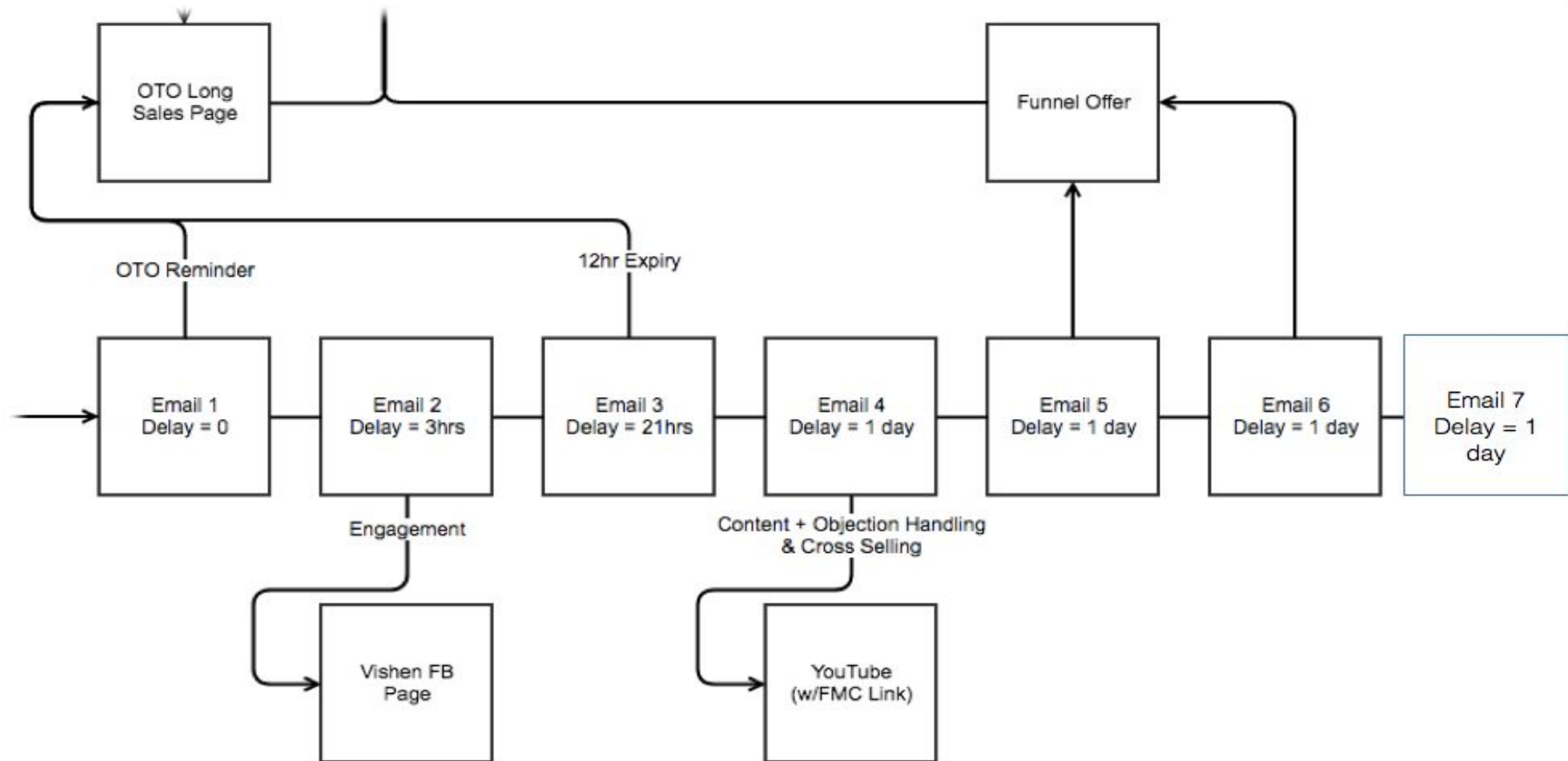


The Email Copy Code

Brian Cassingena & Charlie Price



Training 1: Copywriting Strategy



Day 1



Day 1

- Lead is acquired

Day 1

- Lead is acquired
- OTO or Special Offer timer starts

Day 1

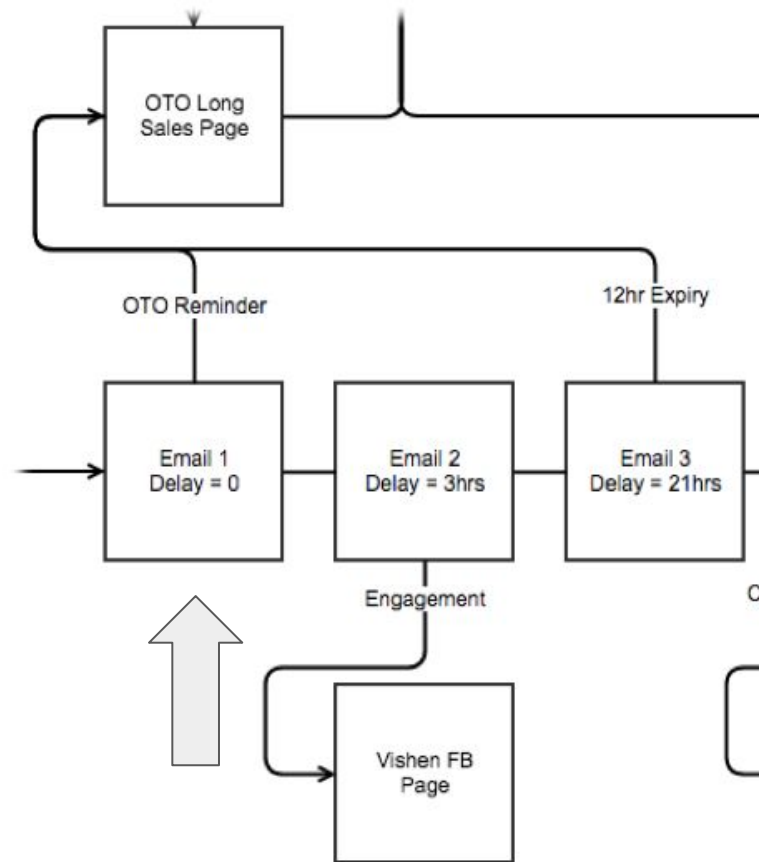
- Lead is acquired
- OTO or Special Offer timer starts
- Typical deadline is 36-48 hours

Day 1

- Lead is acquired
- OTO or Special Offer timer starts
- Typical deadline is 36-48 hours
- This is the best deal in the funnel:
price/bonus/other benefit

Day 1

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Day 2



Day 2 (Or however long you want this offer to last)



Day 2 (Or however long you want this offer to last)

- You can send offer reminder emails

Day 2 (Or however long you want this offer to last)

- You can send offer reminder emails
- This should be your best deal

Day 2 (Or however long you want this offer to last)

- You can send offer reminder emails
- This should be your best deal
- Be straight up

Day 2 (Or however long you want this offer to last)

