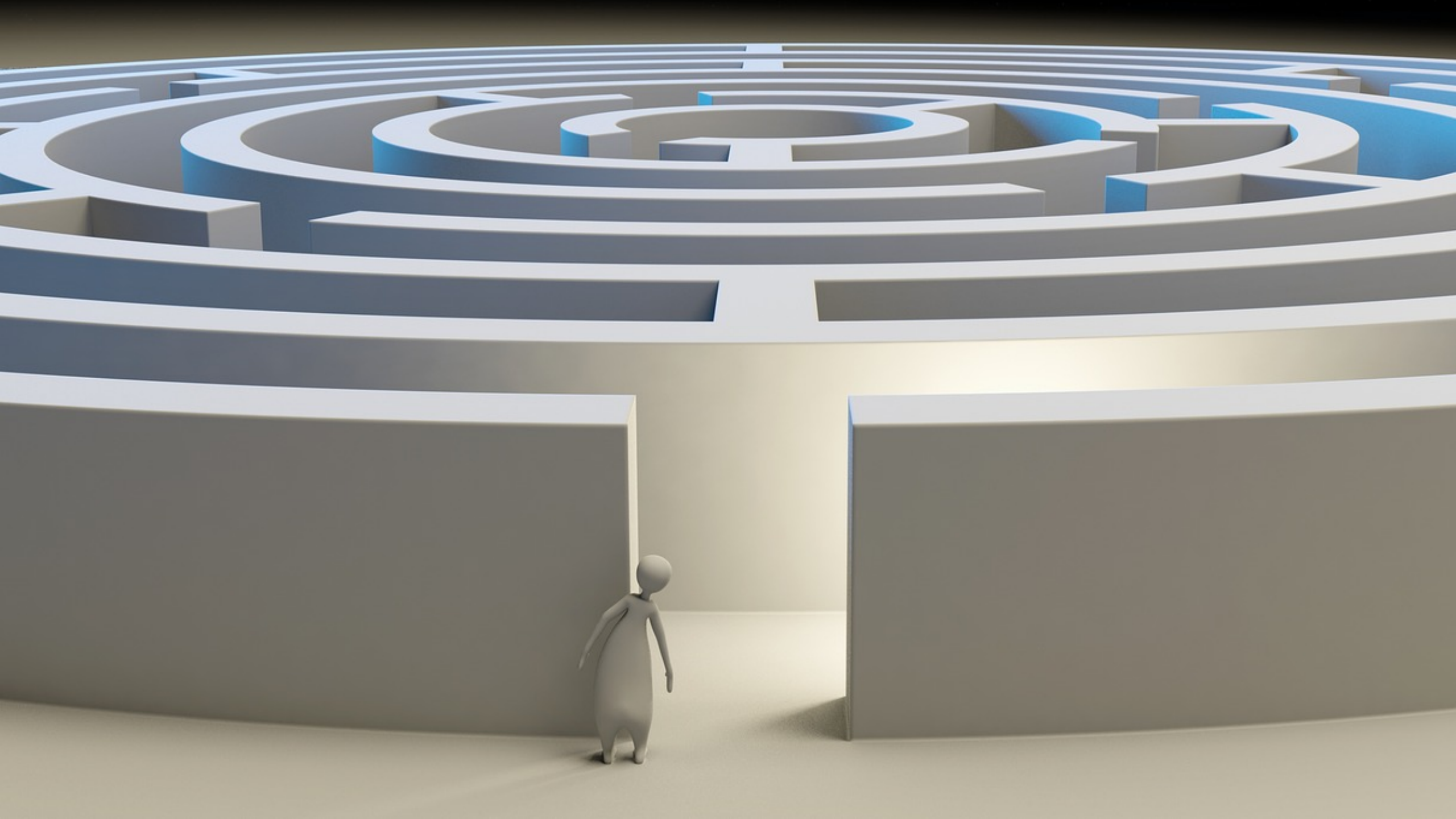


THE ENGAGEMENT FUNNEL



BRIAN CASSINGENA





The background of the entire image is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the frame, with a higher concentration in the top-left and bottom-right corners. Each droplet has a soft highlight and a gentle shadow, giving them a three-dimensional appearance.

WHO AM I?

- Writing copy for own products since 2003
- Writing copy for freelance clients since 2004
- \$10,000 a month eBay listing
- Personally mentored by 'ToeCracker' Trevor Crook
- Landing pages that convert at 50%+
- Sales pages that convert at 30%+
- Tripled Mindvalley's auto funnel revenue in a year

BUT THAT'S ALL PRETTY BORING...



Marisa Peer

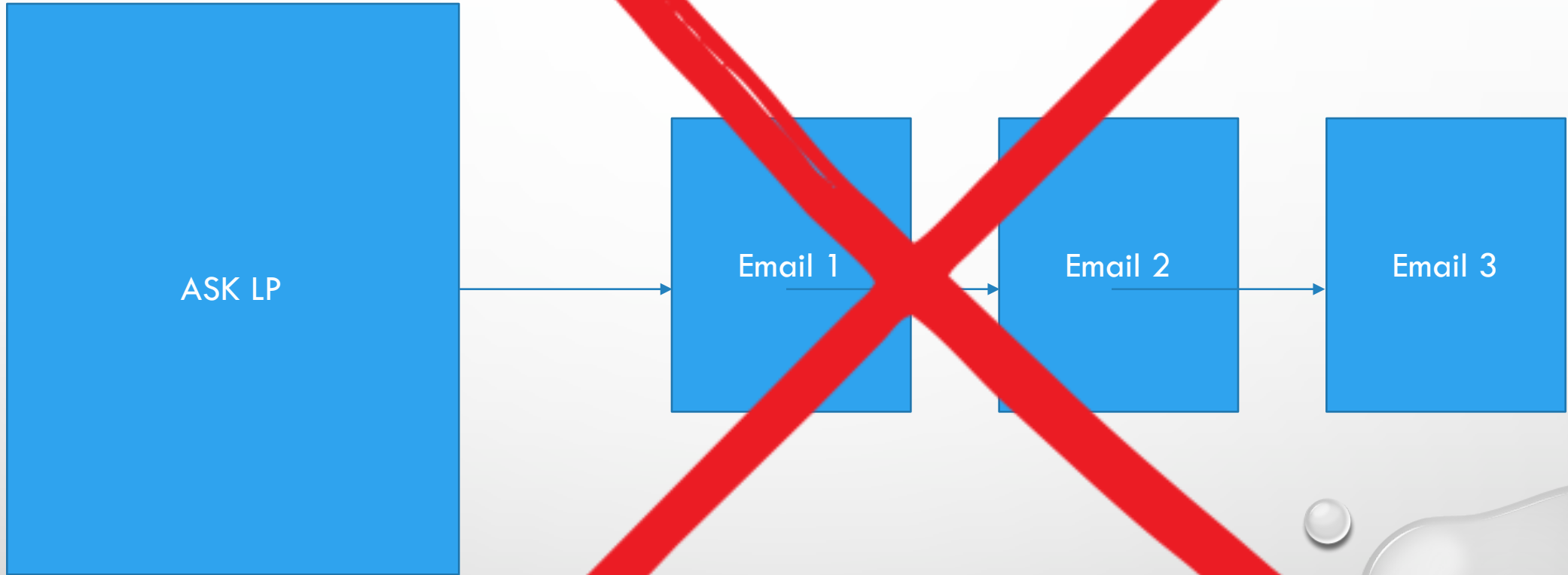
MindvalleyAcademy.com

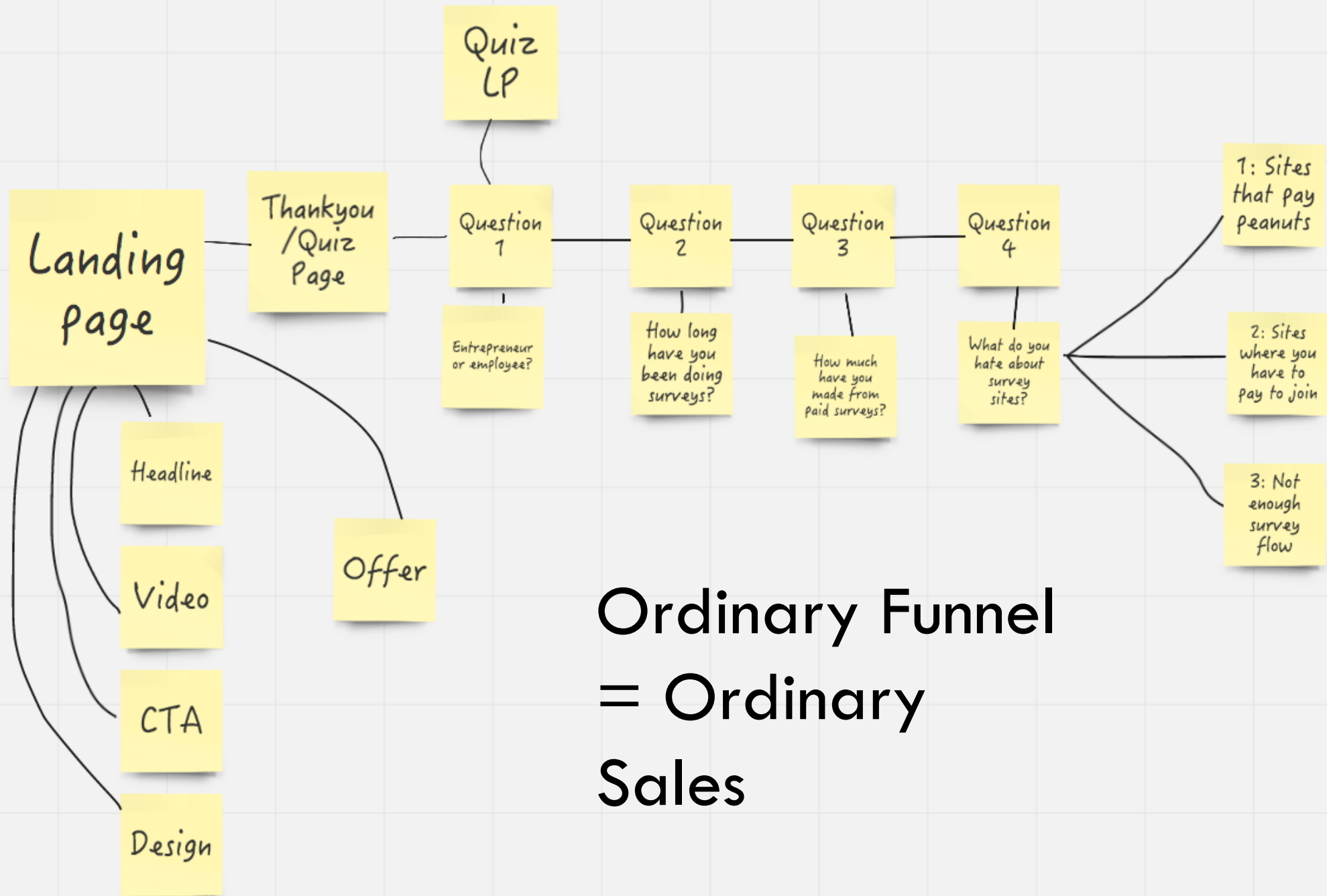
- DEC 2015: \$1,000,000+ Webinar with Mindvalley
- Using Ryan's ASK Methodology (DDS)
- Post-webinar sequence did \$1M in sales

