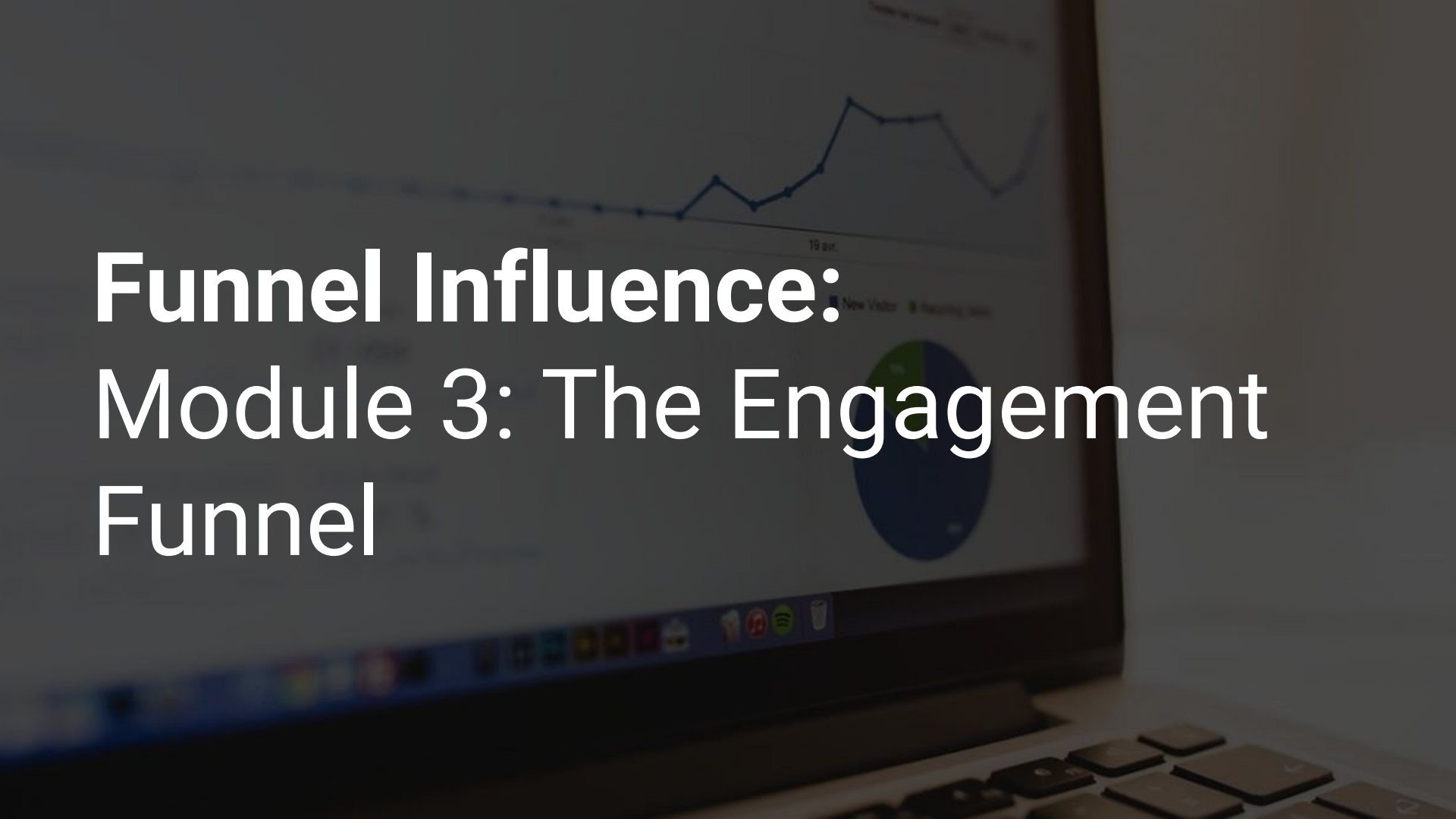


FINAL INFLUENCE

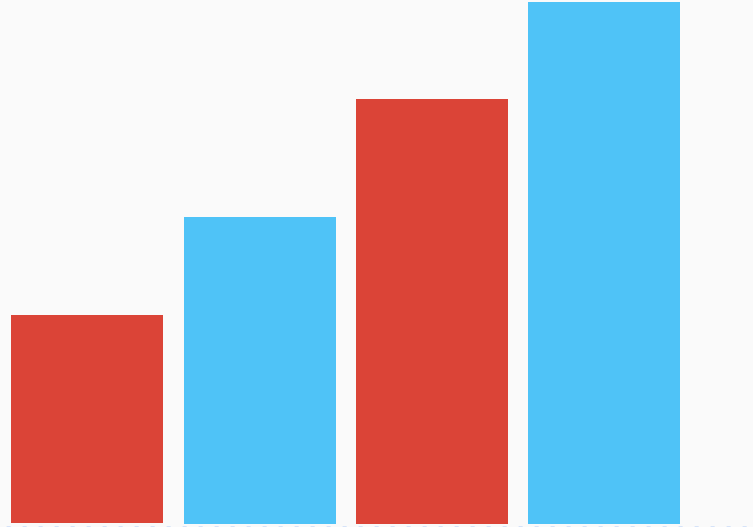
A laptop screen is shown in the background, displaying a line graph and a pie chart. The line graph has a blue line with markers, showing an upward trend with some fluctuations. The pie chart is partially visible, showing a blue and green segment. The text 'Funnel Influence: Module 3: The Engagement Funnel' is overlaid in white, bold, sans-serif font. The laptop keyboard is visible at the bottom right.