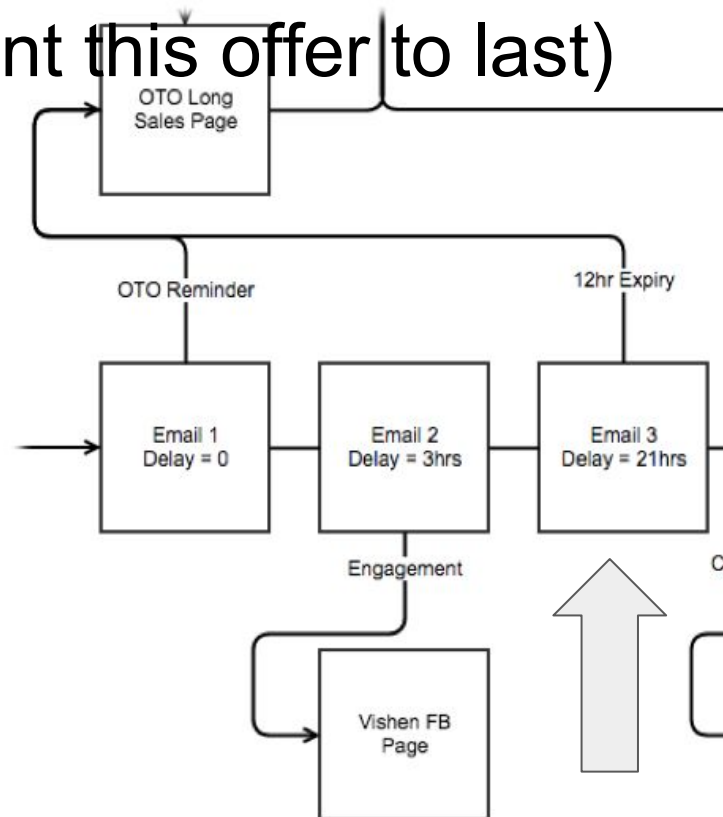
- You can send offer reminder emails
- This should be your best deal
- Be straight up
- Use an on-page timer

Day 2 (Or however long you want this offer to last)

- You can send offer reminder emails
- This should be your best deal
- Be straight up
- Use an on-page timer
- DeadlineFunnel.com

Day 2 (Or however long you want this offer to last)

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Day 3



Day 3

- The “Funnel Offer” segment begins

Day 3

- The “Funnel Offer” segment begins
- This is still a good deal, but not your best

Day 3

- The “Funnel Offer” segment begins
- This is still a good deal, but not your best
- Choose the duration of your Funnel Offer

Day 3

- The “Funnel Offer” segment begins
- This is still a good deal, but not your best
- Choose the duration of your Funnel Offer
- Use a timer

Day 3

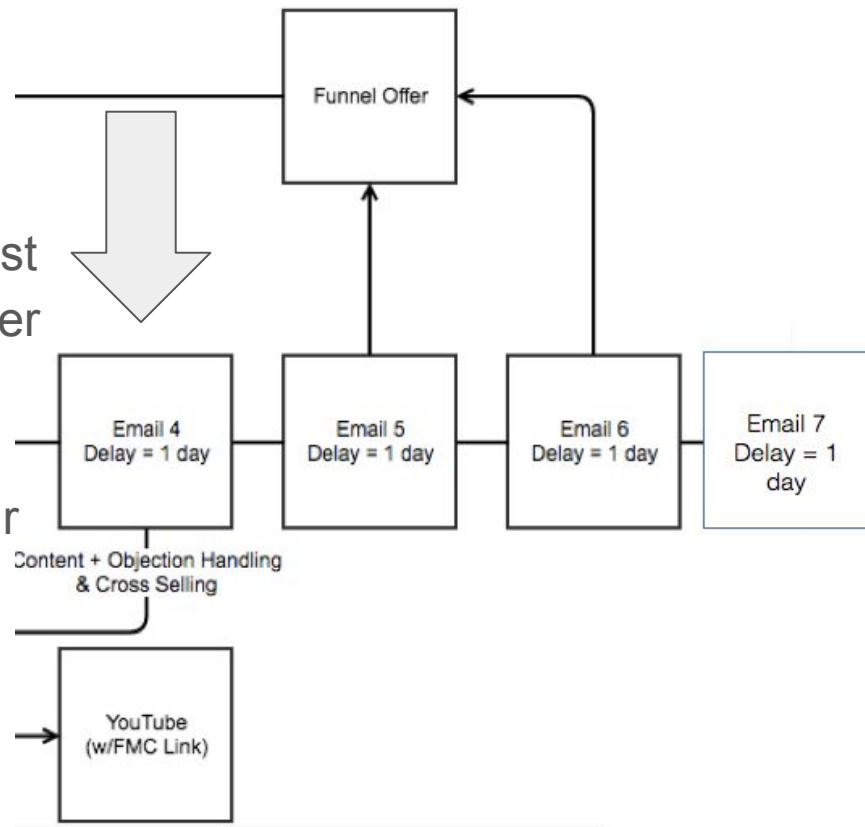
- The “Funnel Offer” segment begins
- This is still a good deal, but not your best
- Choose the duration of your Funnel Offer
- Use a timer
- Pro tip: Introduce a new bonus here