The Mission: How To Do \$1,000,000 On Autopilot

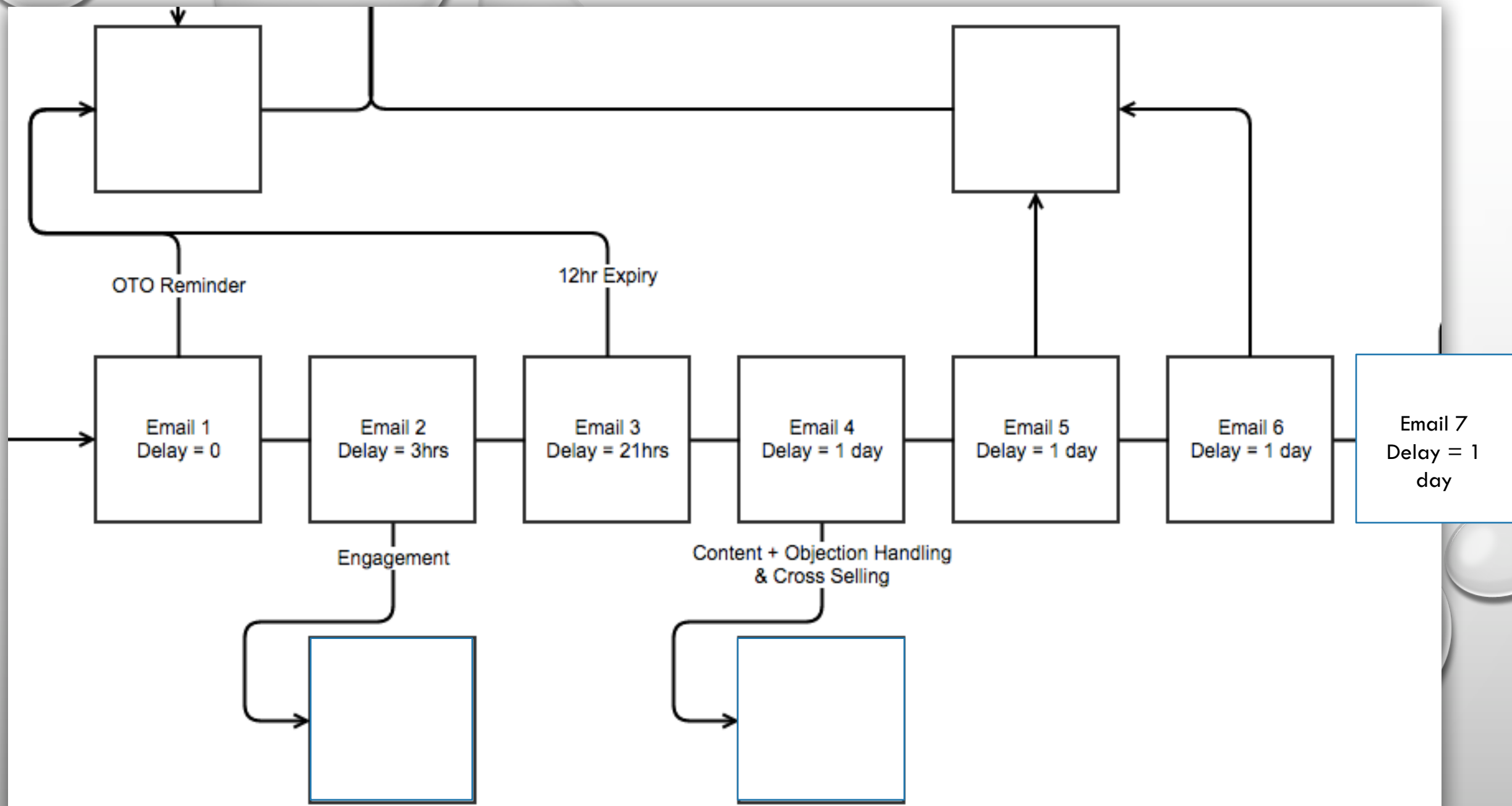


Over \$1,000,000 in
2016 on AUTOPILOT





Ordinary Funnel
= Ordinary
Sales

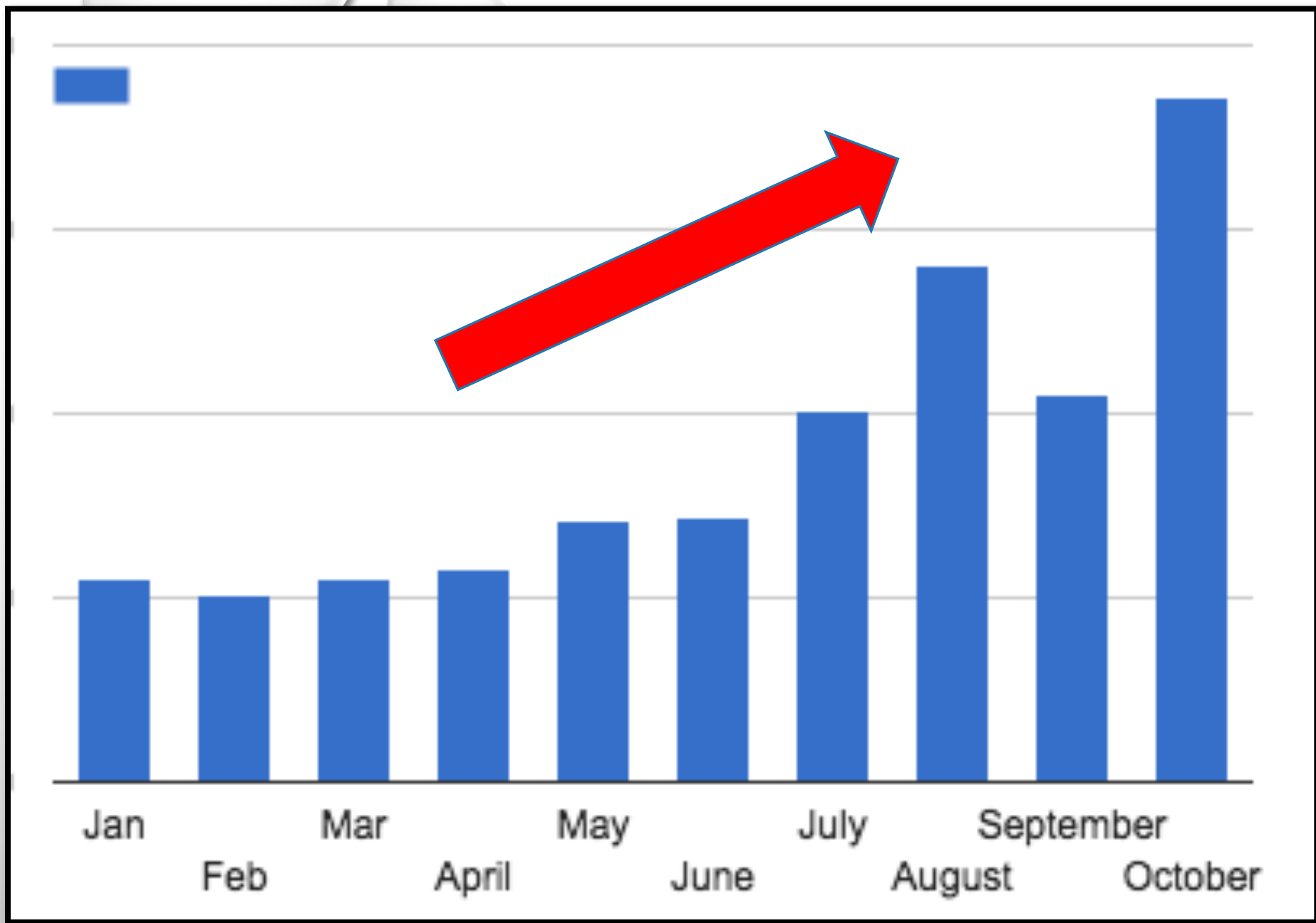




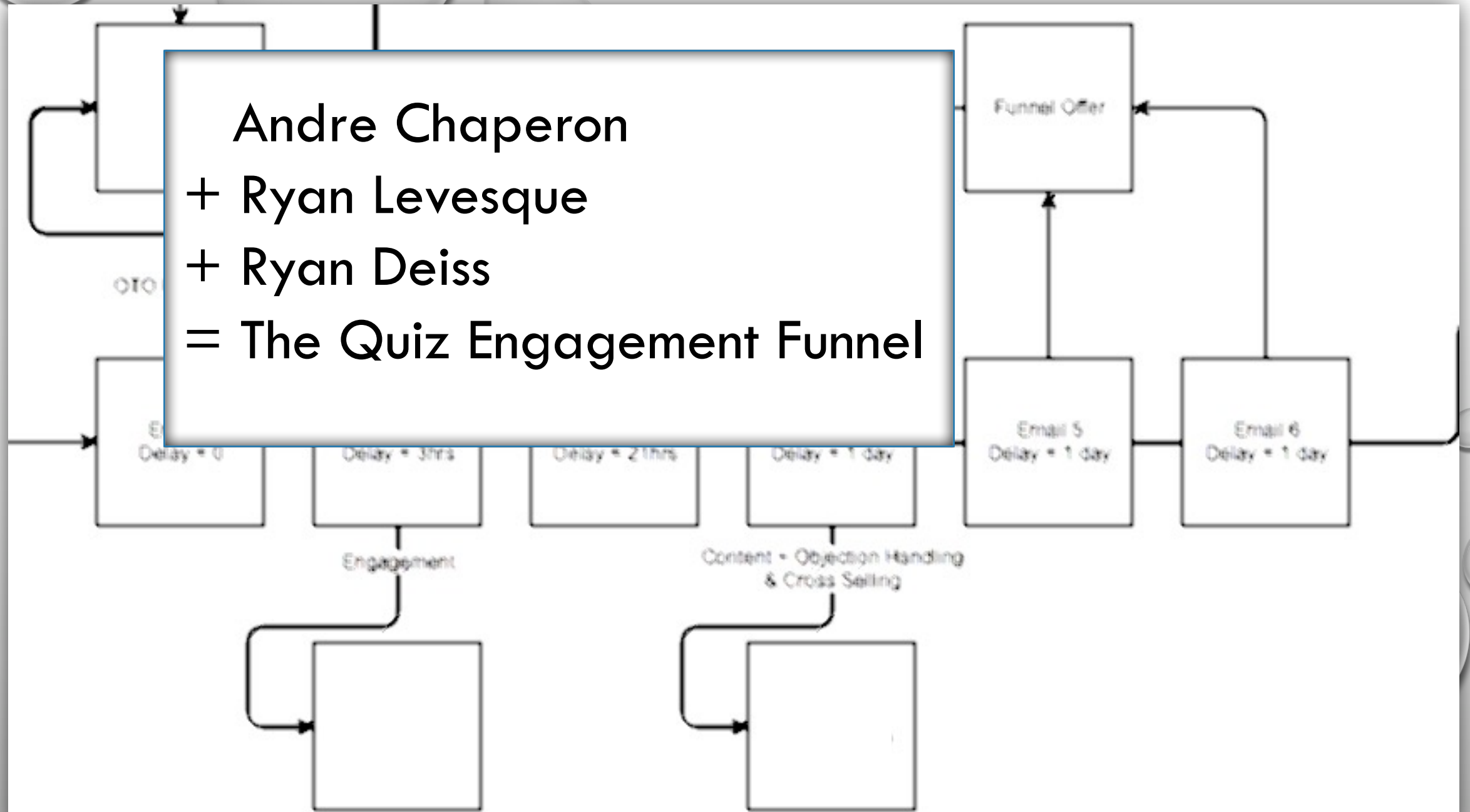
Andre Chaperon - Autoresponder Madness

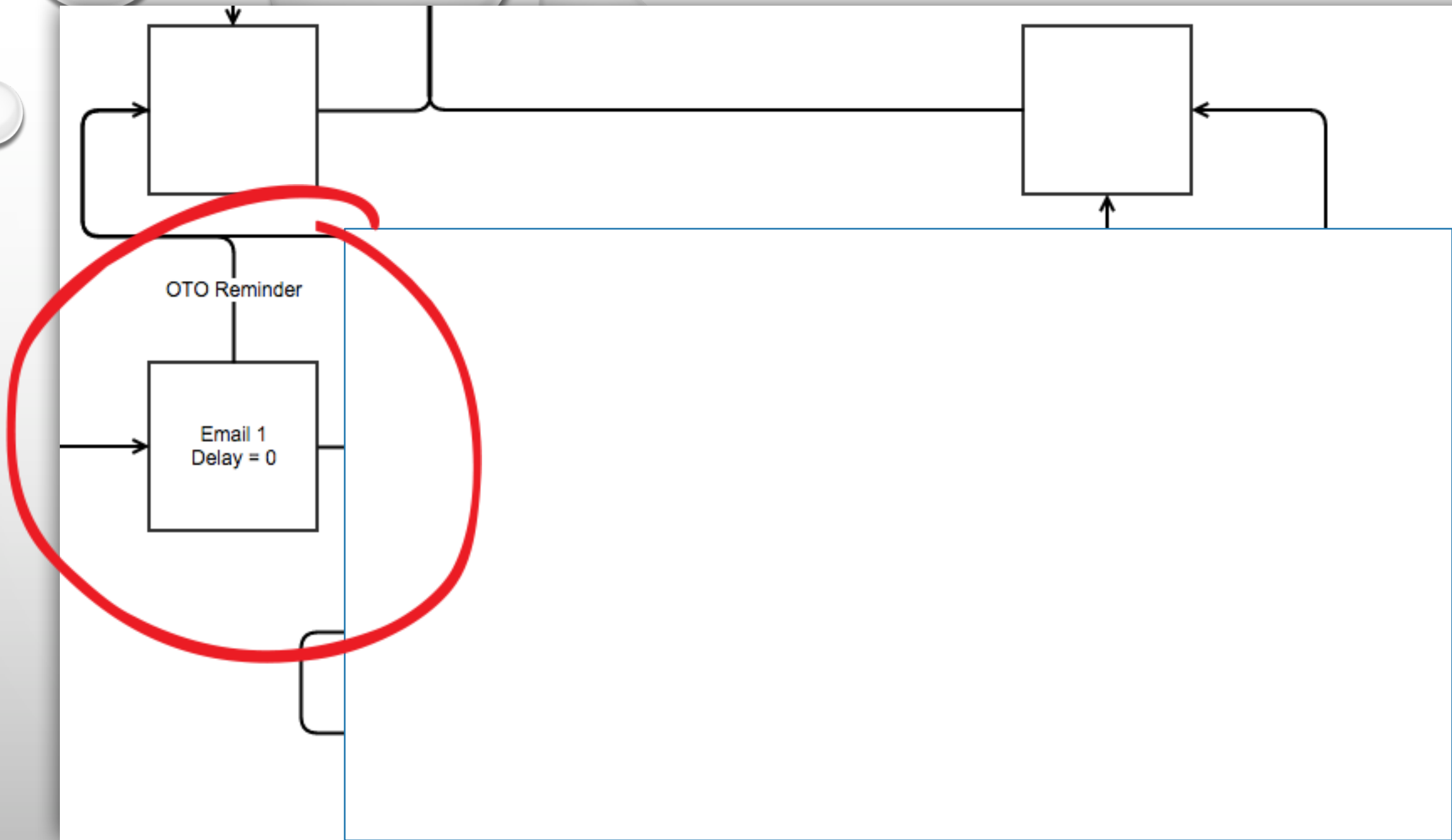


Products	Total Clicks	Total Views	Conversions	Commissions Earned	Earnings Per Click