Funnel Influence:

Module 3: The Engagement Funnel

Funnel Influence

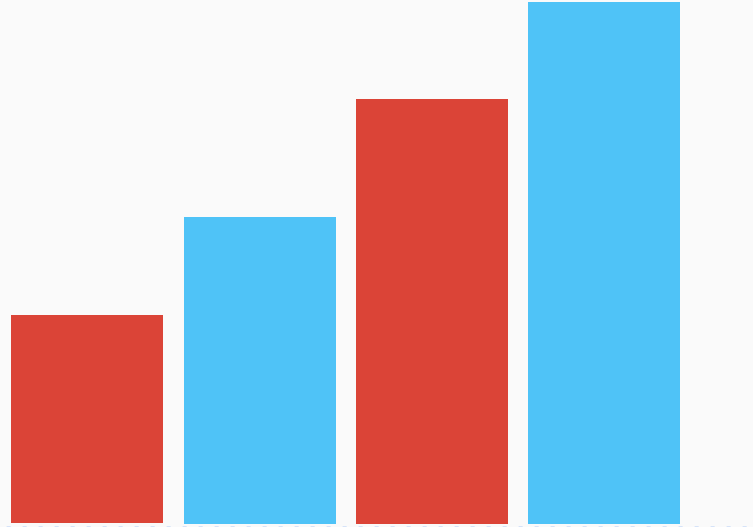
In Module 3 you'll learn:



Funnel Influence

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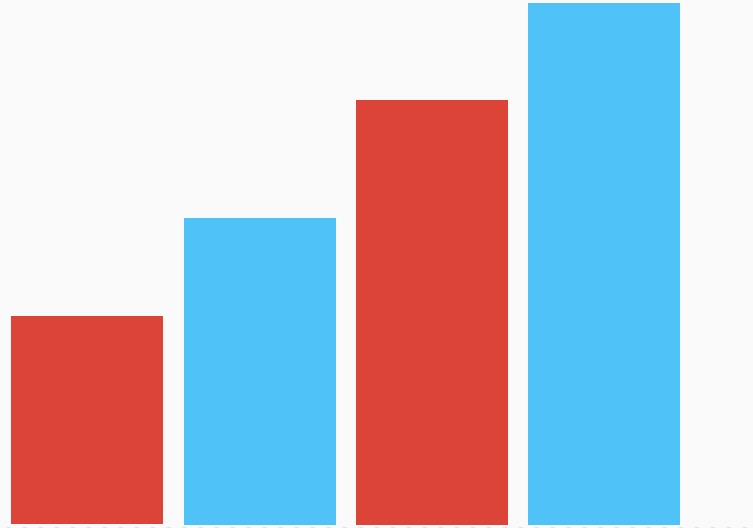
- The complete Engagement Funnel



Funnel Influence

In Module 3 you'll learn:

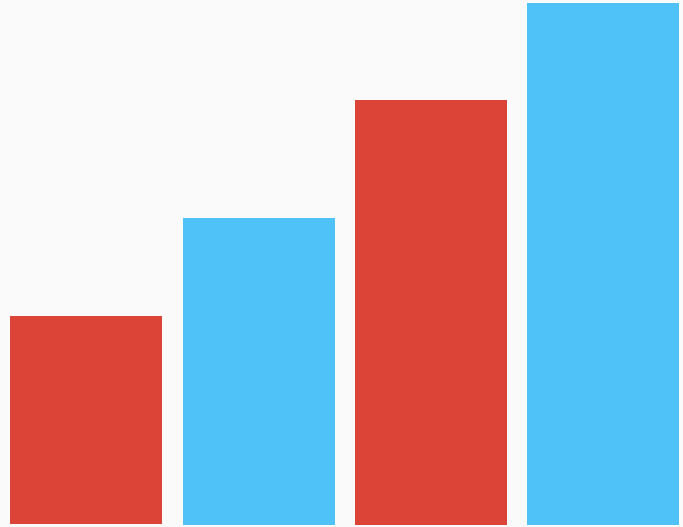
- The complete Engagement Funnel
- Secrets of active subscribers



Funnel Influence

In Module 3 you'll learn:

- The complete Engagement Funnel
- Secrets of active subscribers
- Simple copywriting principles you can use throughout your funnel



