

# STEPPING STONE EVERGREEN SEQUENCE

JACK BORN



deadline funnel

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

# DAY 4

## 4

## Power of Stories

### Stories convince and persuade.

You probably heard how stories are one of the most effective ways to convince and persuade.

So I'm leading with the story but not just that, I'm dropping my reader right into the middle of the juicy part of the story rather than starting at the very beginning.

As I've mentioned many times before and I'll mention again, it's vitally important to not assume that you have their attention and that they're going to read your email. So what I'm doing here is I'm regaining their attention and pulling them into the story.

I've got a screen shot of the actual video which if they click on, it takes them right to the case study. One of the reasons why I love to use screenshots of the videos is because it adds social proof and people pay attention to faces. We are hardwired to pay attention to faces. It's been shown that even babies have the ability to recognize faces very early, that's how we know that is hardwired into each of us.

I continue the story right after the screenshot of the video. And notice that I've changed the font of the quote so that it stands out from the rest of the text so that they get the point of what I want to convey with the social proof. So even if they don't scroll down the screen whether they're on laptop or mobile device, they're going to get the point of the case study even if they're in a rush and don't have time.

“

**Use stories to model behavior for your readers.**

## 4

**Power of Stories cont.****Help people who don't have time to watch the case study.**

About halfway through the email I summarize the interview and I do this because again, a lot of people don't have time to watch the entire case study. But they see that there is a case study, they see her picture, they read her words. It's almost as good as reading the entire case study and watching the entire video.

But also what I'm doing by summarizing the case study is that I'm really coaching the behaviors of successful entrepreneurs. This is a really savvy technique to learn from a wicked smart marketer named Michael Cage.

**Use your story to model behaviors for your readers.**

If in the process of telling your story you can highlight the actions and behaviors that you want your readers to model, this is a very powerful way for you to not just entertain and deliver the surface-level narrative, but to weave almost embedded instructions into the story that you're telling.

Another way to think of this is that if you were to divide the world into winners and losers, winners do the following things... Losers do the following things... obviously your reader wants to be in the winner category. So when you demonstrate "This is what winners do" you're setting up a construct that moves your subscriber closer to the actions that you want them to take.

So for example when I point out that she invests in her business... the real reason that I'm bringing this up is because Deadline Funnel is an investment that costs more than other alternatives, but I'm trying to coach my reader to follow the path of a successful entrepreneur who treats her business like a real business and makes real investments in her business rather than trying to "go cheap".

And when I point out that Jasmine takes action quickly... I want them to come to a decision and take action quickly.

And then I use the context of taking quick action to remind my reader that time is running out on the special offer.

## 4

**Power of Stories cont.****Everyone wants to model successful entrepreneurs.**

I continue with the third point again coaching the behavior I want them to model, which in this case is modeling successful entrepreneurs.

And what's useful about pointing this out is that I can now highlight the fact that some of the most respected thought leaders in my market use my software.

Now the behaviors that I'm pointing out are clearly self-serving because I'm tying them into taking a test drive of my software.

But it's still effective because the behaviors that I'm pointing out are clearly solid advice and they're clearly true.

For example it's hard to argue with the advice that you should invest in your business if you want to succeed.

It's difficult to argue that taking action quickly is not the behavior of successful business owners.

And it would be really challenging to argue that if you want to be successful you should ignore what successful people are doing.

And at the very least, at the end of it, he gives me the context to list out a long list of thought leaders who use my software. Because this is very powerful social proof.

And finally at the end of the email I remind them again about the special deal. And although I don't mention exactly when the deadline is, I've now started to let them know that this special deal will not be around forever.

It's going to expire soon.

4

Example Day 4 Email

"I woke up the next day and I was like 'What the heck just happened?' Like, I felt guilty... I all of a sudden felt **money shame**. I was like, 'How am I making money not doing anything?'"

**Story.**  
Notice how they're dropped in the middle of the story at a juicy part.

That's what online course creator [Jasmine Star told me](#) she felt the morning AFTER her evergreen Deadline Funnel went live.



"... we set [Facebook] ads in place, and not even 24 hours after launching the evergreen of Insta180 we had, by the time we had emailed you, we had made \$1,800 dollars in about 21 hours."

**Cut right to the results... so even if they don't spend time watching the interview, the proof is delivered.**

But here's what's funny... and inspiring.

