

# STEPPING STONE EVERGREEN SEQUENCE

JACK BORN

# DAY 0

## 0

**You're In**

**Don't assume that because they signed up for your subscription, they're going to keep reading.**

You have to "sell the series"... but in reality it's difficult to sell a multi-day commitment.

They don't know you. They don't know if this is for them... not yet.

So the goal is to build anticipation for the NEXT STEP.

Building desire, curiosity, and stoking the fire of self interest that can only be resolved in the NEXT STEP is the best way to grab, hold, and direct their attention where you want it.

**Your job is to constantly re-gain attention, build curiosity, connect with their self-interest and promise a payoff in the next step.**

Often called a cliff hanger or open loop.

You're building a chain of emails where each one leads to the next.

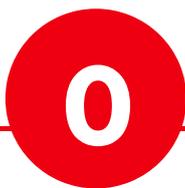
Try to create a daisy chain of curiosity that links one email to the next one so your subscriber anticipates the next one.

For example notice the bullets that I put right near the top of the top of the email.

My goal with these bullets is to really drive up the curiosity and get my read looking forward to the next email.



**The primary goal of this email is to set the stage and build anticipation for what's about to come.**



## You're In cont.

**Really emphasize the problem, agitate the problem, make it worse.**

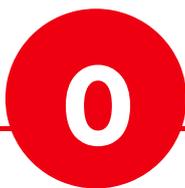
So if I agitate the problem the only way to have it solve this for them to tune into the next email. I really want them focused on the next email and how exciting is going to be because I'm now solving a problem that I've actually brought up and I've even made worse.

See you see I don't try to convince my subscriber that the entire weeks worth of emails is going to be worth turning into a really focus on getting there anticipation cranked up to the maximum level so that they're really excited about what's about to come tomorrow.

The other thing that I want you to notice as you go through the additional emails is that I never assume that just because they open the email they're going to read every line of the email or continue reading.

At the beginning of every email I really try to drive up their excitement curiosity and anticipation for what's to come in that very email so it's a process of constantly grabbing attention, directing their attention, and holding attention.

There's never a point during the email sequence where we can assume "okay I have their attention". It's a constant cycle of re-engaging their self-interest and curiosity to grab, hold, and direct their attention.



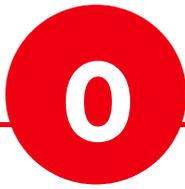
## You're In cont.

### Ask them to reply in this first email

The reason why I'm doing this is because number one, I want to get their feedback so that I can continue to have this conversation and get feedback from my subscribers and keep my pulse on what is most important to them. What's most painful for them.

But the other reason why I'm doing this is because when a subscriber replies to my first email that is an indication to Google's algorithm that they want to receive my emails. So it's going to be a lot more likely that the rest of my emails are going to arrive in their inbox instead of being shuffled off to spam box.

And then I end this email with a reminder of what to look for tomorrow and I told them what the subject line of that email will be and we really need to make that subject line something that summarizes the value that they're going to get and increases the curiosity about what will be revealed in that email.



## Example Day 0 Email

Boom... you're in!

**Congratulations on being a serious student of marketing.**

Not everyone is as committed as you to learning about building a better business and a better life.

Over the next several days you can expect me to match your commitment by sending you awesome training that will shift your thinking about how to grow your business.

For example:

- If you've ever dreamed about being **free of the fear** that your business would flatline without yet another launch...
- If you're **tired of asking affiliate partners to support your launch**...
- If you ready to **say goodbye to the "feast or famine" launch cycle** - and you never want to watch your family suffer through the ups and downs again...

Tomorrow is the day you've been waiting for.

I'll be sending you a mini-manifesto I call the **"Truth About Launches"**.

And that's just the beginning.

There's a LOT of great training headed your way in the coming days.

All of it designed to show you a clear and simple way to grow your business on autopilot using sound marketing principles.

I'll back up everything I tell you with proof, examples, case studies and even free tools and resources.

But first I need you to do TWO things.

- 1) Make sure that you [download the "UFO funnel" case study] if you haven't yet.
- 2) I want you to hit reply and answer one simple question...

"What would it mean for your business if you found a reliable, scalable, and predictable way to get new clients?"

Just hit reply to this email and let me know.

My team and I will read every word of what you write.

And this will also make it much more likely that you'll get the upcoming free trainings over the next several days.

Ok.

Go ahead and hit reply now.

**And keep your eyes peeled for an email from me tomorrow with the subject line:**

**"The truth about launches"**

Sincerely,

Jack Born  
Dealdine Funnel

**We want them to stay focused over the coming days by being consistent with their identity we identify**

**Bullets to really build the anticipation for tomorrow's email and what's to come**

**A lot of the bullets focus on the pain they can identify with**

**I want them to watch a video and start to go through my training**

**Hitting reply will give me feedback from those that do, and also be a signal to Gmail that they want my emails**

**More anticipation**