The Fan Page Funnel	187	0	40.00	\$19,940.00	\$106.63



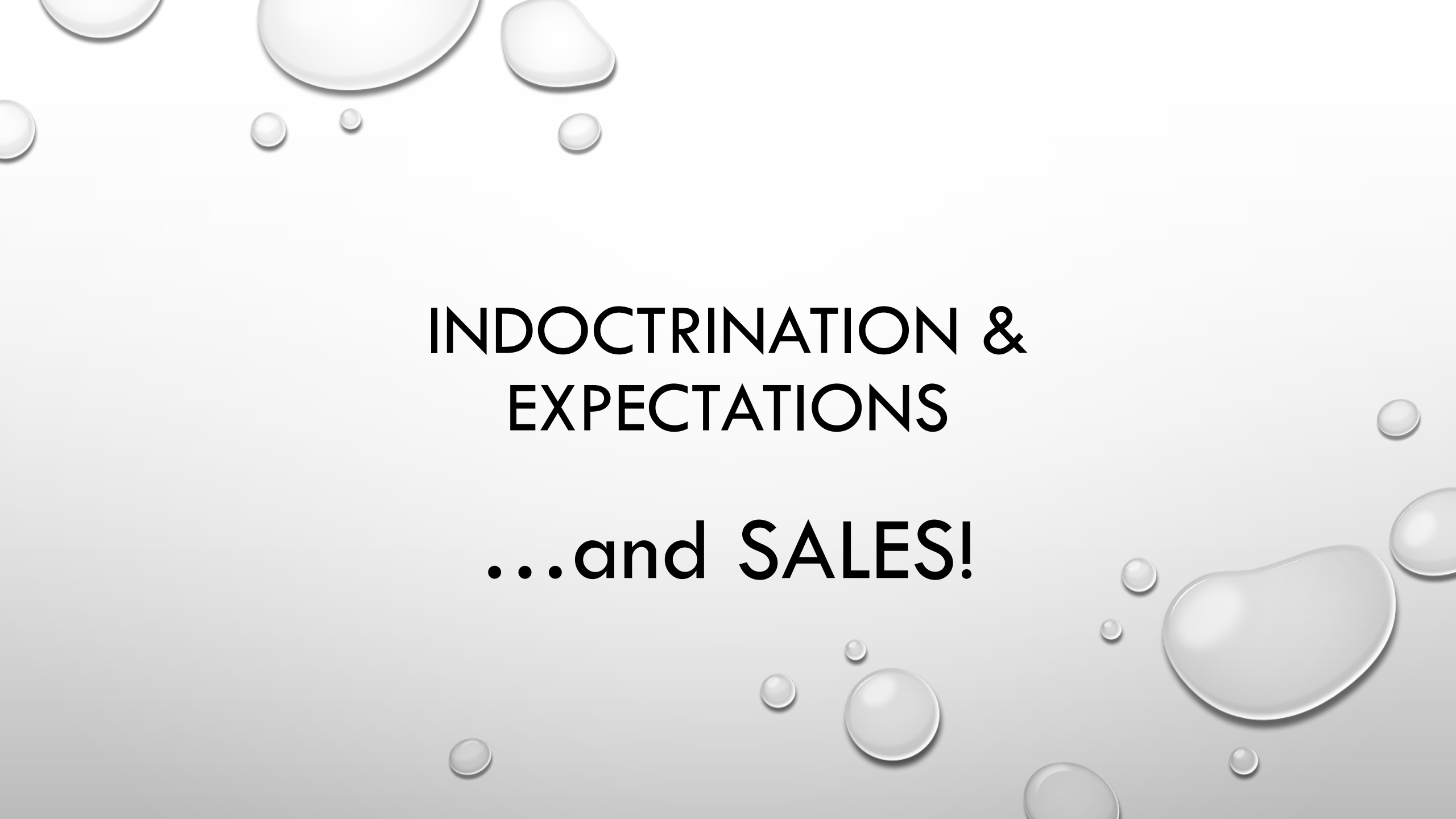
Andre Chaperon
+ Ryan Levesque
+ Ryan Deiss
= The Quiz Engagement Funnel





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EMAIL1: OFFER REMINDER

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**INDOCTRINATION &
EXPECTATIONS**

...and SALES!

