

## Gain Logic Fear Campaign - Engagement Series

This series is designed for subscribers who opt-in to receive your lead magnet but DO NOT take your initial 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 offer.

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

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**SUBJECT:** Did you see this?

**SUBJECT:** Yep, this actually works

**SUBJECT:** 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:

LINK TO OFFER

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

Not only will it help you but it may be the best 30 minutes you spend on your business this year.

So get it now while you can:

LINK TO OFFER

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

Talk soon,  
[Name]

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

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**SUBJECT:** Call me crazy, but...

**SUBJECT:** Really...really!!

**SUBJECT:** Frankly I'm a little surprised

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

LINK TO OFFER

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 tripwire 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]

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

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**SUBJECT:** Last chance?

**SUBJECT:** Bad news

**SUBJECT:** You're about to miss out

**OPTION 1: SCARCITY-BASED**

Yep, this is pretty much your last chance to get [insert offer]:

LINK TO OFFER

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 tripwire 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 OFFER

**OPTION 2: NO SCARCITY**

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

LINK TO OFFER

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 may be your last chance.

Get in now, or risk missing out completely:

LINK TO OFFER

All the best,  
[YOUR NAME]

P.S. Remember, not only will it get you [insert specific benefit provided by the tripwire 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 TRIPWIRE SALES PAGE

**NOTE: We typically only send 3 - 5 emails for tripwire followup, because given the low barrier of entry if they don't take the offer within a few days your best bet is to move on and offer your subscriber a different offer (if you have one)**