Funnel Influence

The Engagement Funnel



Funnel Influence



Funnel Influence

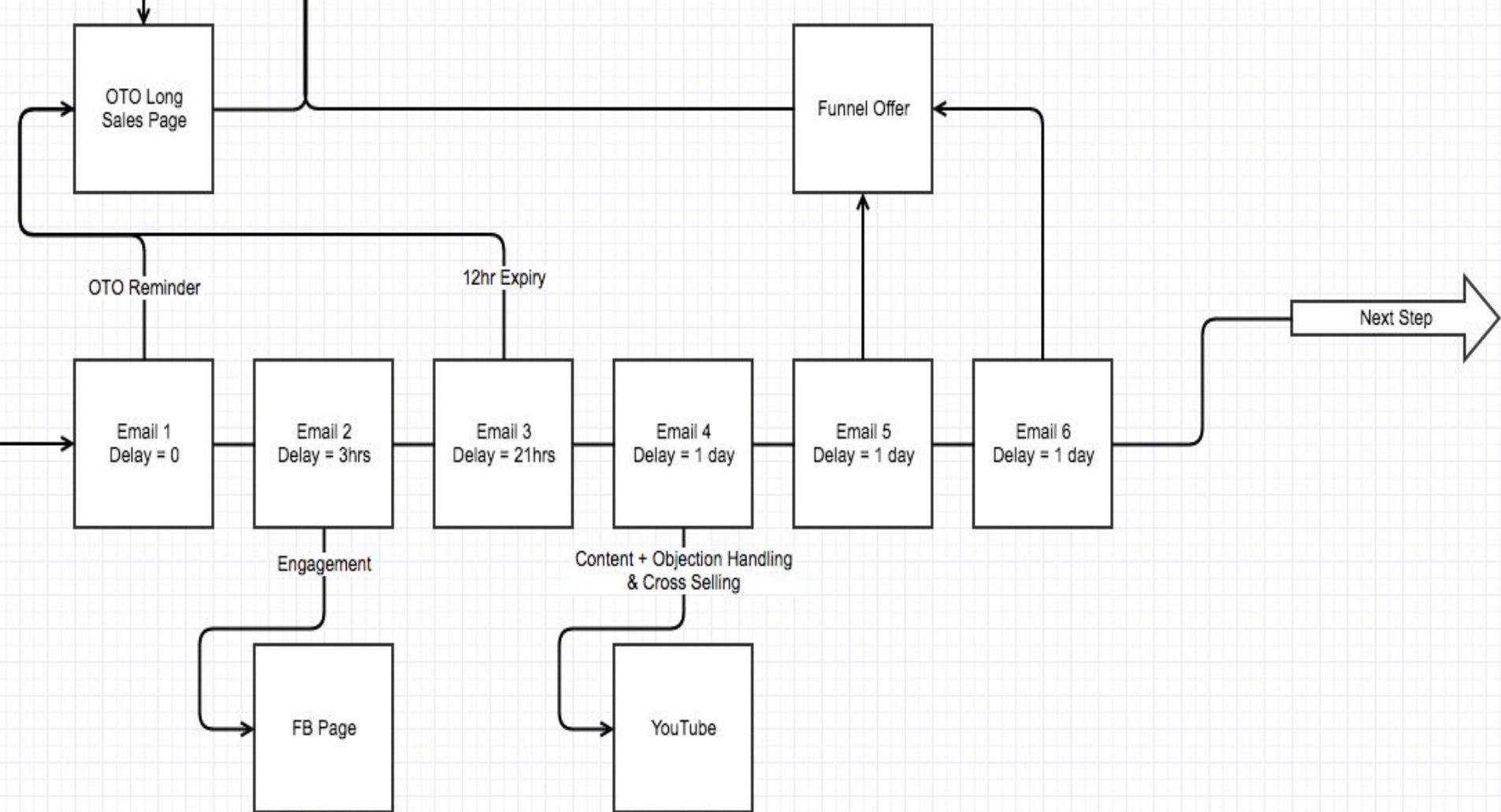


Funnel Influence

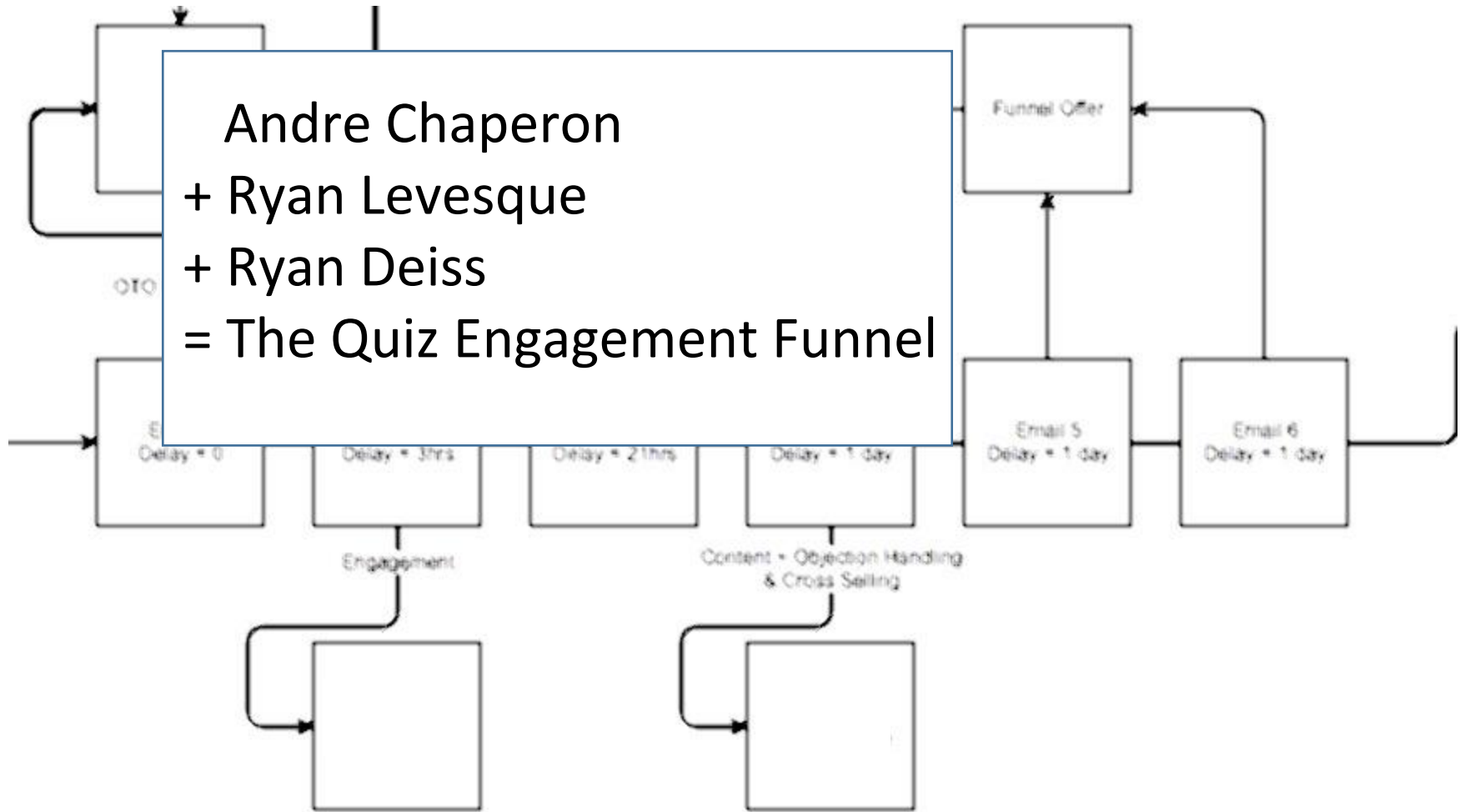


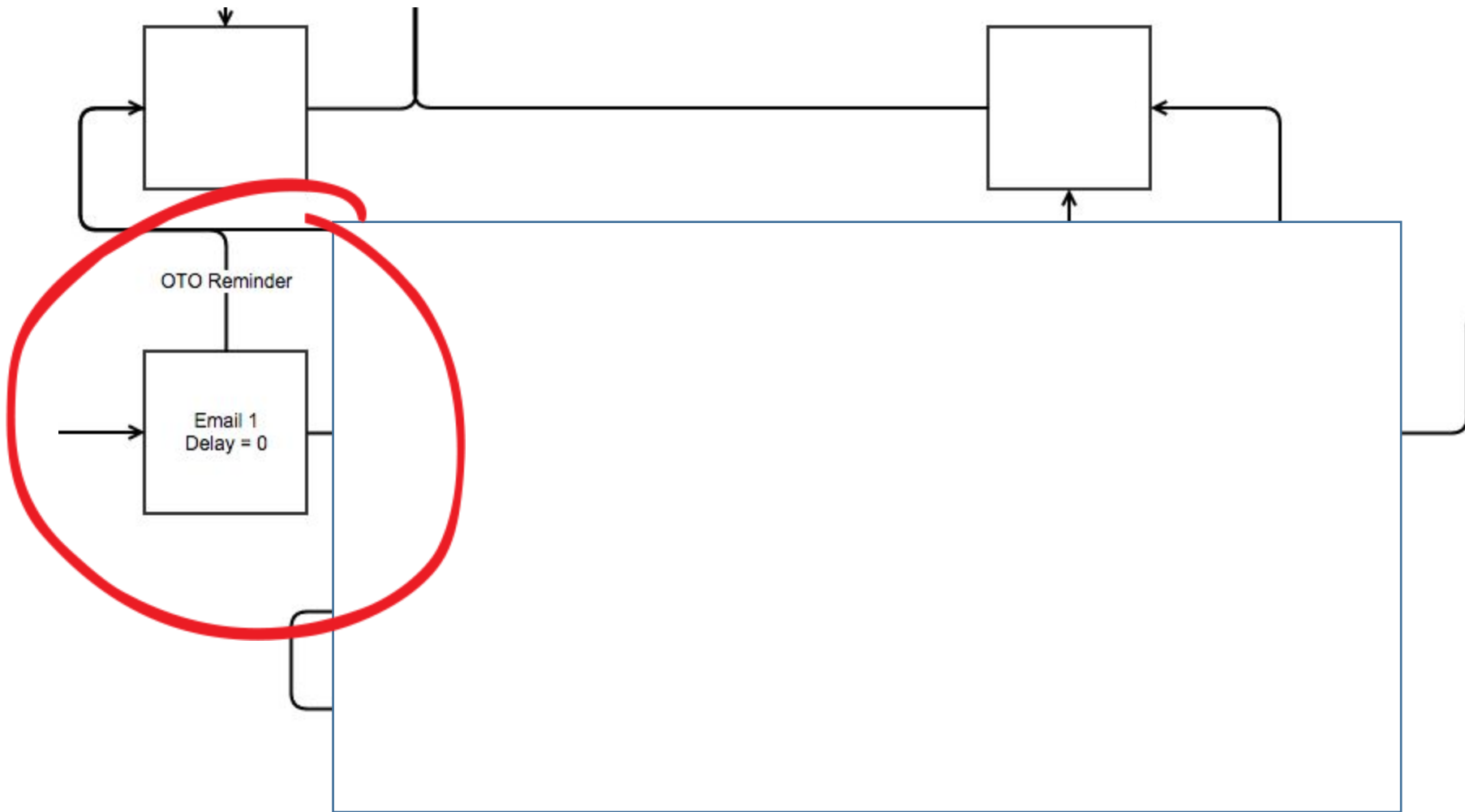
Funnel Influence





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





Email1: Offer Reminder

Indoctrination & Expectations

Indoctrination &
Expectations

...and SALES!

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

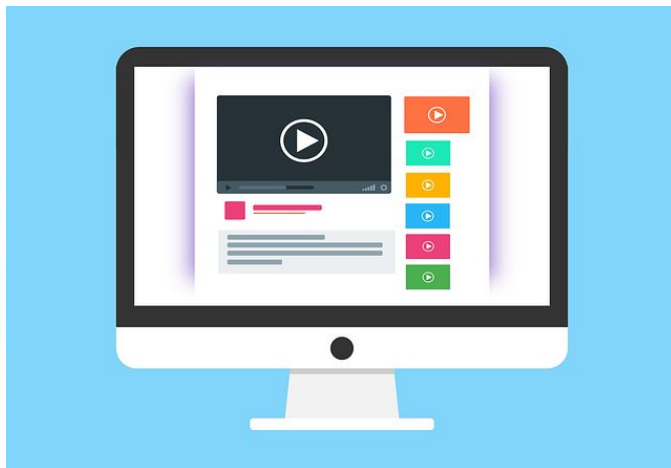
Hi, this is Vishen Lakhiani.