Subject: Thank you for taking the quiz, {{ first name }}

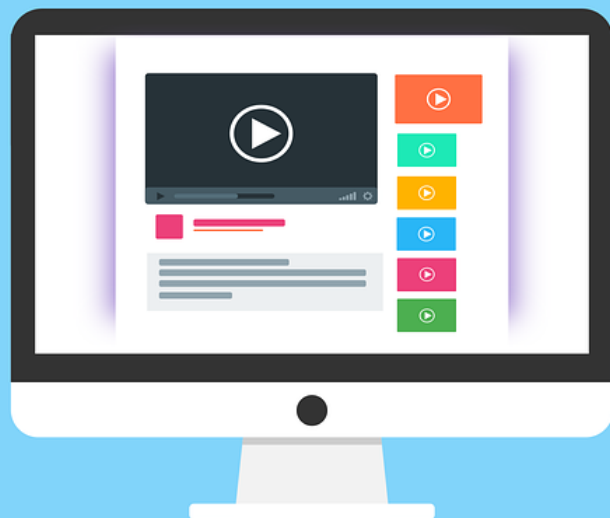
Hi, this is Vishen Lakhiani.

On behalf of everyone here at Mindvalley and OmHarmonics, I'd like to thank you for taking our quiz.

You're joining a community who loves meditation and spiritual connection, even if you haven't been able to make it a habit just yet.

And I'd like to remind you of the extremely limited offer I made to you earlier...

[Click here to upgrade to the full OmHarmonics experience >>](#)



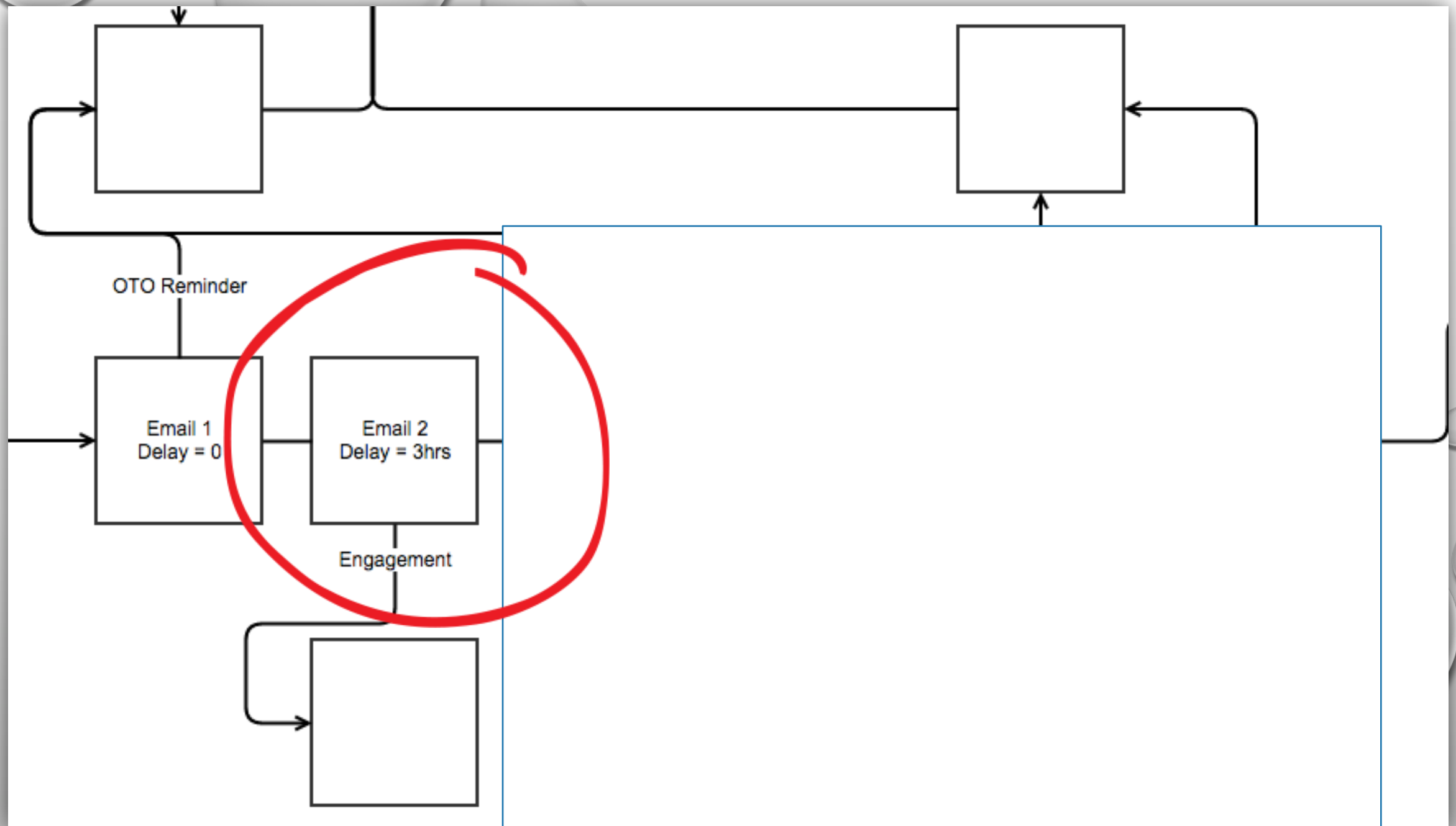
Here's what to expect from Mindvalley:

Each day I'll send you some great materials I think you'll love, but only if I know it will improve your meditation experience.

And I'm planning on sending you some great free materials, so please keep reading these emails.

This is what you need to do now:

Step 1. 'Whitelist' emails from Mindvalley, OmHarmonics and me (Vishen Lakhiani). Because even legitimate emails



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EMAIL 2: ENGAGEMENT REMINDER

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ENGAGEMENT



Delay: +3 hrs

Stage: Engagement Reminder

Subject: Hey did you get my email?

Hey Vishen here again,



Just wanted to check that you got my last email?

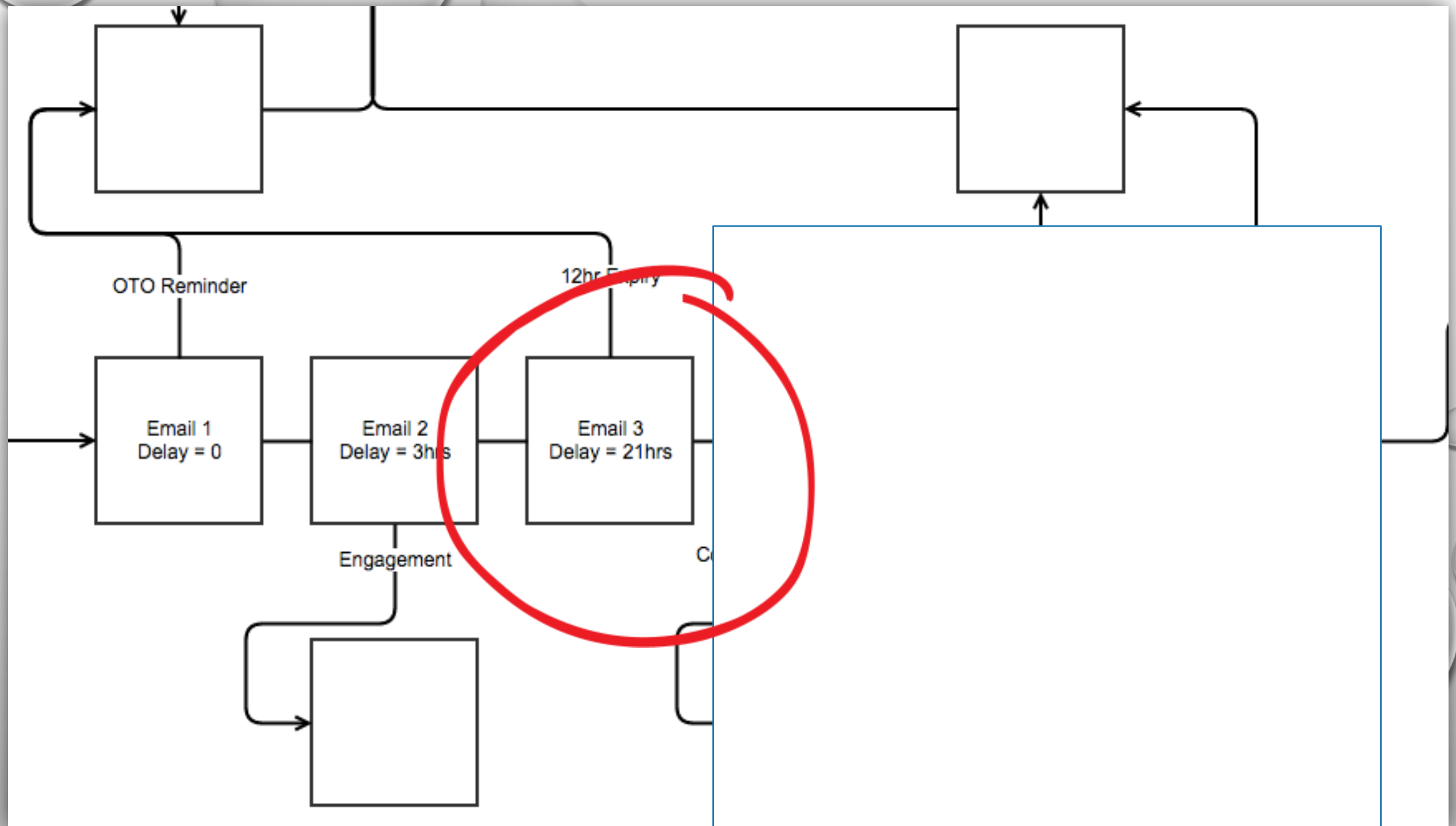


If you did (and if you're excited to learn about meditation with OmHarmonics) please [go to my FaceBook page here](#) and let me know.

