

10X EMAILS PRESENTS:

**SIX FIGURE EMAILS #1 –
"MARKET'S SEARCH FOR MEANING"**

HOW THE NEXT 60 MINS WILL GO:

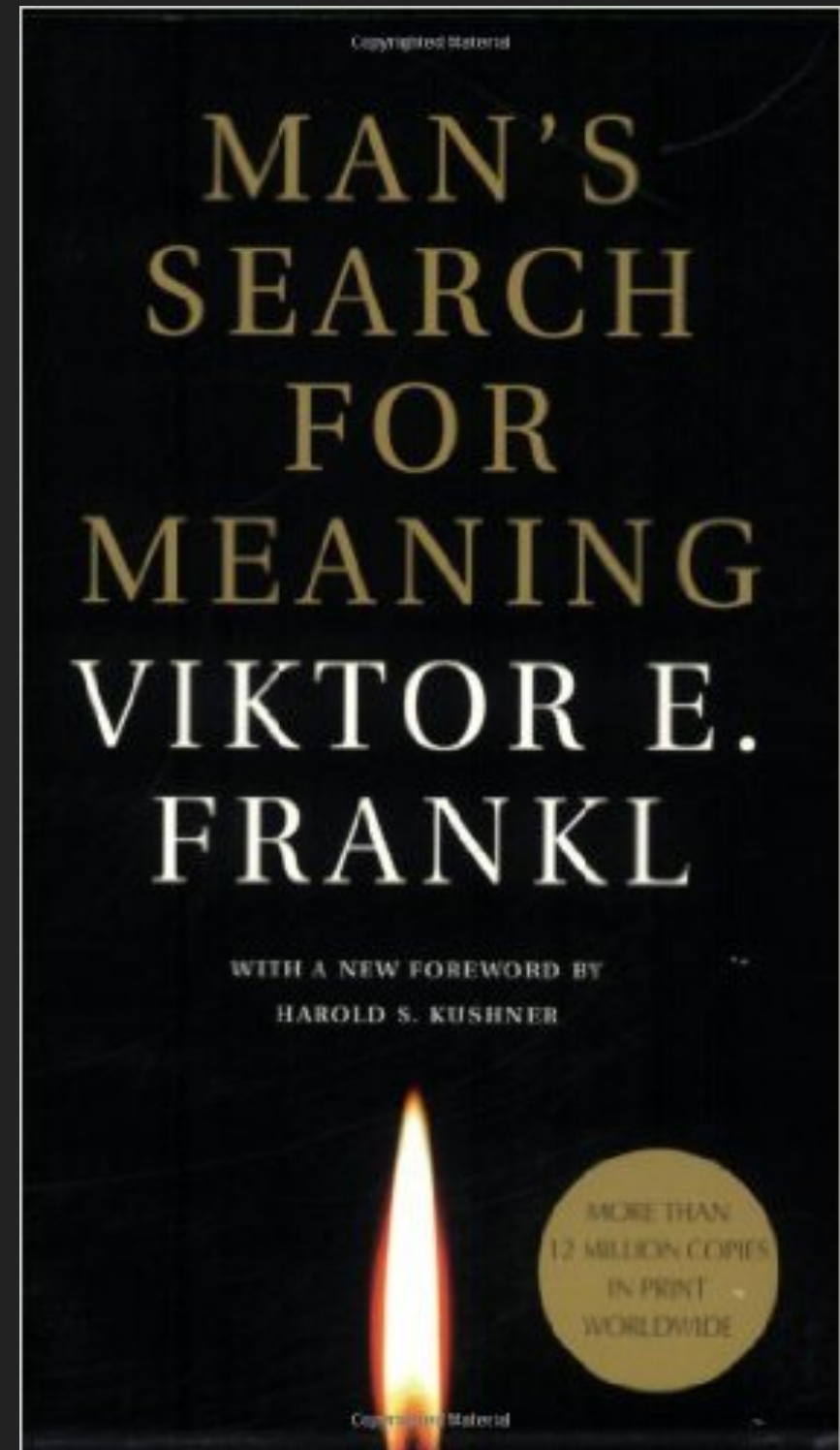
- ▶ Background on the Template
- ▶ Why we use it
- ▶ Where to use it (in a sequence)
- ▶ How to Use it
 - ▶ Powerful Questions to ask
 - ▶ Teardown of Examples:
 - ▶ Example 1: Anti-Depressants
 - ▶ Example 2: Marketing Software
- ▶ Template
- ▶ Q&A