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

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

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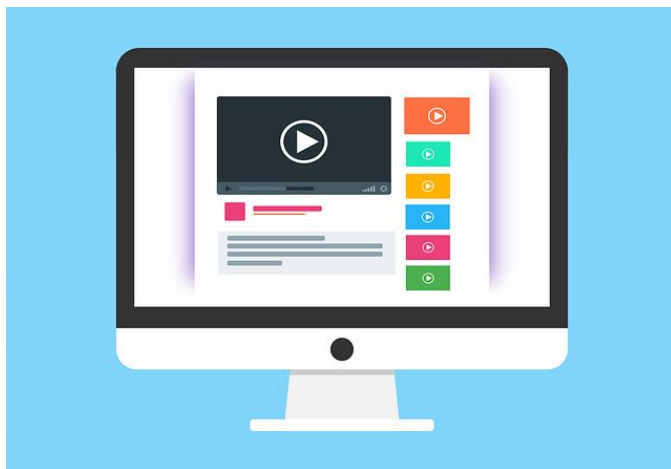
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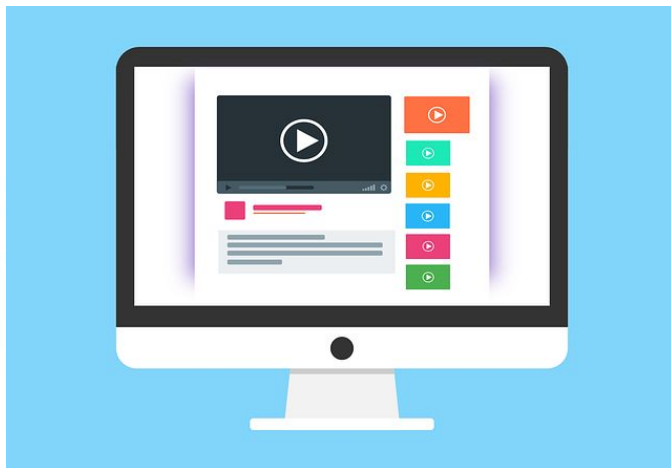
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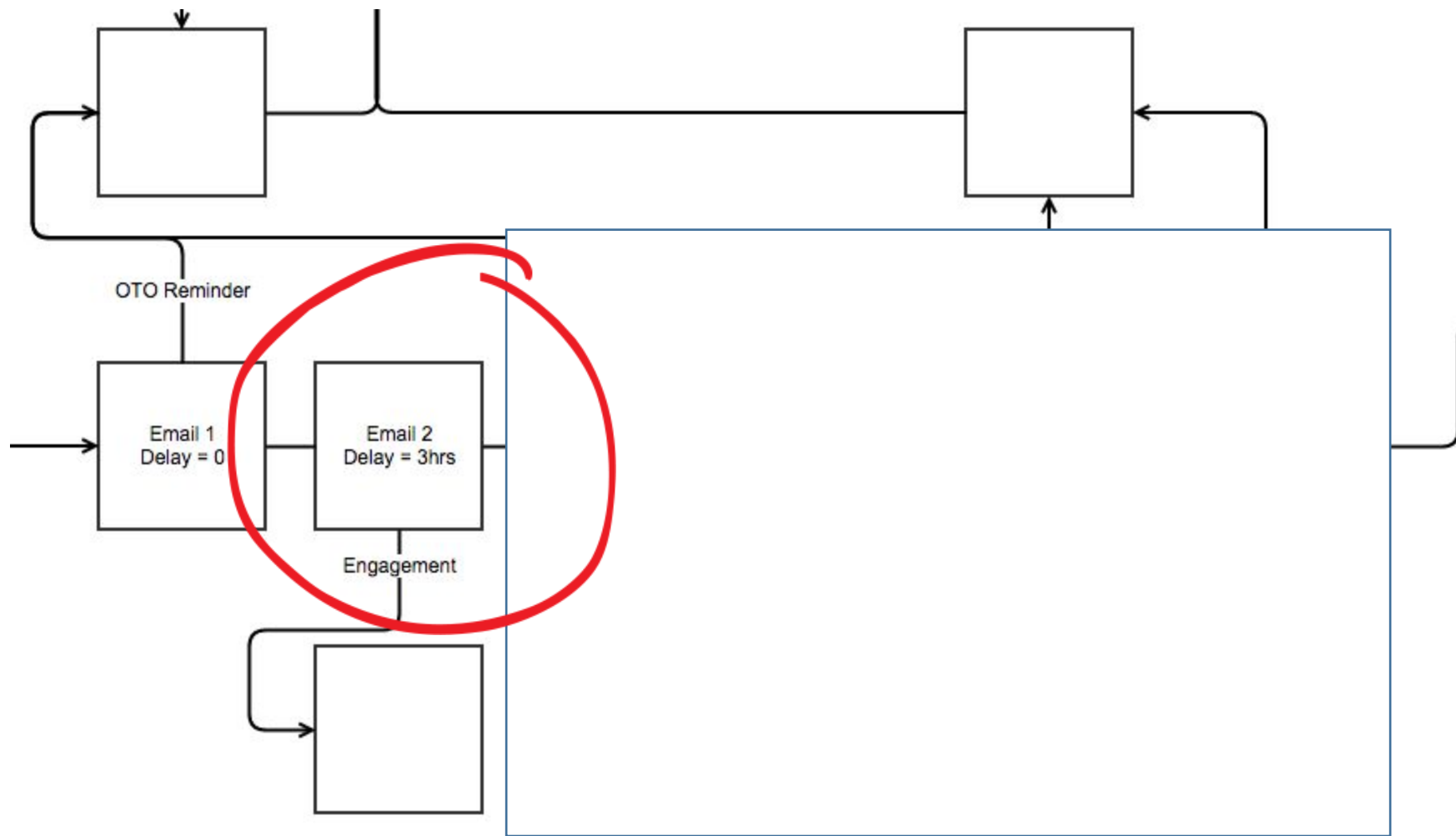
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Step 1. "Whitelist" emails from Mindvalley, OmHarmonics and me (Vishen Lakhiani). Because even legitimate emails



Email 2: Engagement Reminder

ENGAGEMENT

Delay: +3 hrs

Stage: Engagement Reminder

Subject: Hey did you get my email?

Hey Vishen here again,

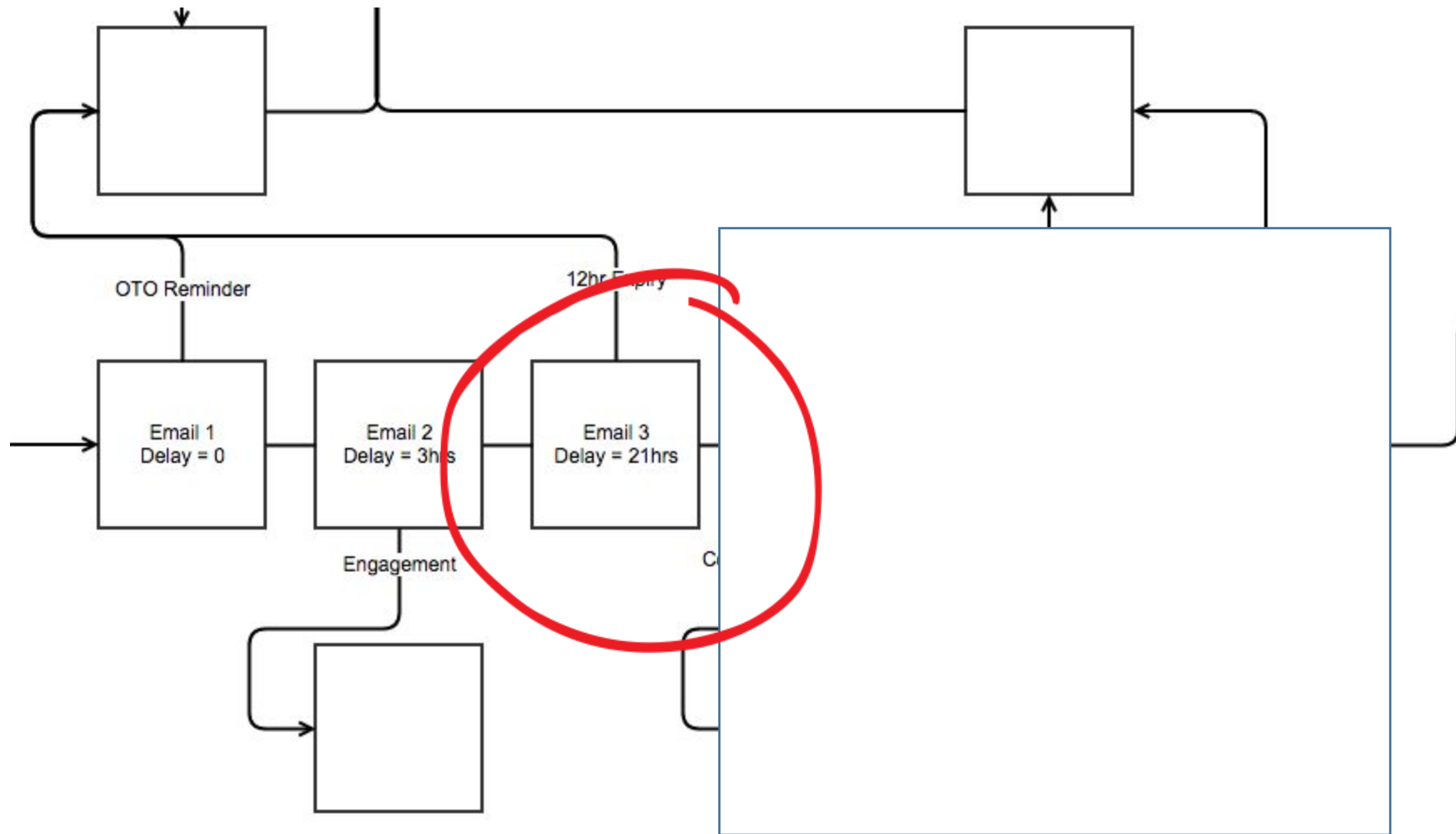
Just wanted to check that you got my last email?