Day 3

- The “Funnel Offer” segment begins
- This is still a good deal, but not your best
- Choose the duration of your Funnel Offer
- Use a timer
- Pro tip: Introduce a new bonus here
- After this, your lead will move on to your regular broadcast list

Day 3

- The “Funnel Offer” segment begins
- This is still a good deal, but not your best
- Choose the duration of your Funnel Offer
- Use a timer
- Pro tip: Introduce a new bonus here
- After this, your lead will move on to your regular broadcast list



Funnel Hacking

OmHarmonics.com/lp/mini-course



OmHarmonics.com/lp/mini-course

Free Meditation Course Reveals Secrets
To Deeper Focus & Relaxation Instantly



You'll get instant access to your free
5-day course on desktop, tablet or mobile

Create a **FREE** account to get your **5-day
Meditation Mastery** course today

Your level with meditation?

Daily time spent meditating?

GET ACCESS NOW »

We ♥ your [privacy](#)

Create a FREE account to get your 5-day Meditation Mastery course today

Brian+funneltest

brian+funneltest@XXXXXX.com

Your level with meditation?

Beginner



Daily time spent meditating?

Less than 5 minutes



GET ACCESS NOW »

OmHarmonics.com/lp/quiz



OmHarmonics.com/lp/quiz

What's Your Meditation Type?

Find out your meditation type and gain focus, relax instantly and connect on a spiritual level. It takes just 30 seconds and is completely private and free.



Take The Quiz

courses.mindvalleyacademy.com/uncompromised-life/lp/mini-course



courses.mindvalleyacademy.com/uncom-promised-life/lp/mini-course

Who Else Wants Unstoppable Self Confidence In Just 5 Days?

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You'll get instant access to your free 5-day course on desktop, tablet or mobile

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THE #1 REASON WHY THE LAW OF ATTRACTION ISN'T WORKING FOR YOU...

Take this 30-second quiz to discover the cause & get an instant customized solution. Your results are 100% private and secure.



FIND YOUR #1 BLOCKER >>

Spiking App

Spiking App

iTunes Preview

[Overview](#)[Music](#)[Video](#)[Charts](#)

Spiking Stock Exchange & Trade

[View More by This Developer](#)

By Aly Pte. Ltd.

This app is only available on the App Store for iOS devices.



This app is designed for both iPhone and iPad

Description

Keeping up with NYSE New York Stock Exchange, NASDAQ Stock Market, SGX Singapore Exchange, HKEX Hong Kong Stock Exchange and Bursa Malaysia is faster than ever! By consolidating the latest published disclosures, Spiking provides you with verified stock market data, arriving almost instantly on the app.

[Aly Pte. Ltd. Web Site](#) ▶ [Spiking Stock Exchange & Trade Support](#) ▶

[...More](#)

What's New in Version 3.7

Thanks for using Spiking! To make our app better for you, we bring updates to the App Store regularly.

Every update of our Spiking app includes improvements for speed and reliability. As new features become available,

Advisorist.com/quiz



Advisorist.com/quiz

What's Your #1 Commission Killer?