SECTION 1

THE BACKGROUND

BACKGROUND

- ▶ Frustrated over why people STILL aren't buying.
- ▶ Why do we accept 1, 2, 5, or even 10% conversions as the norm?
- ▶ Why are over 90% of qualified, ideal, perfectly-targeted customers STILL not buying?
- ▶ Unlikely wisdom in Man's Search for Meaning.

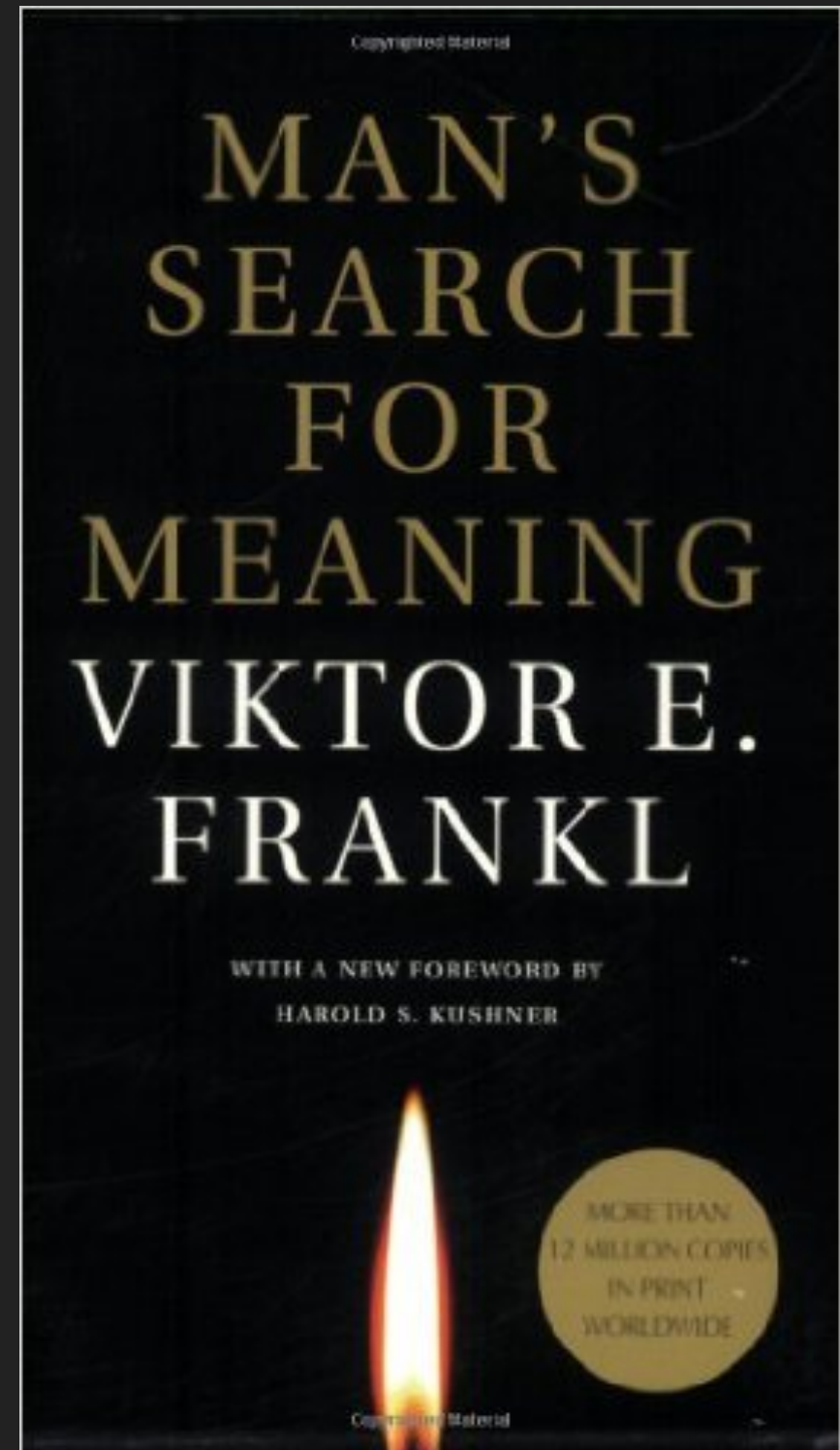


SECTION 2:

WHY WE USE IT

WHY WE USE IT

- ▶ Ideal customers subconsciously disqualify themselves as buyers.
- ▶ Addresses Cognitive Dissonance as a reason for NOT buying.
- ▶ Acknowledges that where there's pain - there's also a created self-image of failure, guilt or shame around it.
- ▶ Gives our customer a chance to relive a shameful or painful moment - forgive it - derive meaning from it - and "close the meaning loop" through our product or service.
- ▶ Through strategic reframing, we can move them from disempowered to empowered.
- ▶ In a few mins, I'll show you how to do it :)



WHAT THE HECK'S A MEANING LOOP?

- ▶ A meaning loop is a more empowering diagnosis over a previous "negative" behavior.
- ▶ We show how it was the best thing they could've done at the time -- and how it saved them from a worse off situation.
- ▶ We create positive association around a negative experience.
- ▶ And then lead them to remain consistent with their positive qualities by choosing the NEW, best action. (closing the loop).
 - ▶ ie. if we open the meaning loop by showing they were acting in their best interest -- we then link our product to CONTINUING to act in their best interest.



WHAT'S THIS EMAIL "SELLING"

- ▶ Self Forgiveness/Acceptance ("it's not your fault", "it was the best thing at the time")
- ▶ Clarity and understanding around previous behavior
