process).
3. **It helps your prospect self-identify as a buyer:** Remember, the goal of the "coaching the conversion" ethos is to coach the transformation between "Point A" and "Point Buyer". This ultimately requires a shift in self-identity. By treating (and communicating) with your prospect as a buyer, they get an actual experience of the post-purchase state. The act of reading the user agreement has your prospect

investing time/attention in the actions of a buyer. Said another way, you're future pacing the IMMEDIATE ownership experience -- and as taught in 10x Launches, the "closer" in the future you pace -- the easier it is to imagine/assimilate. A more common way of doing this, at least for online courses, is the "membership walkthrough video" where the prospect is shown a video walkthrough of what's on the "other side" and the actions they'll be taking. The User Agreement, aside from being more "fresh" than the former, also leverages an additional persuasion principle: Consistency via a "mid-cro" commitment. pre-supposes the buying action

4. **A "mid-cro" commitment:** Many marketers are familiar with the concept of "trial closes" and "micro commitments" -- essentially priming your prospect to say "yes" by offering a series of small, low barrier actions, and incontestable 'yes's' that pave the way (sometimes manipulatively) towards the final 'yes'. It's my personal belief (and experience) that this tactic, other than being in the ethical greyzone, is losing its power -- particularly for savvy audiences. Further, the volume of "yes's" required only lends itself to a live interaction (sales call, webinar) -- not email. That's why, the User Agreement offers a "mid-cro" commitment. The CTA of the User Agreement is simply asking if they would "sign or agree to the terms of being a buyer". It's not a benign, disconnected "yes" -- but a commitment that's intimately connected with the final "yes" (since it's literally a part of the post-purchase onboarding).
5. **If/Then Logic:** This particular "trial close" accurately and ethically uses if/then logic. "If" your prospect can agree to those terms, then they're ready to get the result (with your help). In essence, you're knocking down a smaller (but still a decent-sized) domino that will knock over the bigger one.

What you're "coaching":

1. Self-identification with a "Buyer" by future pacing the first step in the ownership experience
2. Consistency via a powerful trial close (mid-cro commitment)
3. Social Proof & Exclusivity

Where to send it:

- As a standalone sales email
- An early sales follow up after a conversion event (ie. webinar / launch announcement / presentation)

Themplate

[Introduce the Agreements]

[Pre-Frame the Agreement “clauses” as necessary for achieving promised outcome]

[Clause 1 -- Related to them Leveraging your USP to overcome biggest objection]

[Clause 2 - Point to another feature that overcomes the next biggest objection]

[Clause 3 - Leverage a point of Exclusive Empowerment -- Highlighting Bonuses]

[Clause 4 - Specific action(s) THEY must do to get the result]

[Clause 5 - Celebrate the Customer]

[CTA if they agree]

[PS: 3 Promises you’re making in return]

[P1 - Make a promise that positions against competitors]

[P2 - Reinforce the Exclusivity in C3]

[P3 - Risk Reversal / Guarantee]

[CTA if they agree]

See it in action:

Example: Amy Porterfield - List Builder’s Lab 2.0

Subject line:

would you sign this?

would you agree to something like this?

Important: User Agreement for List Builders Lab 2.0

Body:

Hi, ~Contact.FirstName~!

We’re still fresh off our List Building Masterclass (here’s the [limited-time replay link](#) if you haven’t watched it yet)....

... and so many of your fellow entrepreneurs, coaches, experts and course creators have already decided to take things to the next level by joining us inside the fully-revamped List Builder’s Lab 2.0 program.

<Now Open: List Builder’s Lab 2.0 - GRAPHIC>

Along with their access details, our new students have also been getting a **special “student agreement”** upon joining.

Now this agreement has NOTHING to do with weird clauses or legal loopholes that require a 4-year law degree to understand.

Instead...

It has EVERYTHING to do with a special set of “agreements” that heavily stack the odds in favor of you growing your list to 1,500+ subscribers using List Builder’s Lab 2.0.

These “agreements” are critical.