I'm looking forward to your comments.

Thanks,

[vishen signoff]



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EMAIL 3: OFFER EXPIRY

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URGENCY



Delay: +X hrs

Stage: 12 hr reminder

Subject: Important: 12-hour expiration notice

Hi, this is Vishen again,

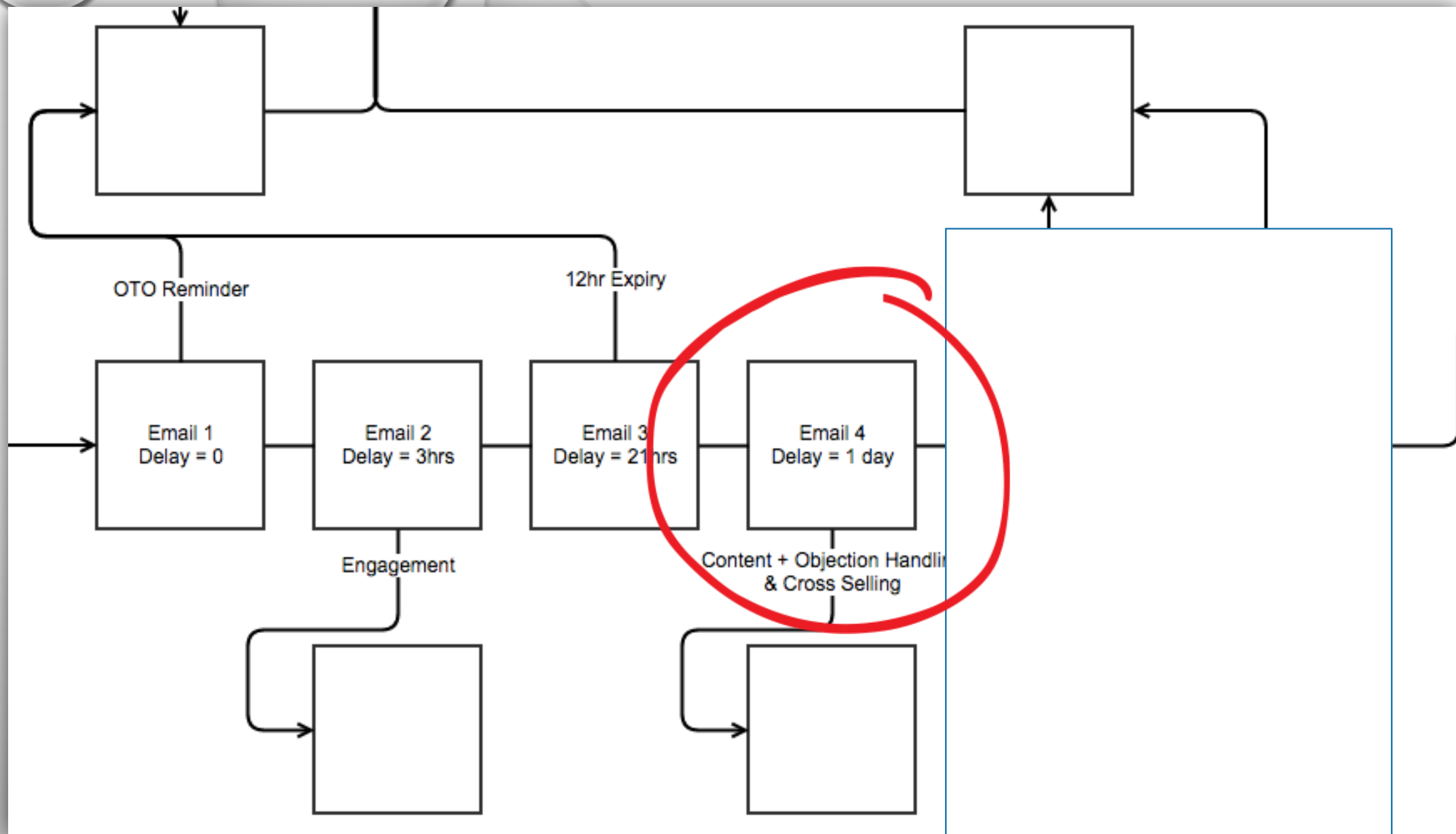


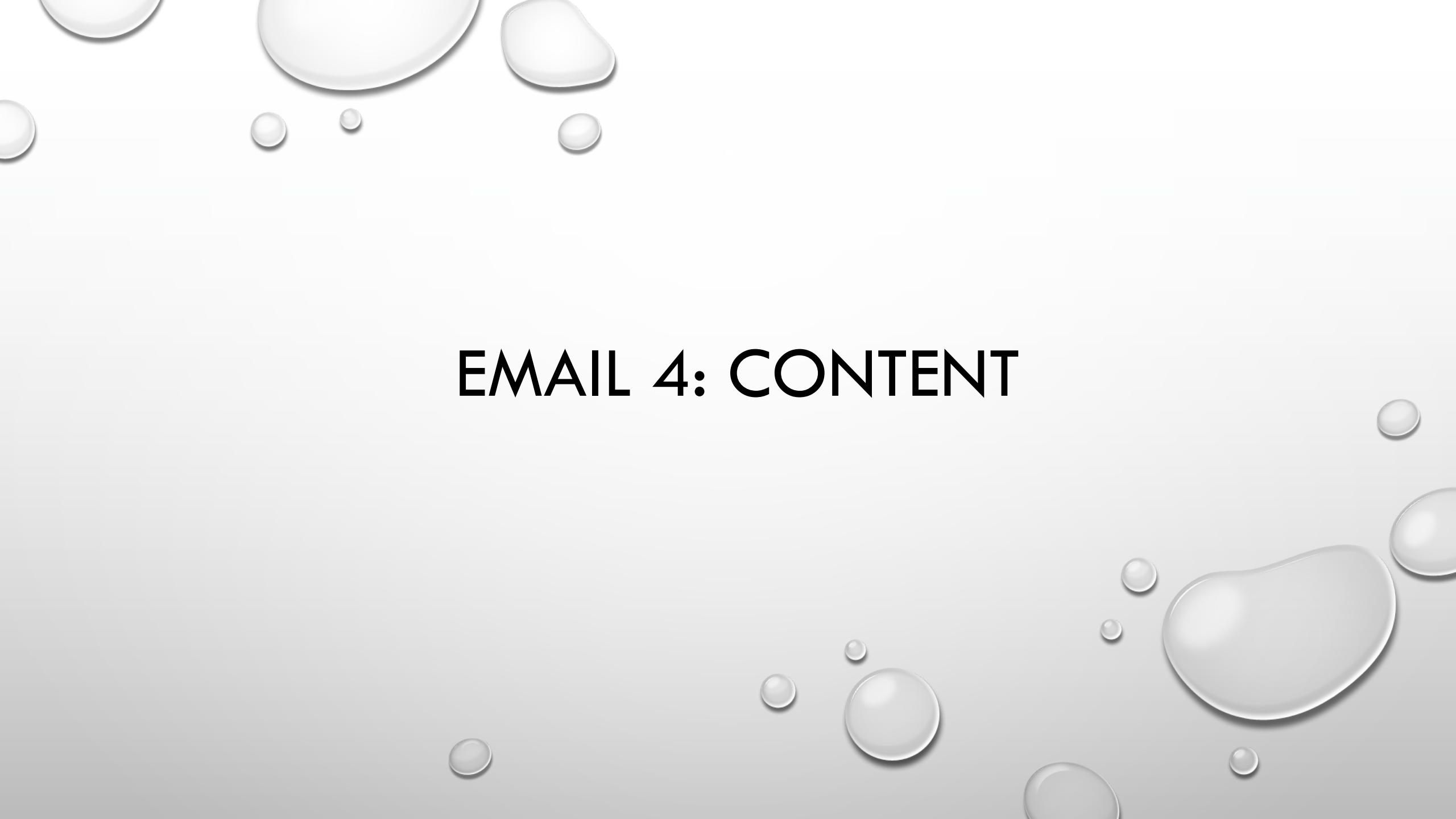
I'm going to give you the answer to the question I asked yesterday... about the #1 reason why people struggle to meditate effectively, even when they really want to?

(Note: One answer is they don't have OmHarmonics - [which you can read about here](#))

But the most common answer is simple: People are just too busy.

And now we're going to go deeper into the science of meditation and introduce you to the amazing technology which runs OmHarmonics...



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EMAIL 4: CONTENT

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are at the top left, some are scattered in the middle, and a larger cluster of droplets is on the right side, partially overlapping the text. The droplets have highlights and shadows, giving them a three-dimensional appearance.

OBJECTION HANDLING & CROSS SELLING...

And Goodwill!

Delay +1 day

Stage: Content - objection handling and cross selling

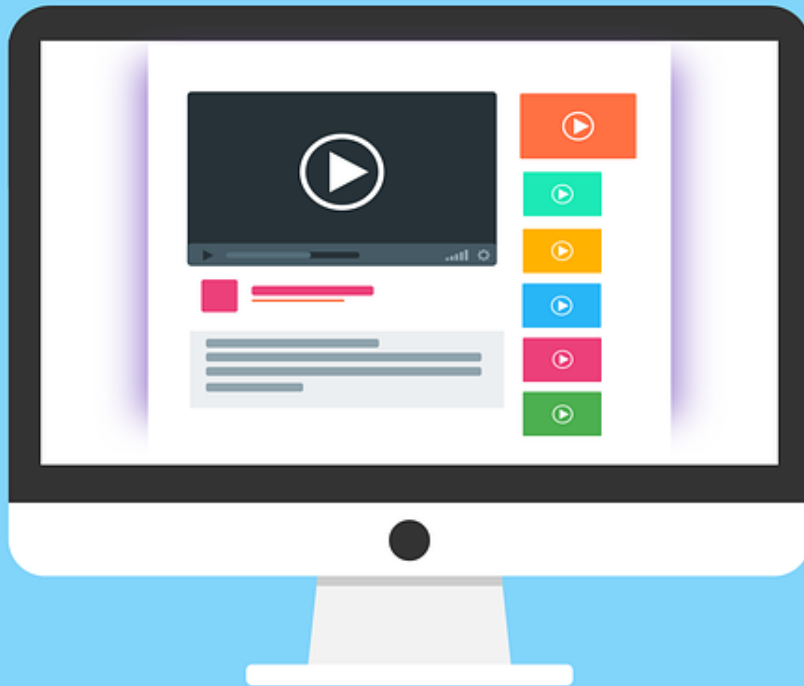
Subject: Youtube video: How to focus during meditation

Vishen here,

One of the most common questions I get about meditation is about FOCUS - people ask how do I focus during meditation?

