

# STEPPING STONE EVERGREEN SEQUENCE

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# OPEN LOOPS



## Open Loops & Cliffhangers

I need to give credit to two people for this.

This topic is so important that it deserves its own instructions.

I want to give credit to two people for this. They didn't invent the concepts I'm going to share with you now, but they introduced them to me in the context of persuasion and communication.

They opened my eyes to how to use them to great effect in my own marketing.

Now I'd like to pay it forward to you.

First, I want to give homage to the master of “teleseminars” and webinars, Michael Cage.

And yes, doing presentations over the phone to a few hundred or a few thousand people at a time used to be a “thing”. :)

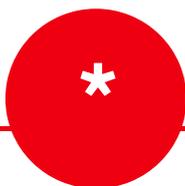
The technology may change, but the principles of communication don't. Remember that.

Michael took his training course off the market but I'll share one of the most important “ah ha's”.

Michael drilled into my head that you never “have” someone's attention.



**Remember the lovable dog in the Movie, 'Up'.**



## Open Loops & Cliffhangers cont.

Not in the sense that once given, it's something that you can check off your list of things to do, like:

"Let's see here... Grab their attention, ok, I did that in email 1, check... what's next?"

Doesn't work like that.

We're all like that lovable dumbass dog in the movie UP.

"Squirrel!!!!"

So you must ALWAYS be peppering your communication with ways to RE-gain their attention and focus it where you want.

There's not one squirrel distracting your reader. There's a thousand.

And you have to shoot the bastards one at a time, all the time.

I'm not exaggerating much.

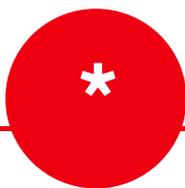
**There are 4 key areas you should look at for re-gaining their attention with curiosity or cliffhangers.**

### 1: **Subject line.**

They're scanning their inbox. Your subject line telegraphs if this is something they need to pay attention to.

### 2: **First 5 words of your email.**

Why?



## Open Loops & Cliffhangers cont.

Because especially on mobile, this little bit of your email is shown.

So use it.

For example, what grabs you more?

a) "This email was sent as HTML only. To view it visit [URL]"

No. I'm not kidding. Check it out.

Orders **How to avoid a boot-licking future** - This email was sent as HTML-only. To view it, please visit: <https://m171.infusionsoft.com/app/>

(BTW, if you're using InfusionSoft, their system is known for doing this. You can fix it in about 5 minutes.)

Or

b) "There's a dangerous myth that's been told for years and I think it's high time..."

**TEST2: The truth behind launches. Not what you've been told.** Inbox x



**Jack at DeadlineFunnel.com**

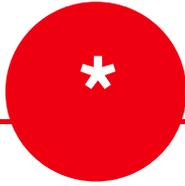
There's a dangerous myth that's been told for years and I think it's high tim...

### 3: The beginning of your email

Don't believe for one second that just because you got them to open that they're going to keep reading. Their finger is on the back button (or swipe-to-delete on mobile)

### 4: The end of your email

Leave them begging for more. The unfinished story. The unresolved drama. Or simply the unsolved puzzle, as I'll explain in a bit.



## Open Loops & Cliffhangers cont.

(See what I did there? Yep. Open loop.)

Next is my friend, and legendary story teller, email marketing genius...

The one. The only...

### Andre “Shy Guy” Chaperon.

So happy to call this man my friend.

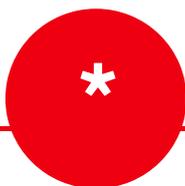
He mesmerized me a LONG time ago (when I was just one of many subscribers to his list) with a daily email sequence on how he built a World of Warcraft affiliate site in real time and made a consistent daily profit buying cheap traffic from Google.

(Ah, the days of cheap Google traffic. Before the dark days of slaps and bans. Pre-Google's world domination... or co-domination shared with Facebook and Amazon.)

If the topic of building a World of Warcraft site sounds silly, let me tell you something... there are some old dogs like me who owe a GREAT debt of gratitude to Andre for blowing our minds with that case study... and then writing the definitive guide on how to crawl inside the mind, heart and soul of your readers.

