

# STEPPING STONE EVERGREEN SEQUENCE

JACK BORN



deadline funnel

[www.deadlinefunnel.com](http://www.deadlinefunnel.com)

# POST-DEADLINE 1



## Post-Deadline Email 1

### Get feedback from your subscribers.

The goal of this email is to get feedback so you can:

- Discover new objections
- See which objections keep coming up most often
- Learn their language about how they describe their problem, their situation, and their objections...

A favorite quote of direct response copywriters:

"Always enter the conversation going on in the prospect's mind."

- Robert Collier

Having this feedback loop gives you a direct connection to the conversations going on in your prospects' minds. Especially the ones that were considering buying... but just didn't quite pull the trigger.

### Keep this email short and sweet.

Just make the request... and be clear that you're just looking for honest feedback.

Simple.

Some marketers make this a much longer email and that's fine too. As an example, I'm including an email sent to me by SamCart.

So long or short... it doesn't really matter. Just ask for feedback.

And then make a point to review this feedback on a regular basis... you'll find some gold in the replies.



## Post-Deadline Email 1 Example

I'd love to know why you didn't start your free trial of Deadline Funnel.

**Could you hit reply and let me know?**

I promise I'm just looking for your honest feedback.

Thank you very much!

Sincerely,

Jack Born  
Deadline Funnel

**Keep it short and non-threatening**

---

Sent to: [\\_t.e.s.t.\\_@example.com](mailto:_t.e.s.t._@example.com)

[Unsubscribe](#)

Survey Funnel 303B Anastasia Blvd #163 Saint Augustine, FLORIDA 32080 United States



## Post-Deadline SamCart Example

Can you help me out?

Inbox x



**Brian @ SamCart** support@samcart.com via dripemail2.com  
to me

11:13 AM (1 hour ago)



Maybe you clicked on one of our Facebook ads, attended one of our live webinars. Or.....

Whatever it was, at some point in the past, you raised your hand and said you were interested in knowing more about SamCart — the hands down easiest way to sell stuff online.

But for some reason, you haven't signed up yet.

[Why?](#)

As you know, from the millions of emails I've sent you, it's not for a lack of trying!

Honestly, I've tried everything I could think of:

- Offering discounts and free trials
- Tempting you with tons of great bonuses
- Even telling my own miserable story of what drove me to create SamCart in the first place

All to get you to at least TRY SamCart.

And still....\*crickets\*

I just don't understand. And [I really want to](#).

Because at SamCart, we're all about removing the obstacles that just-starting-out entrepreneurs like you are facing. And I want to know [what's holding YOU back](#).



## Post-Deadline SamCart Example cont.

So will do me a favor?

Take a couple minutes and take this quick [What's Keeping Me From Starting My Online Business Survey](#) that will help me understand — and hopefully get rid of — whatever obstacle is standing in the way of you taking the first step toward making your dream come true.

I promise you that I will go over all [your input](#) and get back to you with a solution that will make you feel TOTALLY comfortable about starting your online business with SamCart.

Thanks in advance for your help.

Talk soon,

Brian

P.S. [Click here now](#) to take this quick survey. Thanks!

---

Need help? Shoot an email to [Support@SamCart.com](mailto:Support@SamCart.com)!

To make sure you keep getting these emails, please add [support@samcart.com](mailto:support@samcart.com) to your address book or whitelist us. Want out of the loop? [Unsubscribe](#).

Our postal address: [11850 West Market Place, Suite C, Fulton, MD 20759](#)