

10X EMAILS PRESENTS:

**SIX FIGURE EMAILS #3 – "THE TIME
COMPRESSOR" IE. 6 FEET UNDER IN 7 YEARS**

But I want to keep this one to myself...



**I'M NOT GONNA CRY I'M NOT GONNA CRY I'M NOT
GONNA CRY I'M NOT GONNA CRY I'M NOT GONNA CRY**

...DAMMIT

memegenerator.net

HOW THE NEXT 60 MINS WILL GO:

- ▶ Background on the Template (open loop: this email was born in a pool of blubbery tears)
- ▶ Why we use it
- ▶ Where to use it (in a sequence)
- ▶ How to Use it
 - ▶ Powerful Questions to ask to extract the content.
 - ▶ The Time Compressor Template
 - ▶ Example Teardown
 - ▶ Example: High Ticket Coaching Program
- ▶ Q&A

SECTION 1

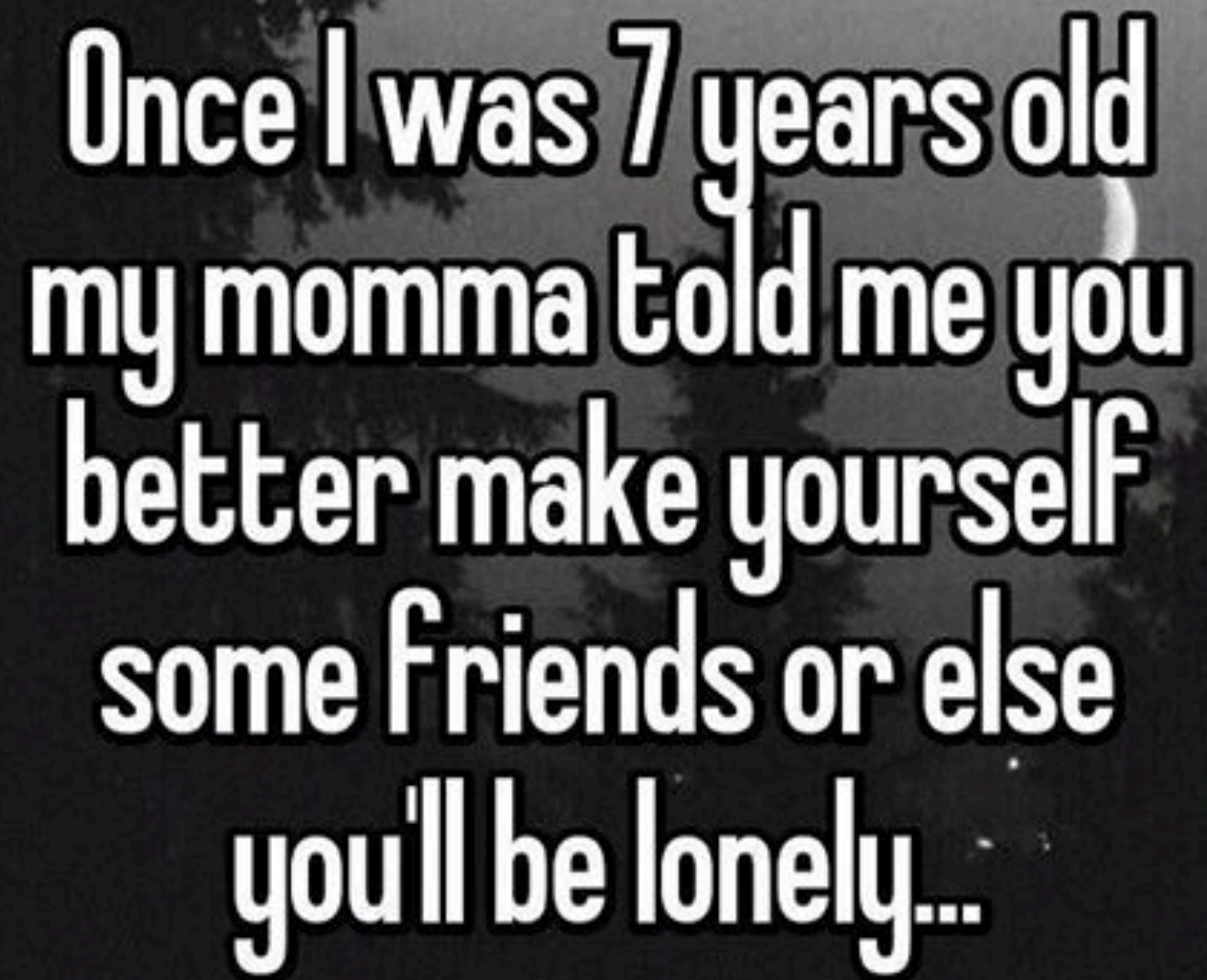
THE BACKGROUND

THE 2 TIMES I

"UGLY CRIED" :(



**Six Feet Under - Final Scene
(with Sia's "Breathe Me")**



Once I was 7 years old
my momma told me you
better make yourself
some friends or else
you'll be lonely...

Lukas Graham - 7 Years

GOT ME THINKING...

- ▶ This "Time Compressing" thing is some powerful stuff.
- ▶ The perspective shift (and visceral + acute experience with URGENCY) is a powerful motivating force.
- ▶ How can I "bottle" up the essence of time compression? And if I can... what marketing challenges can it overcome? How can I help that shifted perspective get potential clients to take action?

SECTION 2:

WHY WE USE IT?

PROBLEMS I WANTED TO SOLVE

- ▶ The "impersonality" or anonymity of one-to-many marketing (ie. email) makes people feel less accountable or responsible for staying consistent.
- ▶ There's a sense of them having FULL control of the situation (unlike a one-to-one sales call where there's more of an exchange).
- ▶ The sense of being in full control + not being held accountable to previous commitments or attuned to the urgency of the situation can KILL conversions.



"FINAL MINUTES" URGENCY IS THE LOW HANGING FRUIT

- ▶ You'll always get the "last minute" buyers who relate well to surface level FOMO and scarcity...
- ▶ But if we can cut DEEPER into the non-buying behavior of the other 97%, then we can really move the needle.

**YOU MUST GET YOUR PROSPECT INTIMATELY
AWARE OF HIS OR HER ROLE IN THE EXCHANGE,
AND THEIR RESPONSIBILITY TO ACT IN LINE WITH
IT**

SO WHAT IS THIS EMAIL 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)

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

<http://bit.ly/sfe3-compressor>

QUESTIONS TO ASK:

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.

THE 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]

SECTION 4 PT2.

SEE IT IN ACTION (OPEN WORKSHEET)



THE TIME COMPRESSOR

Q&A TIME