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]



Email 3: Offer Expiry

URGENCY

Delay: +X hrs

Stage: 12 hr reminder

Subject: Important: 12-hour expiration notice

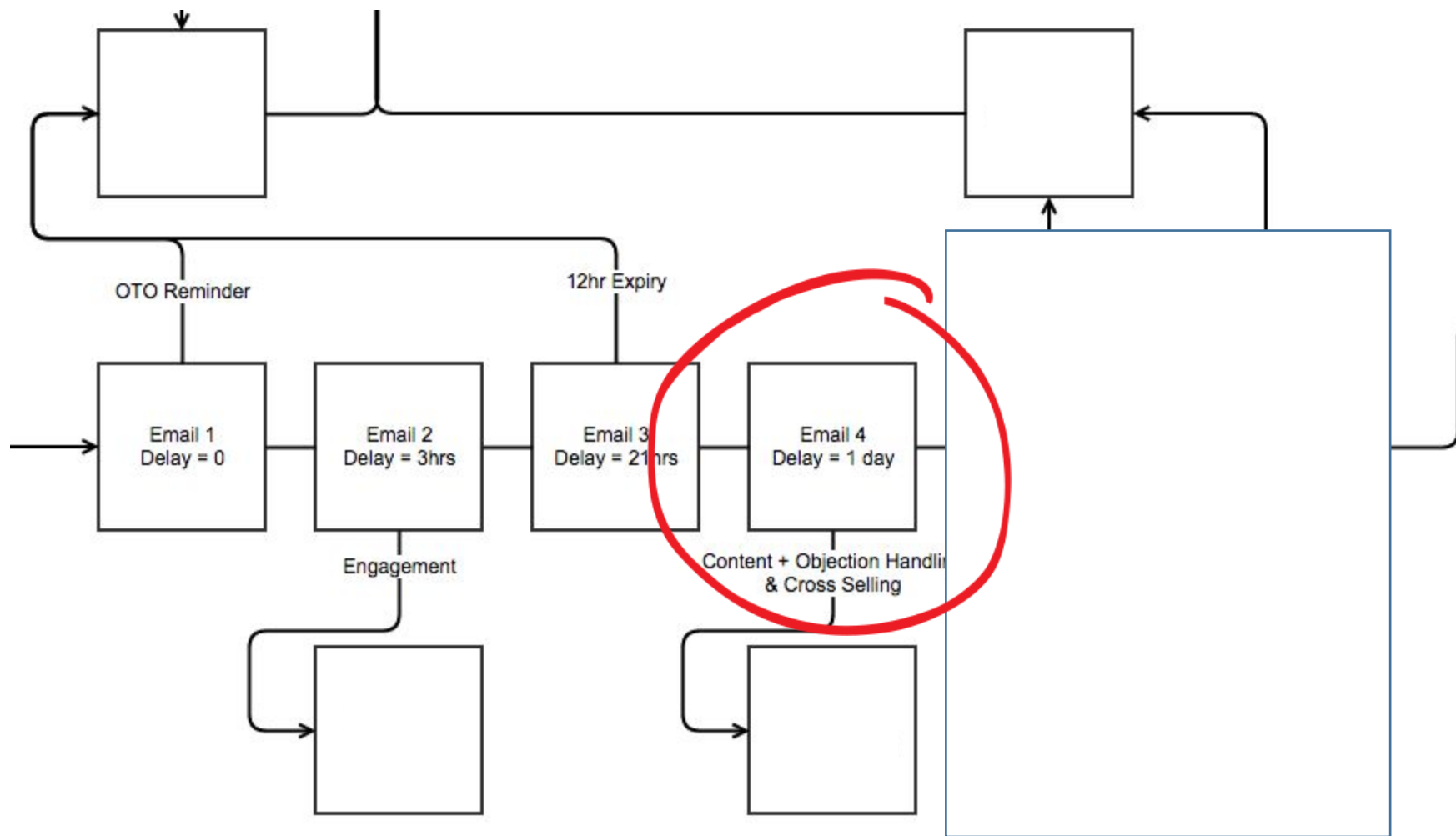
Hi, this is Vishen again,

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...



Email 4: Content

Objection Handling & Cross Selling...