In that email sequence Andre was revolutionizing (before our eyes) how to use emails as a delivery mechanism for planting ideas with almost Inception-like precision. To change hearts and minds, one email at a time.

Every email he sent I read multiple times and regretted it ending, like finishing an episode of Game of Thrones and yearning for the next one... with a gnawing ache of desperation.



## Open Loops & Cliffhangers cont.

And at the end of his sequence he revealed that he was walking us through a modification of a lesson he learned in an advance copy of a new training course that was hitting the market tomorrow.

You think I bought?

Hell yeah I bought it. And I made sure to get it through his affiliate link.

But the real lessons weren't in the course he was promoting as an affiliate... it was in the captivating power of his emails.

"How did he DO that?" I wondered.

"What the heck made me devour each email and only want more?"

### Autoresponder Madness

A few years later I got my answers. He codified his methods in a course called Autoresponder Madness.

Here's his course BTW, [Andre's course](#).

[Quick side note, if you buy it through MY link and send me your receipt I'll upgrade your purchase with some a sick case study of my own. How I took a rambling interview and re-constructed it into a short story that helped my buddy Perry Marshall win an affiliate contest put on by John Carlton - even though Perry mailed out a smaller part of his list than anyone else did.]

But either way, buy Andre's course. Buy all his stuff. Even if I hated the guy I'd grudgingly tell you tell it's must read.



## Open Loops & Cliffhangers cont.

I'm happy to say that Andre's heart is pure gold... it's always nice to buy A+ training from A+ people. (See \* at end)

Go buy Andre's course. Now. Thank me later. And if you already have Autoresponder Madness, go buy his courses on story telling. If you are a serious student of marketing it's must-read material.

Anyhow, Andre is the master at "open loops" and cliffhangers.

What you can learn by studying my emails you have here is how to slide in these cliffhangers without it sounding like you're doing it just to serve YOUR needs.

You want it to sound natural.

My inspiration is Andre's material and I hope I can come close to what he does.

**The purpose of the cliffhanger is to refocus attention where you want it.**

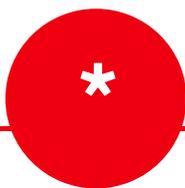
But if you haven't guessed it yet, the PURPOSE of using the open loop (cliffhanger) is to RE-gain and refocus their attention where you want it.

And since you must always be re-gaining their attention... you must become a master of the invisible cliffhanger. The scentless open loop. The story line that sucks them in and compels them to keep stepping further and further into your world.

But even if you start out a bit clumsy with your open loops, don't worry, better to do it average than not do it at all.

And the more you use them, the better you'll get.

Andre's method is to tell a powerful story.



## Open Loops & Cliffhangers cont.

And it's crazy effective.

The downside is that telling captivating stories is a skill that takes a while to get comfortable with and longer to master.

(Again, see Andre's material for great info on this)

So my shortcut I want to share with you is this:

Raise a problem... even if it's a kinda small problem... and leave the solution to be solved either later in the email or later in the sequence.

### How to raise a problem without sounding forced.

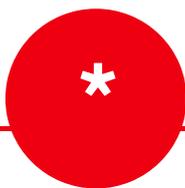
The way you can do this without sounding forced is

- 1:** If you raise the problem in the same topic context of the problem you're solving currently, it's as natural as a conversation or consultation
- 2:** When you solve the first problem this brings up other problems related to the first one.

For example:

"While we're on the topic of hitting your forehand with more power there's something we didn't cover and that's consistency. Because adding 15 mph to your forehand is great for your ego, but if you're hitting the ball long all the time that's going to lose you a lot of matches. It took me a while to crack the code on that one but I'll share the trick with you tomorrow or the next day."

See how that's done?



## Open Loops & Cliffhangers cont.

Totally made up example... I just happen to be a tennis nut. So I know the topic inside and out even though I don't market to that niche.

Ok, now that I've explained the importance of always regaining attention through cliffhangers and given credit to my mentors... time to dive in and see how it's done.