[In our interview](#), [Jasmine openly admits](#) that less than a year earlier she didn't even know what a mastermind is... or what a webinar is... or much of anything about digital marketing.

And I have to say... there's a part of me that's envious of how quickly she's been able to go from zero to full time income online.

I started with WAY more experience and still it took a LOT longer for me to really get the key ingredients figured out.

Jasmine avoided a lot of the mistakes I made years ago... and that's why I'm excited to share Jasmine's interview with you.

[As you'll hear her explain](#)... she stays hyper focused on what SHE does best. And that's not the tech side of things.

Here are some "below the surface" observations I've made about Jasmine that contributed to her fast success:

4

Example Day 4 Email cont.

#1 => She invests in her business.

Being a member of James Wedmore's mastermind is a big investment.

Hiring an agency to build your funnel for you is a big investment.

Getting the best tools (like Deadline Funnel) is an investment...

#2 => She takes action quickly.

After she heard my presentation at James Wedmore's mastermind in November she immediately jumped into action and hired someone to build out her funnel using Deadline Funnel

Coaching the behaviors of successful entrepreneurs. "If you want to be successful, model the behaviors of successful entrepreneurs"

[Reminder]

Pssst....

Speaking of taking quick action - you need to start your free trial of Deadline Funnel PRONTO or you're going to lose:

**Bonus #1 => "Twice the Test Drive"...** which means we're extending the normal 14 day test drive to a nice leisurely **30 day free test drive** so you can really put implement and see your sales go up before you send us a dime.

Just like Robert did... who made several thousand dollars using Deadline Funnel during the free trial. Check out the video to see how pumped he is!

And...

**Bonus #2 => access to 9 email templates** you can use to build out your Deadline Funnel sequence

These 9 emails have a real world value of \$900 because any decent copywriter will charge you at LEAST \$100 per email.

More like \$150 actually... but I want to use a number you and I can both agree on.

So that's a nice long test drive... AND \$900 worth of emails.

But this special deal is over soon. Very soon.

[Start your 30 day free test drive here while you still can.]

[/ End of reminder]

Reminding them of the bonus.

4

Example Day 4 Email cont.

#3 => She models successful entrepreneurs.



Again coaching the behaviors.

Taking action quickly is important... but just as important is taking the RIGHT action at the RIGHT time.

Jasmine didn't try to reinvent the wheel.

She found successful entrepreneurs to model and she followed their advice.

She tuned out everything else and focused on what she was told to do next.

And as a result she was able to free herself from depending on launches. Now she can do a launch when she wants... but she has an evergreen ASSET in her business that generates new clients every day.

Here's the link again for her inspiring and enlightening interview => <http://blog.deadlinefunnel.com/case-study-building-evergreen-business-jasmine-star/>

Sincerely,

Jack Born

DealdineFunnel.com

BTW - Point #3 about modeling successful entrepreneurs... so powerful.

Modeling successful entrepreneurs gets you pointed in the right direction.

And it's why I like to point out that **Deadline Funnel is used by James Schramko, Frank Kern, Andre Chaperon, Todd Brown, Jon Benson, David Siteman Garland, Perry Marshall, Ryan Lee, Jonathan Mizel, James Wedmore, Navid Moazzez, Melyssa Griffin, and on and on.**

When so many thought leaders are using Deadline Funnel you know it's because it works!

And it's never been a better time to start YOUR free test drive of Deadline Funnel because for a limited time (hint hint) you can still get:

**Bonus #1 => "Twice the Test Drive"...** which means we're extending the normal 14 day test drive to a nice leisurely **30 day free test drive** so you can really put implement and see your sales go up before you send us a dime.

Just like Robert did... who made several thousand dollars using Deadline Funnel during the free trial. Check out the video to see how pumped he is!

And...

**Bonus #2 => access to 9 email templates** you can use to build out your Deadline Funnel sequence

These 9 emails have a real world value of \$900 because any decent copywriter will charge you at LEAST \$100 per email.

More like \$150 actually... but I want to use a number you and I can both agree on.

So that's a nice long test drive... AND \$900 worth of emails.

But this special deal is over soon. Very soon.

[Start your 30 day free test drive here while you still can.]

Shameless use of social proof.

No need to be shy since time is running out.

Re-reminding them of the bonus.