- ▶ Positive self-image as it relates to those previously 'negative' events/actions
- ▶ A chance to stay consistent with that new meaning (through your offer).

SECTION 3

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"

SECTION 4

HOW TO USE IT

OPEN THIS DOC

[BIT.LY/SFE-MEANING](https://bit.ly/sfe-meaning)

QUESTIONS TO ASK:

Exploratory Questions

1. What "bad" behavior or actions, in relation to what you're selling, might your prospect feel ashamed about?
2. What external thing (a person, common belief, etc.) can we deflect some of the blame to?
3. How was that "bad" action in fact positive (or the best action possible at the time) given their context at the time?
4. What additional pain may it have saved them from?
5. How did it prepare or empower them for this moment?

THE TEMPLATE

Template

[tell story about their experience of that trait/action/behavior]

[deflect the blame to something external]

[bridge into WHY it actually wasn't their fault]

[how was that thing actually positive - a good thing - ie. opening the meaning loop]

[but now there's a better way - closing the meaning loop]

[tying the meaning loop to your offer]

[overcome surface level objections through your key features/benefits]

SECTION 4 PT2.

SEE IT IN ACTION (OPEN WORKSHEET)

A black and white photograph of a massive concrete dam. The dam's surface is composed of large, rectangular concrete panels with visible vertical joints. A curved walkway or road runs along the top edge of the dam, bordered by a metal railing. A small figure of a person stands on this walkway, providing a sense of scale to the enormous structure. The sky is a uniform, dark grey.

MARKET'S SEARCH FOR MEANING

Q&A TIME