

SEVEN FIGURE EMAILS #1

THE USER AGREEMENT

How this is going down:

1. Welcome to 7FE!
2. Background on Template
3. Persuasion Principles (aka why it works)
4. The Template
5. The Example
6. Q&A



<http://bit.ly/7FE1-UA>

The Background

Contract

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities. It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to it's objectives. Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc.

Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities your doing to develop your offers. Branding is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your costumers what they can have or expect from the products and services you offer. Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value products? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is them main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand and Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication and distribution channels are parts of brand strategy.

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(B) Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to it's objectives.

(C) The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

(D) A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

(E) Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc. Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities your doing to develop your offers.

(F) Improvement should be measured regularly and assessed in order for you to know what's beneficial and what is not. This will help you set new targets.

(G) Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication and distribution channels are parts of brand strategy.

Signature 1

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.

The Persuasion Deep Dive



Persuasion Principle #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.

Persuasion Principle #2:
Empowers the sophisticated
buyer

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)

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

Persuasion Principle #3:
It helps your prospect self-
identify as a buyer

By treating (and communicating) with your prospect as a buyer, they get an actual experience of the post-purchase state — you're future pacing the IMMEDIATE ownership experience

Persuasion Principle #4:
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).

Persuasion Principle #5:
Accurate and Ethical if/then
logic:

You're knocking down a smaller (but still a decent-sized) domino that will knock over the bigger one.



THE TEMPLATE



<http://bit.ly/7FE1-UA>

Themeplate

[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

Q&A Time

