

Gain/Logic/Fear Non-Buyer Followup Series

This series is designed for subscribers who opt-in for the lead magnet but DO NOT purchase the tripwire offer. The emails follow the Gain, Logic, Fear path, and they are designed to be generic so they can be easily edited and placed on the back of any tripwire or core offer.

NOTE: You may find it helpful to read this blog post prior to implementing this followup strategy so you fully understand how it fits within the overall conversion funnel: <http://www.digitalmarketer.com/customer-value-optimization/>

Email #1 (Gain) – 1 Day After Initial Opt-In

Subj: Did you see this?

Subj: Yep, this actually works

Subj: BOOM! That just happened...

Yesterday you requested my [insert lead magnet title/description here], and I just wanted to check back in a see if you had a chance to [read/watch] it yet.

More importantly, I wanted to make sure you saw this:

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If you're really serious about [insert topic/known desired end result], then this is the ideal first step.

Not only does it work, at only [insert price] it's the tiniest investment you can make and still have a realistic expectation of results.

So get it now while you can:

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This price won't be available much longer, so I would grab your copy now while it's still fresh in your mind.

Talk soon,
[Name]

Email #2 (Logic) – 2 Days After Initial Opt-In

Subj: Call me crazy, but...
Subj: Really...really!!
Subj: Frankly I'm a little surprised

Call me crazy, but I'm a little surprised you still haven't taken me up on this:

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If you really want to [insert known desired end result] (and I'm guessing you do or you wouldn't have even visited my site), then this is the ideal first step.

Remember, not only will it get you [insert specific benefit provided by the offer here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

So DO IT NOW before it gets lost in the shuffle of life. ☺

Talk soon,
[Name]

Email #3 (Fear) – 2 Days After Initial Opt-In

Subj: Last chance?
Subj: Bad news
Subj: You're about to miss out

OPTION 1: SCARCITY-BASED

Yep, this is pretty much your last chance to get [insert product name] at this price:

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On [insert date] the [price is going up to \$XX –OR– offer is closing], so you better get it now, because chances are you won't see it again [at this price] for quite some time.

Good Luck,
[NAME]

P.S. Remember, not only will it get you [insert specific benefit provided by the offer here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

Get off the fence and get started NOW:

LINK TO SALES PAGE

OPTION 2: NO SCARCITY

This is it...I'm done talking to you about this:

LINK TO SALES PAGE

For the last few days I've been encouraging you to get in while you can, but now time is up. After today, you won't hear me talking about it any longer.

So this is your last chance.

Get in now, or risk missing out completely:

LINK TO SALES PAGE

All the best,
[YOUR NAME]

P.S. Remember, not only will it get you [insert specific benefit provided by the offer here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

Get off the fence and get started NOW:

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NOTE: We typically only send 3 - 5 emails for the followup, because given the low barrier of entry if they don't buy within a few days your best bet is to move on and offer your subscriber a different tripwire (if you have one) via a "Goodwill Avalanche" or other tested and proven offers at a higher price point.

Alternatively, you could also run a "Survey Siphon" campaign to re-engage your subscriber and give them a new reason to buy.

DM Lab Members should check out the "Re-Engagement and Win-Back" Execution Plans for additional email followup templates.

Not a member of DM Lab?

[CLICK HERE for details on upgrading your membership...](#)