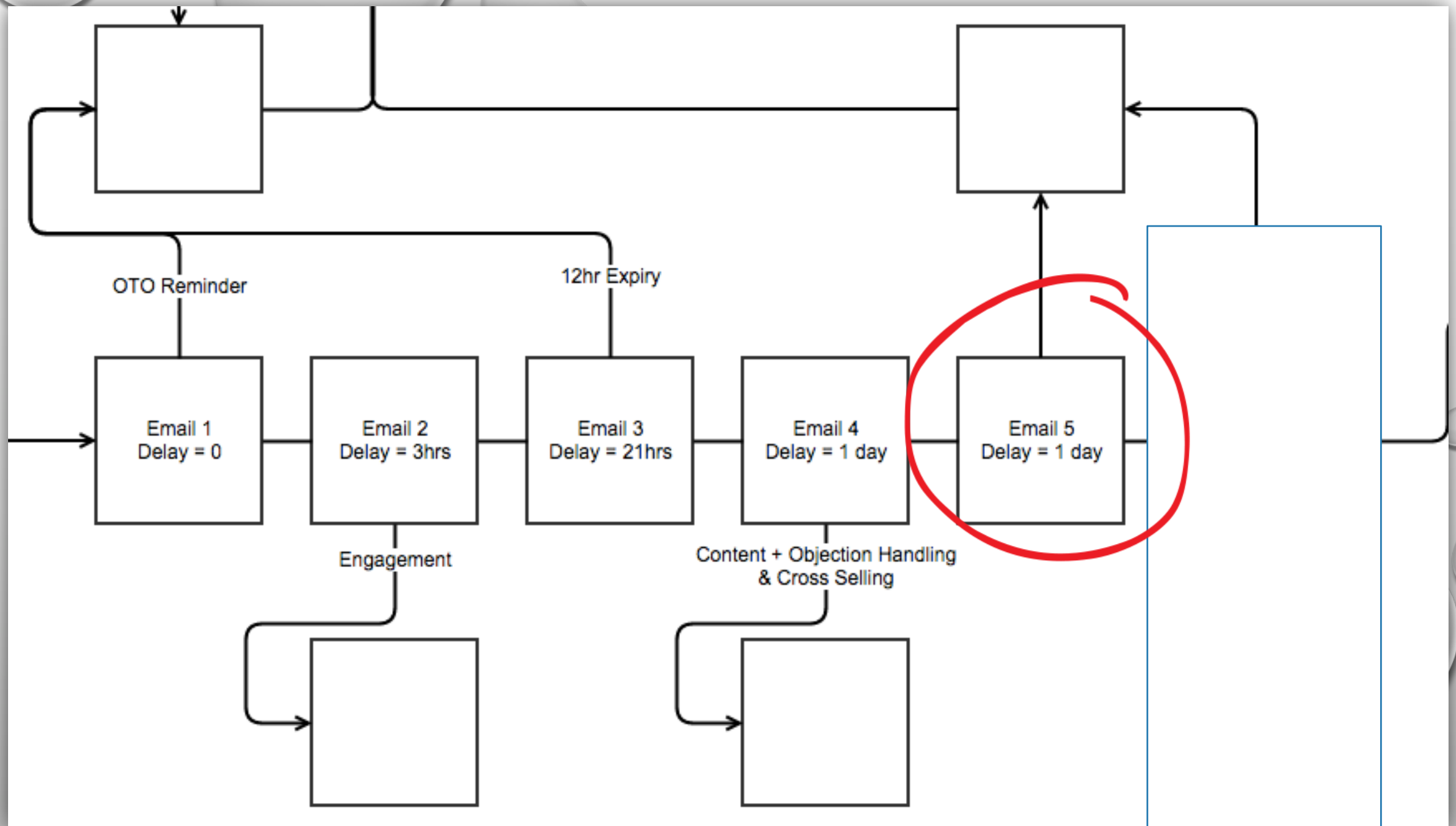
To answer this I uploaded a quick 4-min video to YouTube where I give you 2 simple tips to easily focus your mind.

[Click here to watch it on YouTube now >>](#)

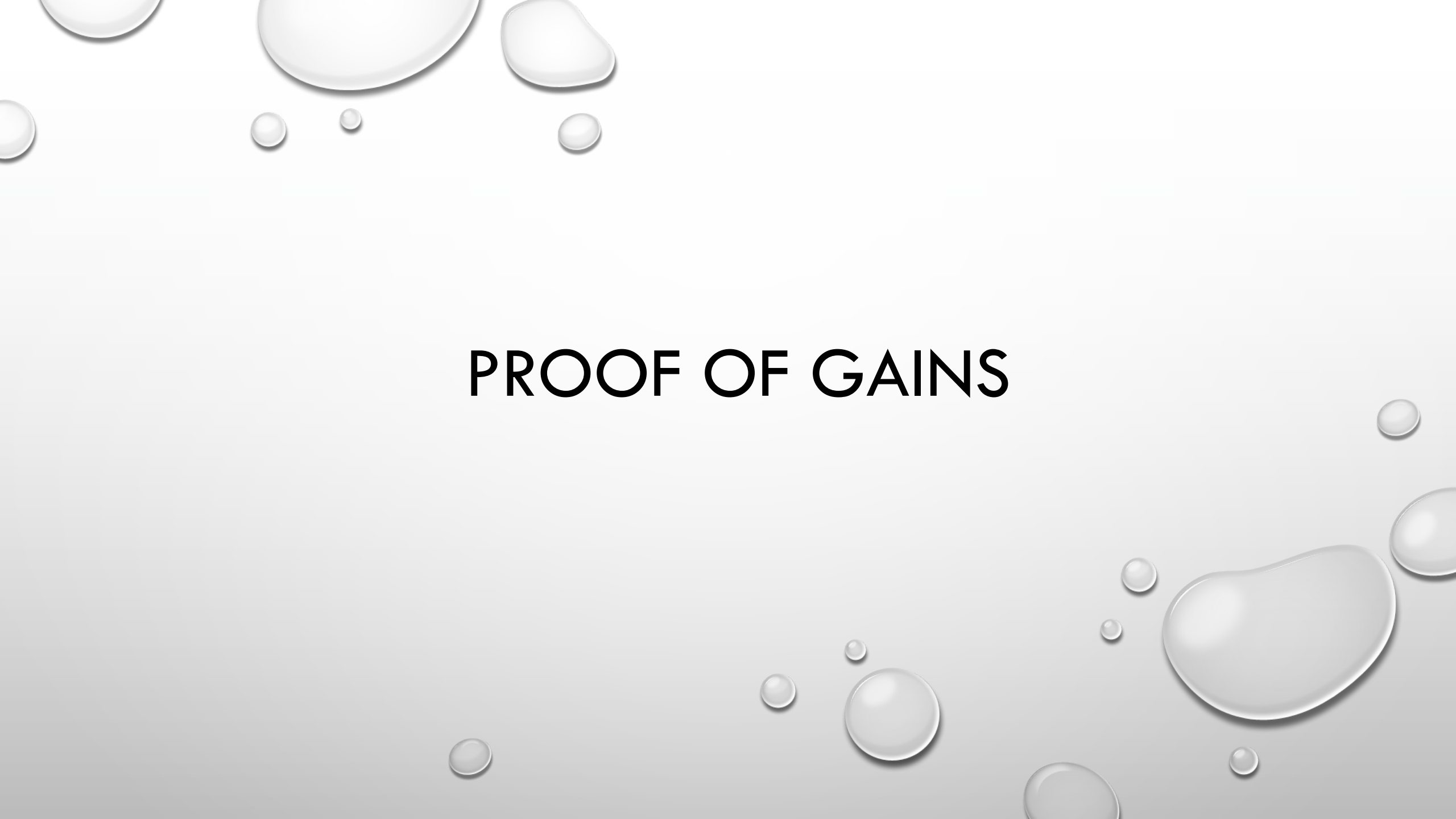


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DIGITAL MARKETER: GAIN – LOGIC - FEAR



EMAIL 5: GAIN

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PROOF OF GAINS



Kumar Bandyo 5 months ago

Excellent!

Reply •  



John-Divino C. Talamayan Jr. 8 months ago

I heard about this method in the Silva Life System program, but it was absorbed at a deeper level this time hearing how you apply it in your life. I like the iPad version that you use, too. Very insightful. Thanks

Reply •  



Vaishali Kushe 10 months ago

You are awesome Vishen ! Wish you BEST OF LUCK !

Reply •  



Dante S 10 months ago

This is a beautiful suggestion. That "second scene" is beautiful. Thanks for that.