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,

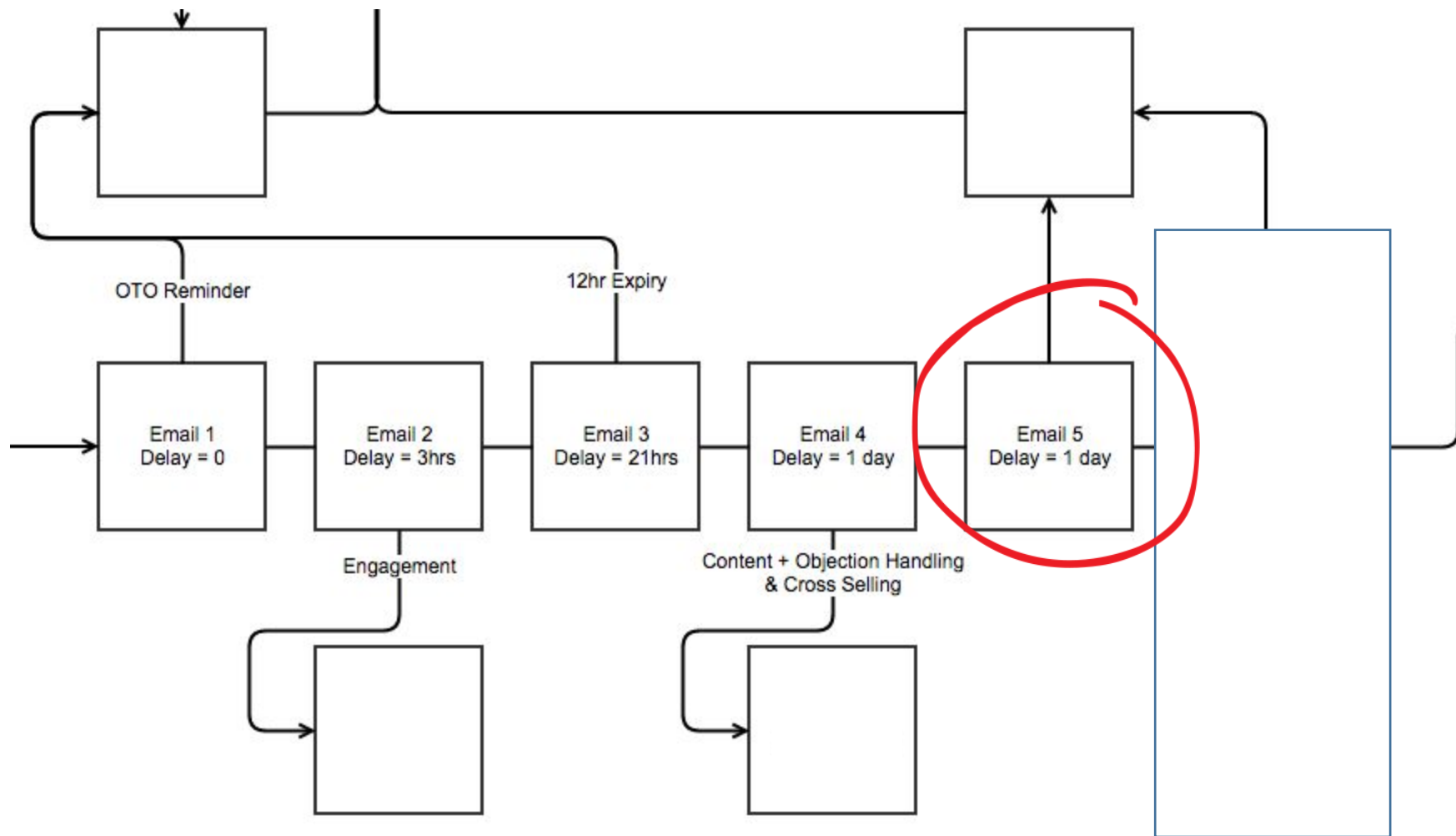
One of the most common questions I get about meditation is about FOCUS - people ask how do I focus during meditation?

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 >>](#)



Digital Marketer:
Gain – Logic - Fear



Email 5: Gain

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.

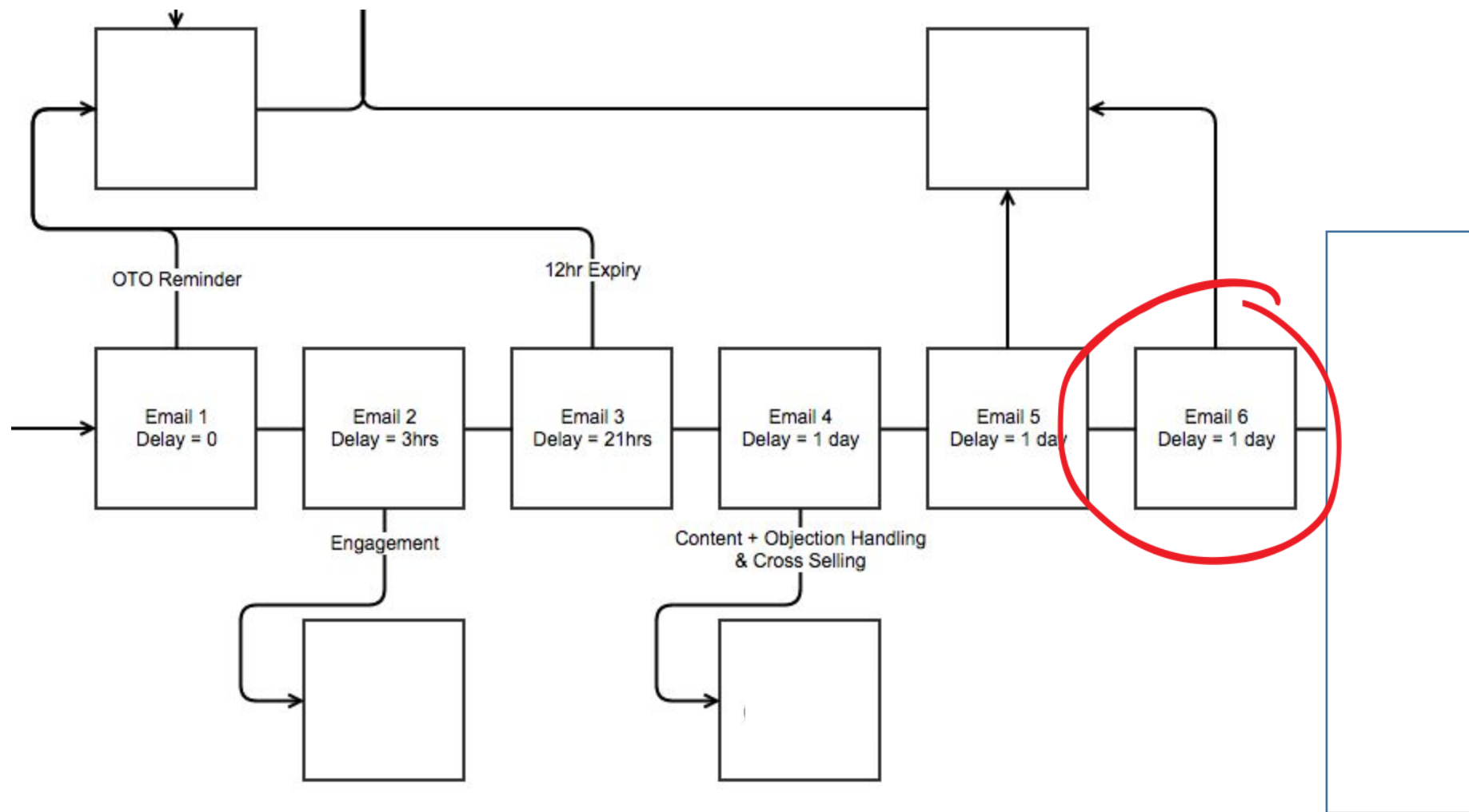
Reply •



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 •



Email 6: Logic

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?