Click the button to reveal your #1 commission-killer & I'll send you
my #1 tip on overcoming it fast:

Take The Quiz

PROOF The Engagement Funnel WORKS



Open Rates & CTRs

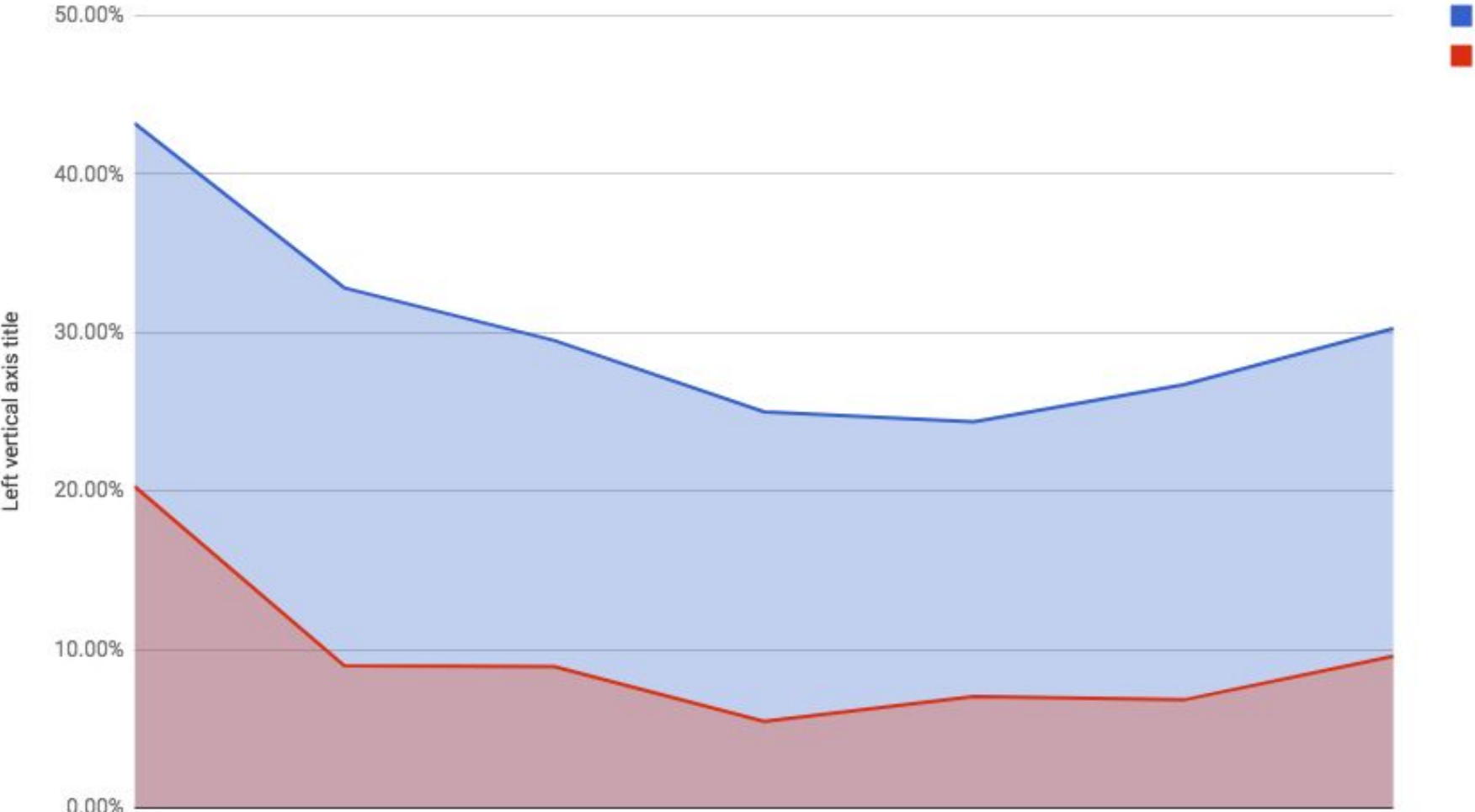