Reply •  

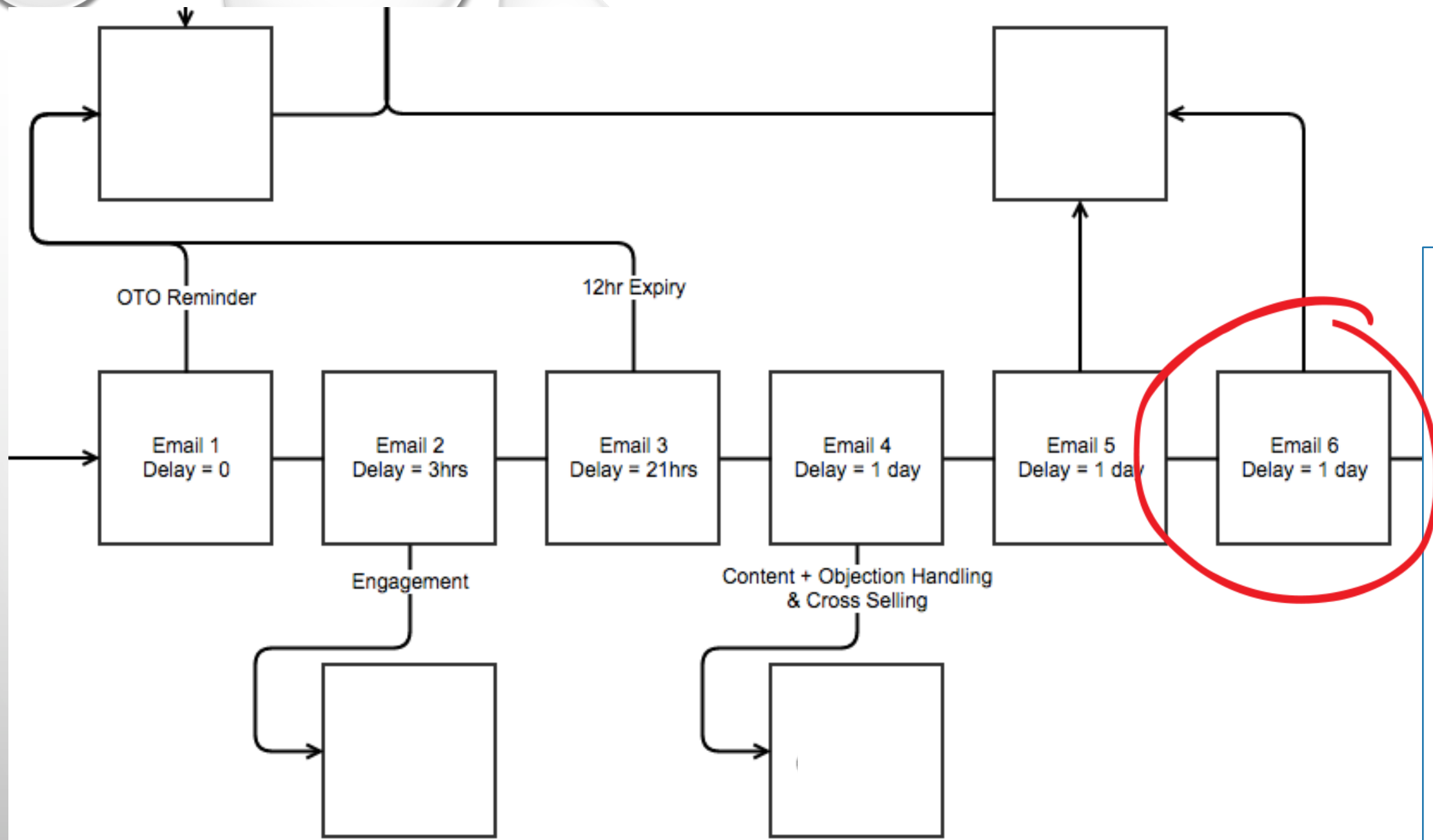


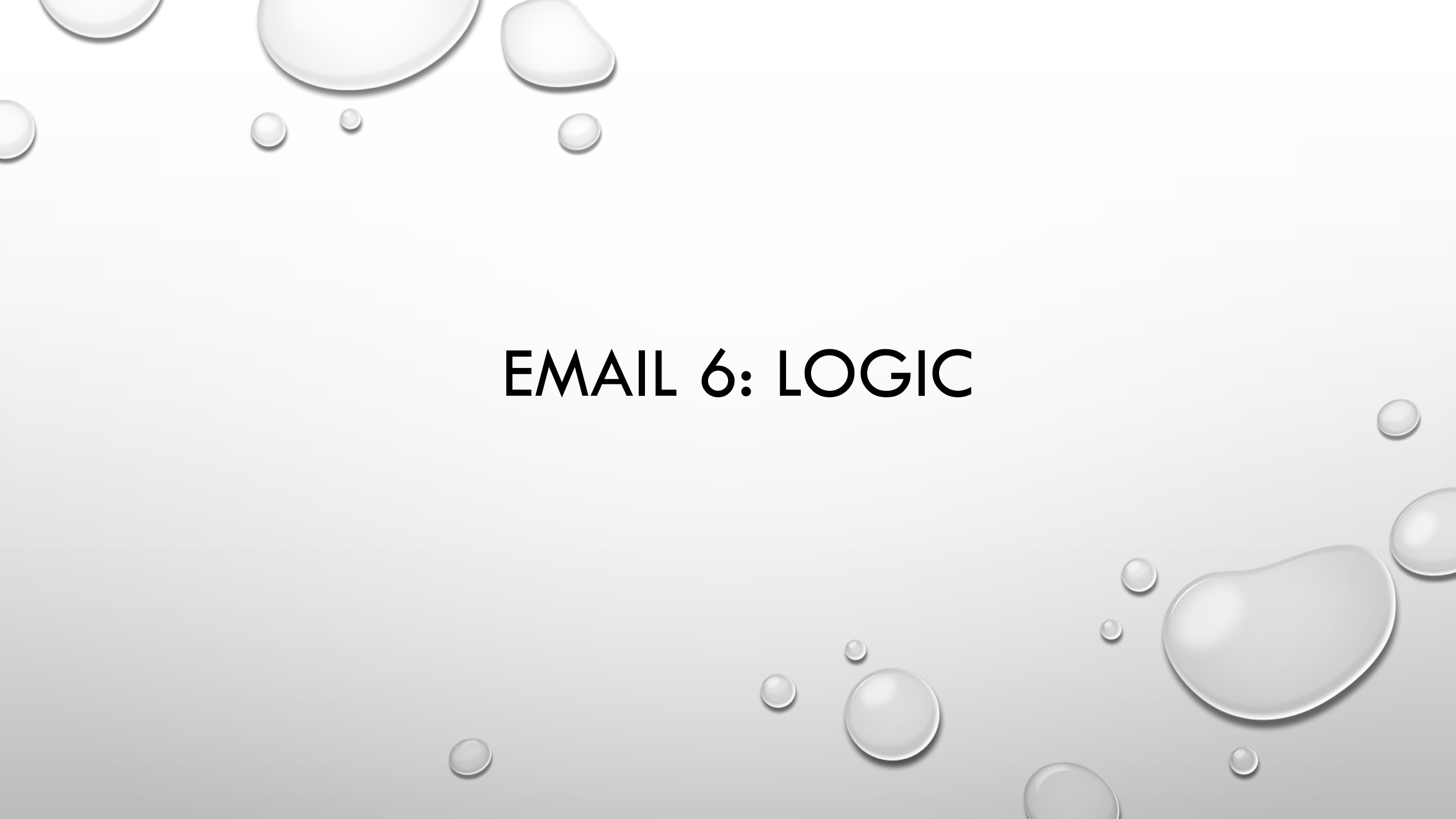
Amrit Zoad 1 year ago

I haven't read Silva Mind Control Method. But I've read "embracing problems during thinking process" in Eckhart Tolle's The Power of Now.

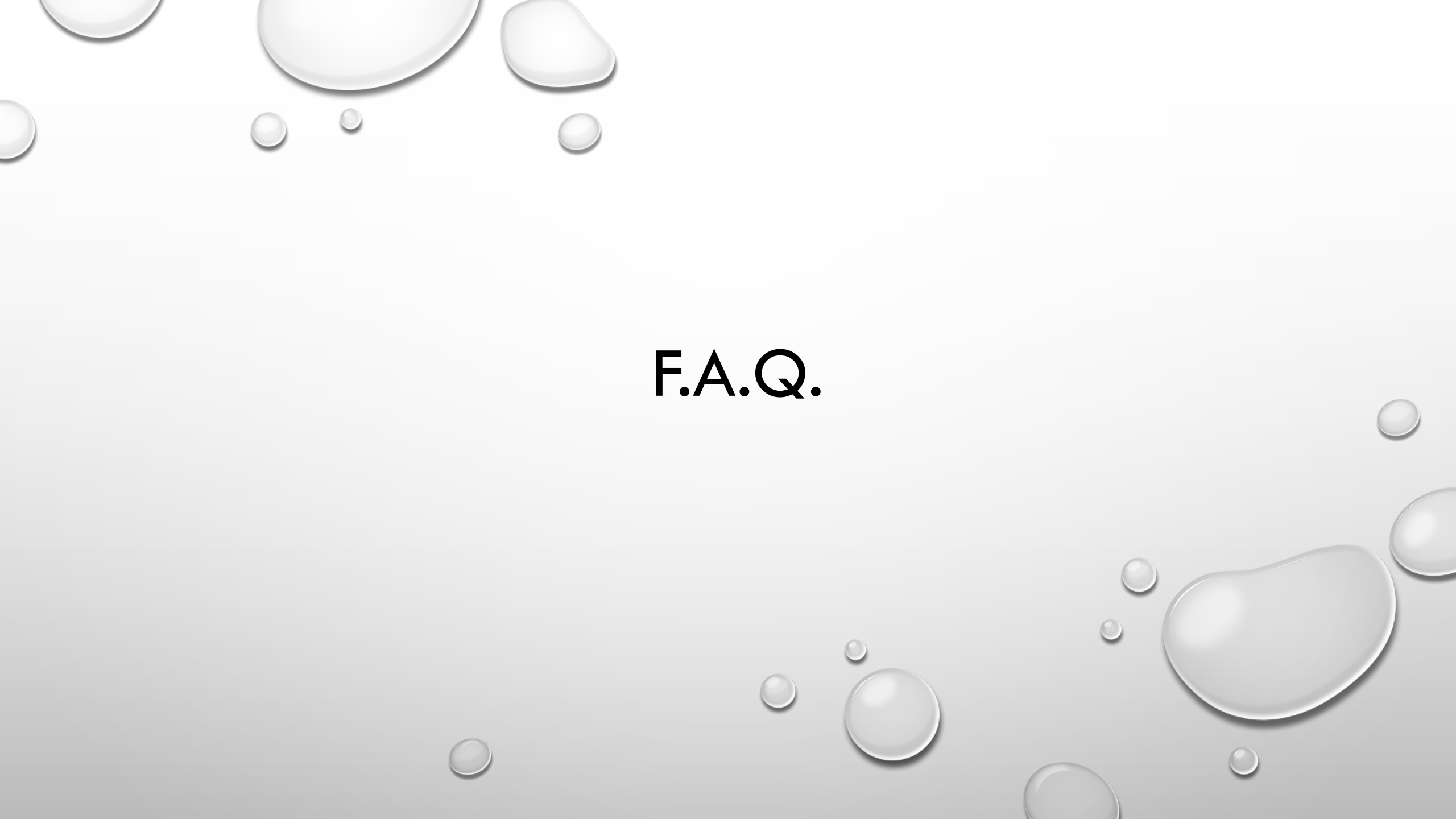
Reply •  





The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes. Some droplets are in the top left corner, some are in the bottom right, and others are scattered in the lower half. Each droplet has a highlight and a shadow, giving it a three-dimensional appearance.