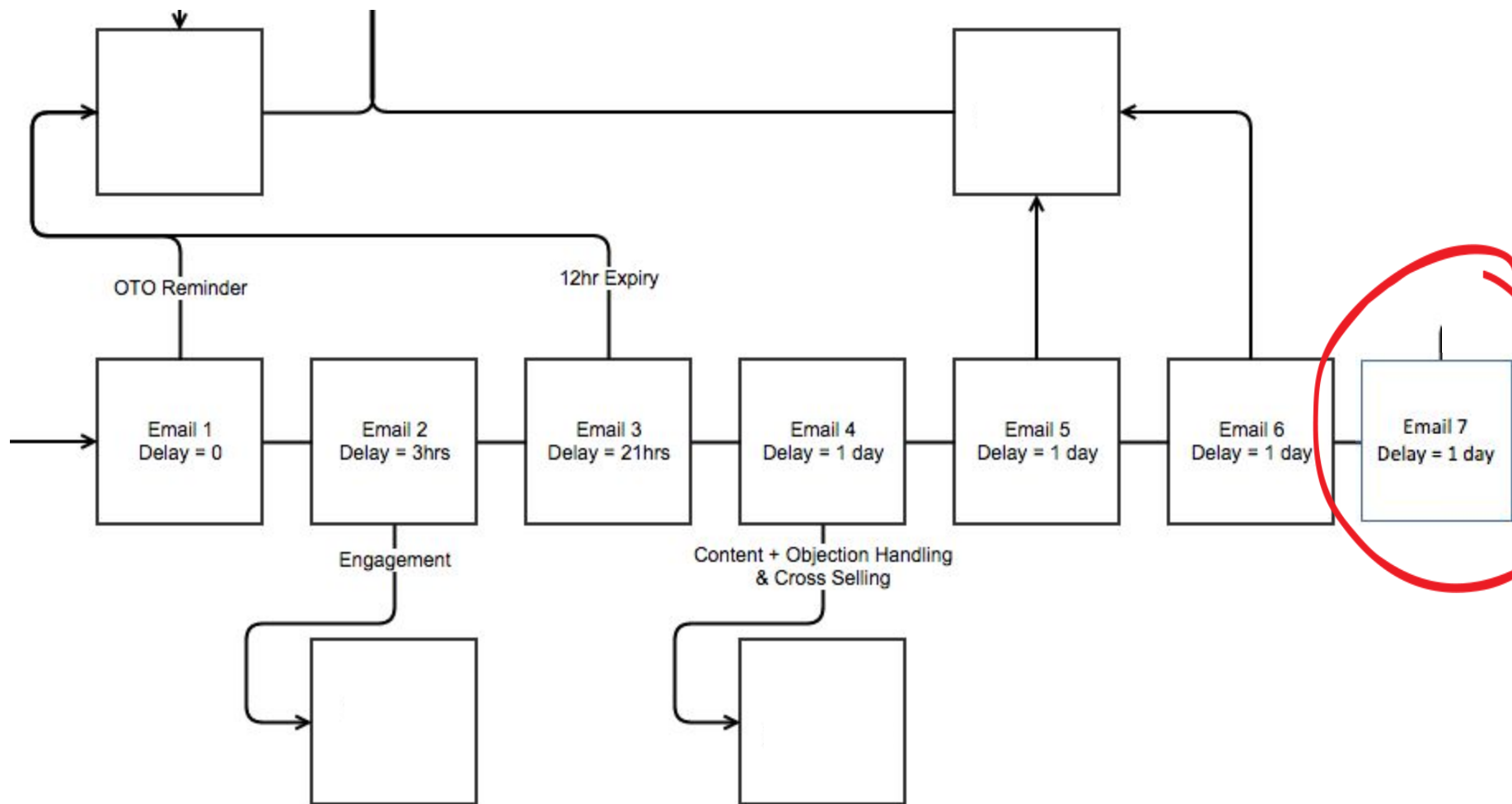
Great question - this is simply to reward you for staying with me throughout all these emails. It's also to reward you for taking action, because that's the key to succeeding in any area of your life - especially meditation.

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

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**.

Funnel Influence

The Engagement Funnel:

1. Offer Reminder (Immediate - Sales)
 2. Engagement Reminder (3hrs - Engagement)
 3. Offer Expiry (12-48hs - Sales)
 4. Content (1 day - Engagement)
 5. Gain (1 day - Sales)
 6. Logic (1 day - Sales)
 7. Fear (1 day - Sales)
-

Funnel Influence

3 ways to get (& keep) Active Subscribers



Funnel Influence

3 ways to get (& keep) Active Subscribers

1. Genuine VALUE



Funnel Influence

3 ways to get (& keep) Active Subscribers

1. Genuine VALUE
2. Ask for a reply or FB comment



Funnel Influence

3 ways to get (& keep) Active Subscribers

1. Genuine VALUE
2. Ask for a reply or FB comment
3. Storytelling





But...



But...

How often should you
email your list?



The answer

A close-up, low-angle shot of a person's hands resting on the strings of a guitar. The hands are positioned as if about to play. The background is dark and out of focus, showing bokeh lights from an indoor setting. The overall mood is contemplative and artistic.

The answer

Every. Single. Day.

Funnel Influence

Your market will tell you: If your funnel provides value, they'll stay with you no matter how often you email them

Funnel Influence

Next steps:



Funnel Influence

Next steps:

1. Map out your own engagement funnel

- creately.com, bubbl.us, pen-&-paper



Funnel Influence

Next steps:

1. Map out your own engagement funnel

- creately.com, bubbl.us, pen-&-paper

2. Write your email copy

- Broadcast=YOU, funnel emails you can outsource



Funnel Influence

Next steps:

1. Map out your own engagement funnel
 - creately.com, bubbl.us, pen-&-paper
 2. Write your email copy
 - Broadcast=YOU, funnel emails you can outsource
 3. Stick your funnel map on the wall
 - This will be your roadmap so you stay on track
-

Next Up:

Next Up:

Module 4: Funnel Engineering

- *Building your business engine*
- *What pages go where*
- *Simple tools you can use (free + paid)*
- *Non-technical explanations*