Especially for entrepreneurs who’ve slipped into overwhelm, distraction or confusion in the past... and want to re-approach list building with a full tank of energy and excitement.

And although you haven’t *officially* joined us inside List Builder’s Lab 2.0...

... I wanted to give you a head start by checking out if the student agreement below is something you’d feel confident stamping your name to :-)

By enrolling in List Builder’s Lab 2.0, I agree to:

1. Follow the 3-Step List Building Stacking Method™ in perfect order: Yep, you’re absolutely gonna be tempted to jump ahead (especially to the advanced stack that goes deep into FB Ads, Instagram Stories, Facebook Live, Snapchat, and so many other exciting list growth opportunities)... but you also understand that this system has been painstakingly organized to keep you on track, protect you from overwhelm, and cut off all potential sources of distractions at the root -- all while giving you the opportunity to start generating momentum and compounding your list building wins from Day 1.

2. Join the +1,800 members inside the facebook community and show up to the bi-weekly LIVE sessions if you get stuck:

I know... I know... *another* facebook group to join, right?

But here’s what you gotta know:

This isn’t just some token throw-in.

This tight-knit community of over 1,800 entrepreneurs and bi-weekly Q&A sessions has been put together to make sure you NEVER stay stuck for more than a few hours at a time -- meaning more momentum, quicker list building wins, and a tribe of like-minded entrepreneurs who are *a/ways* ready to share a virtual happy dance with you :-)

3. Put your exclusive BONUSSES to profitable use:

Because you joined during this special promo period, your bonus area has been fully stocked with TWO other high-impact bonuses (in addition to the FB community).

>>> How to Cash In on Your List-Building Efforts: 5 Marketing Funnels You Need to Know (Value - \$297)

And

>>> How to Write a New Subscriber Email That Sets Up The Sale w/ Ry Schwartz (Value - \$297)

These are NOT random “throw ins”...

But two VERY important bonus trainings (**with a real world value of \$594**), that will help you take the hundreds or even thousands of subscribers you’ll be adding onto your list...

... and elegantly pivot them into the most effective sales funnel for your situation so that you can actually cash-in on your list building efforts.

4. Schedule at least three, 90 minute LBL sessions this week:

Everything inside List Builder’s Lab 2.0 has been designed for rapid implementation and explosive momentum.

From the bite-sized training videos, to the checklists, tech walkthroughs, and “*first do this, then do that*” program design.

Meaning you’ll NEVER be wasting time scratching your head saying “what do I do next” or spinning your wheels with half a dozen random tactics that you never get you anywhere.

Instead, you’ll be re-allocating the SAME amount of time that most people spend in perpetual overwhelm towards confidently implementing the list building stacks -- and experiencing incremental growth every single day.

But you still gotta plug yourself into the system for it to work :-)

5. Have fun!

Create a new spotify playlist.

Choreograph a happy dance.

Ask your barista to make you a custom LBL 2.0 unicorn frappucino ;-)

With the overwhelm and confusion stripped out of the process, you now have total PERMISSION to actually enjoy the process of growing your email list!

<button: Click here to CONFIRM that all of the above is cool with you>

P.S. In return, here are my 3 big promises to you.

1. **I'll be updating LBL 2.0 regularly.** Meaning, unlike other list building trainings (that go for 4X or 5X the cost), you'll never have to worry if what you're being asked to implement still 'works'.

Instead, you'll get to follow the program with total confidence.

2. **I will NOT be sharing these exclusive bonuses anywhere else.**

These are JUST for you (and other LBL members) who enrolled during the special promo period. After that -- they're tucked away in the AP vault for-eva :-)

3. **I will stand by my program with complete confidence.** I've invested hundreds of hours rebuilding this program from the ground up to create what I truly believe is the most advanced up to date, yet EASILY implementable list growth system available. If you hold up your end of the bargain and can show me that after implementing the first TWO stacks you haven't achieved more visible list growth than you've had in the past, let me know within 60 days, and we'll find a way to make things right for you :-)

<button: Click here to CONFIRM that all of the above is cool with you>