EMAIL 6: LOGIC

The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes. Some droplets are in the top left corner, others are scattered in the bottom right, and a few are near the center. Each droplet has a highlight and a shadow, giving it a three-dimensional appearance.

F.A.Q.

Q: What specific benefits can you experience through better meditation?

Meditation is scientifically proven to reduce stress, boost creativity, improve your sex life, increase libido, and aid healthy habits that lead to weight loss...

Just to name some of the benefits you're about to receive...

Q: What makes OmHarmonics different than other meditation products?

Our unique brainwave technology gives you deep, effortless, enjoyable meditation in minutes.

And unlike other time-consuming meditation aids, [OmHarmonics](#) lets you meditate like a monk even during your lunch break.

Q. Why have you discounted the price of OmHarmonics?

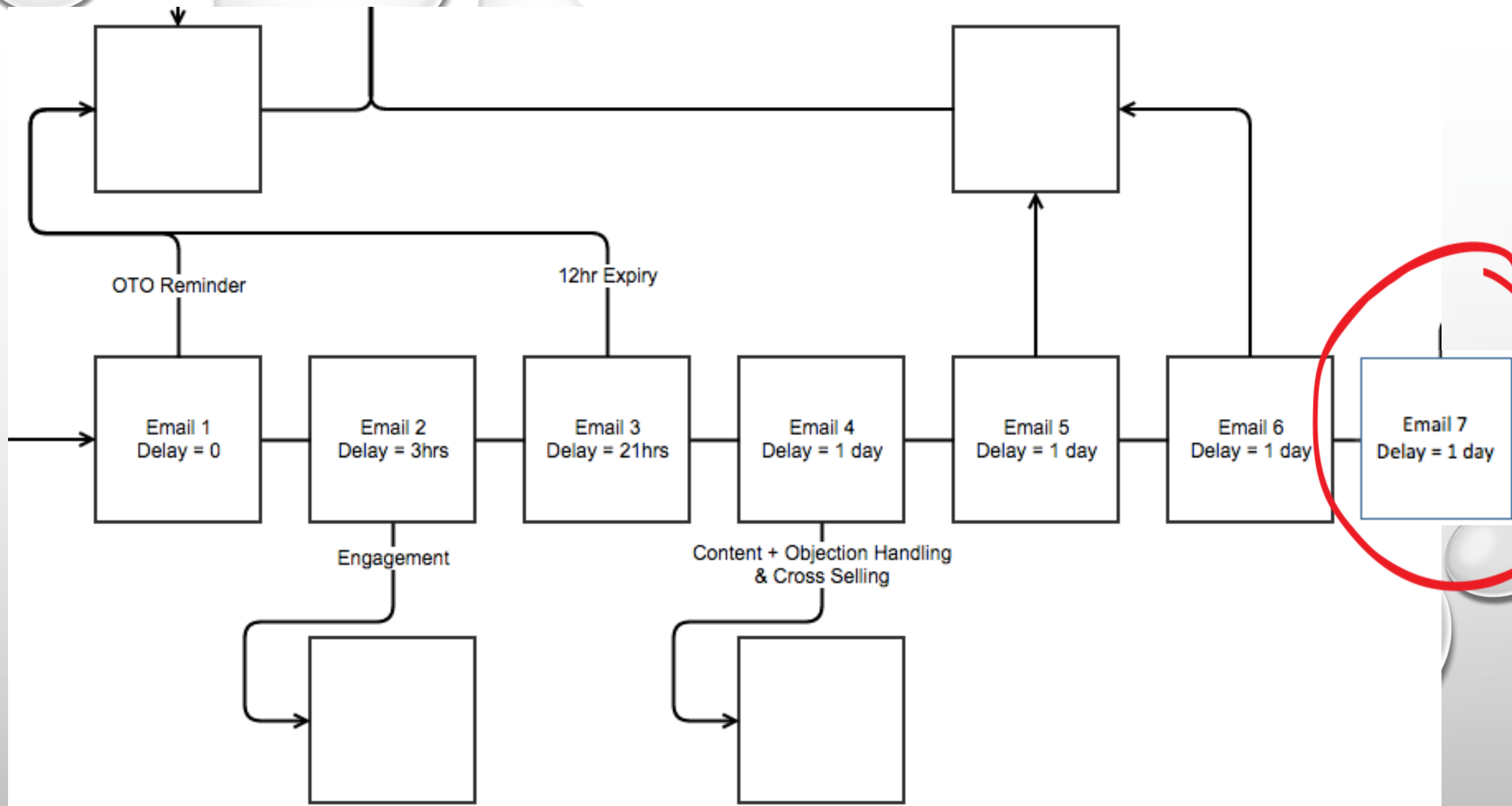
Great question - this is simply to reward you for staying with me throughout all these emails. It's also to reward you for taking action, because that's the key to succeeding in any area of your life - especially meditation.

Q: What do you get when you order OmHarmonics today?

When you order OmHarmonics you instantly receive our five catered OmHarmonics binaural audios...

Each designed to bring meditation into your life in a variety of ways, that only take a few minutes a day.

Your collection is available in either [physical disk, or high-definition digital download form...](#)



EMAIL 7: FEAR

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URGENCY

Delay: +1 day

Stage: Fear

Subject: Urgent: 24-hr notice for {{ firstname }}

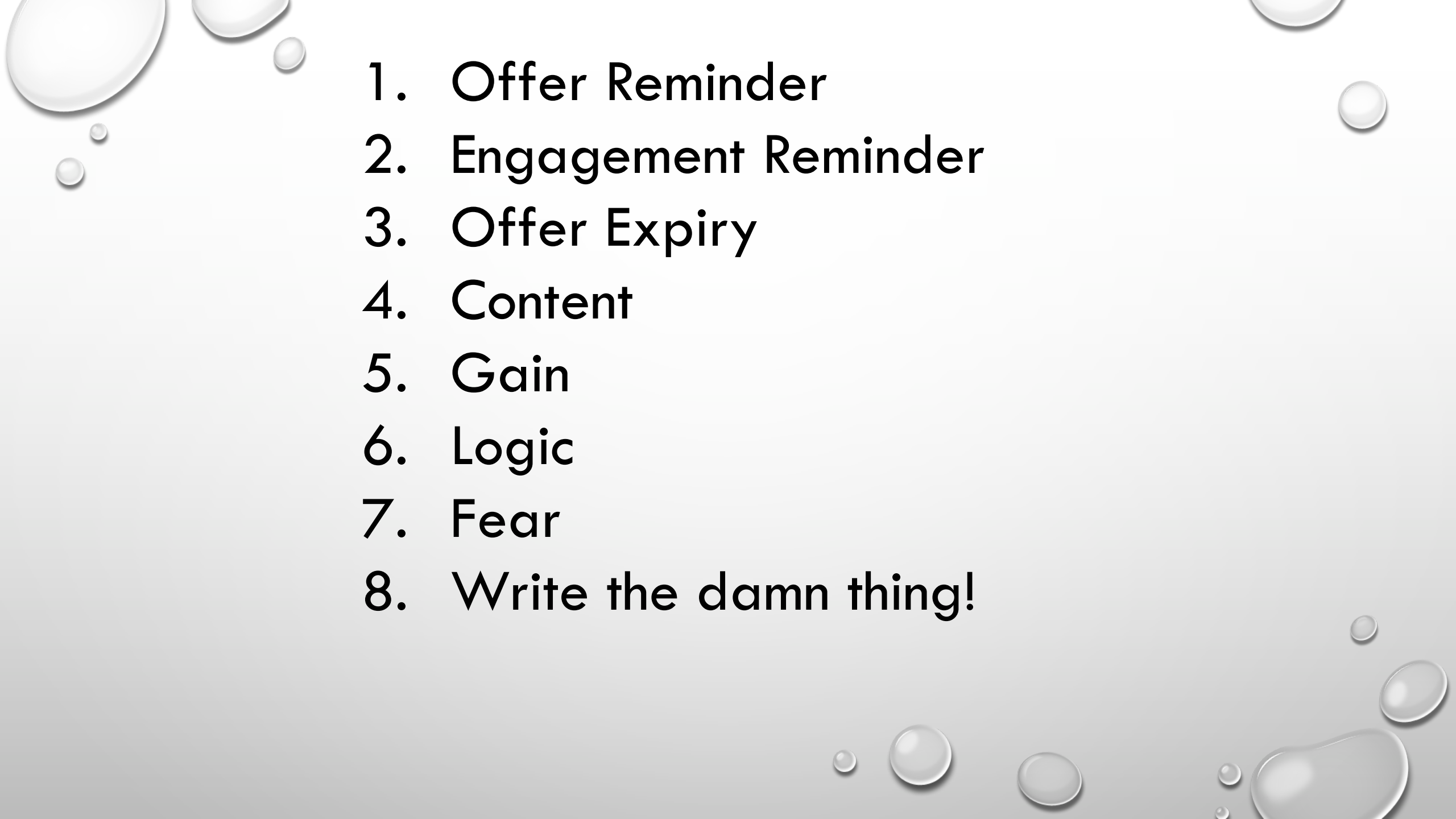
Vishen here with a **time-sensitive message**.

Firstly I want to thank you for staying with me through these emails. You're one of a rare breed of person who sticks with a promise they've made. And now its time to take your meditation to the next level.

[Click here to graduate with the full OmHarmonics program >>](#)



The fact that you're still reading my emails makes me feel like you're the kind of person I would love to get to know, because I **have that same level of dedication to meditation**.

- 
- The background of the slide is a light gray gradient. It is decorated with several realistic water droplets of various sizes, primarily located in the top-left, top-right, and bottom-right corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.
1. Offer Reminder
 2. Engagement Reminder
 3. Offer Expiry
 4. Content
 5. Gain
 6. Logic
 7. Fear
 8. Write the damn thing!

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THANK YOU FOR TAKING THIS SHORT COURSE

PLEASE ADD ME ON FACEBOOK:

[HTTPS://FACEBOOK.COM/BRIANCASSINGENA](https://facebook.com/briancassingena)