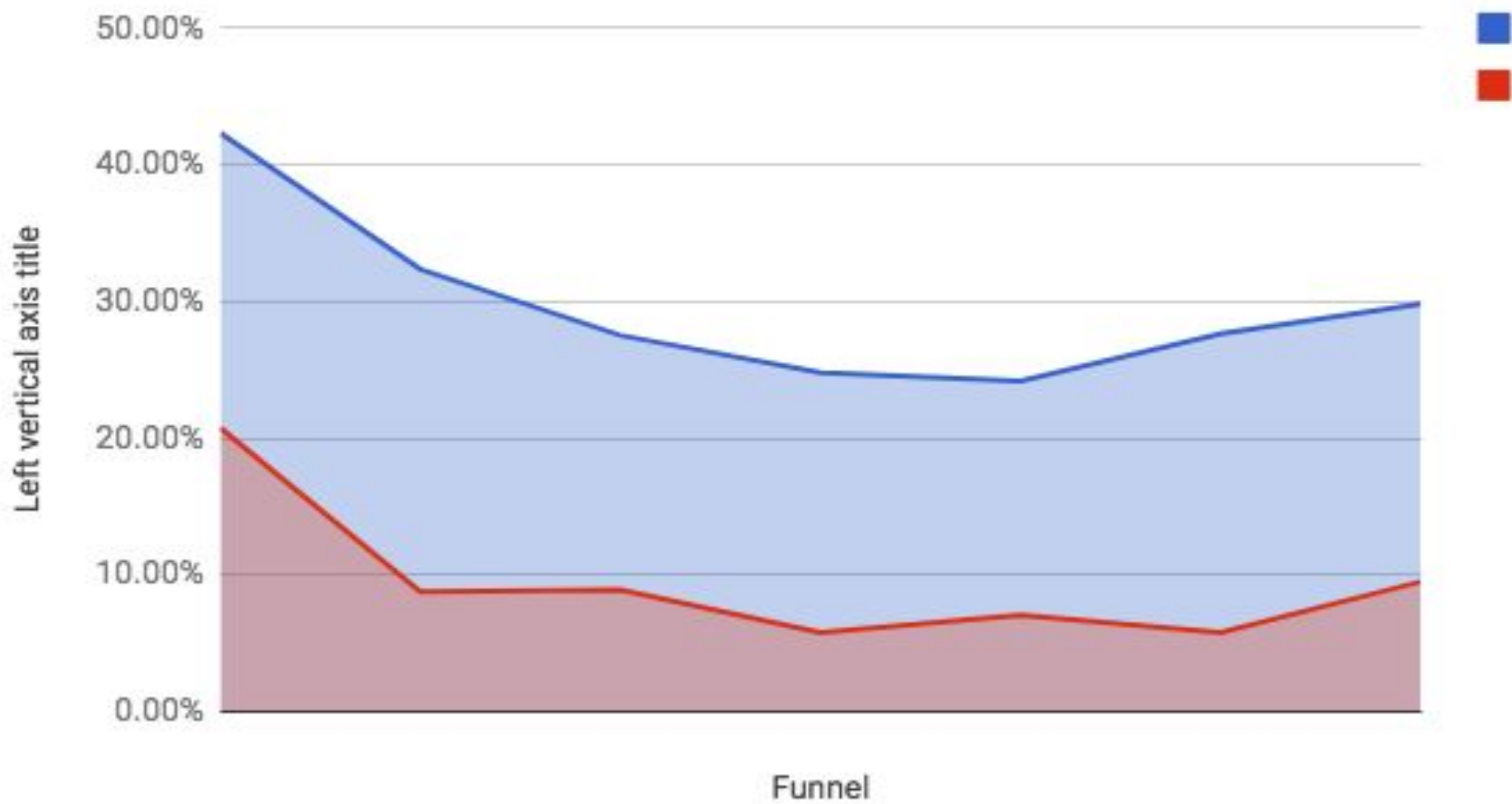
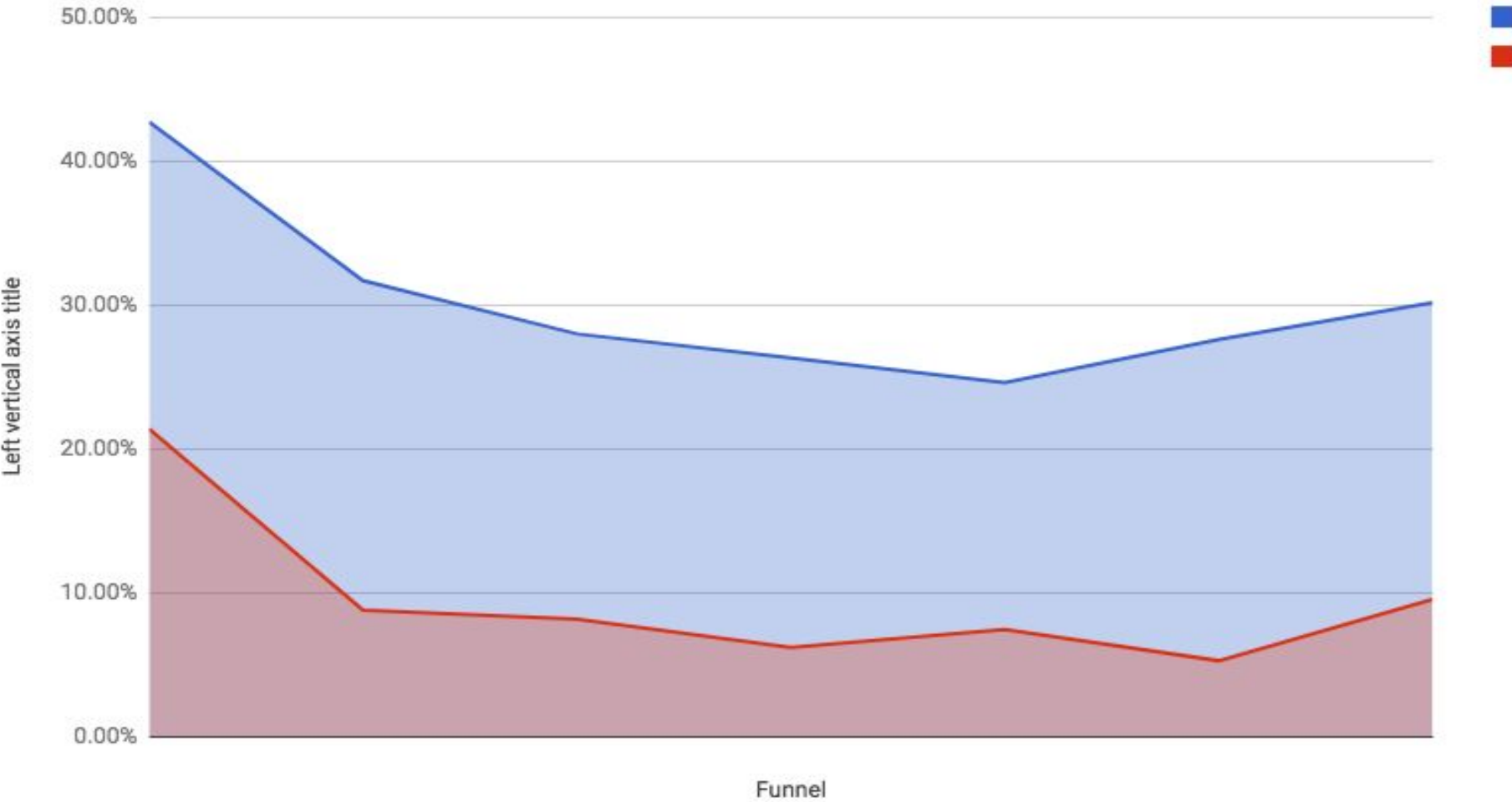


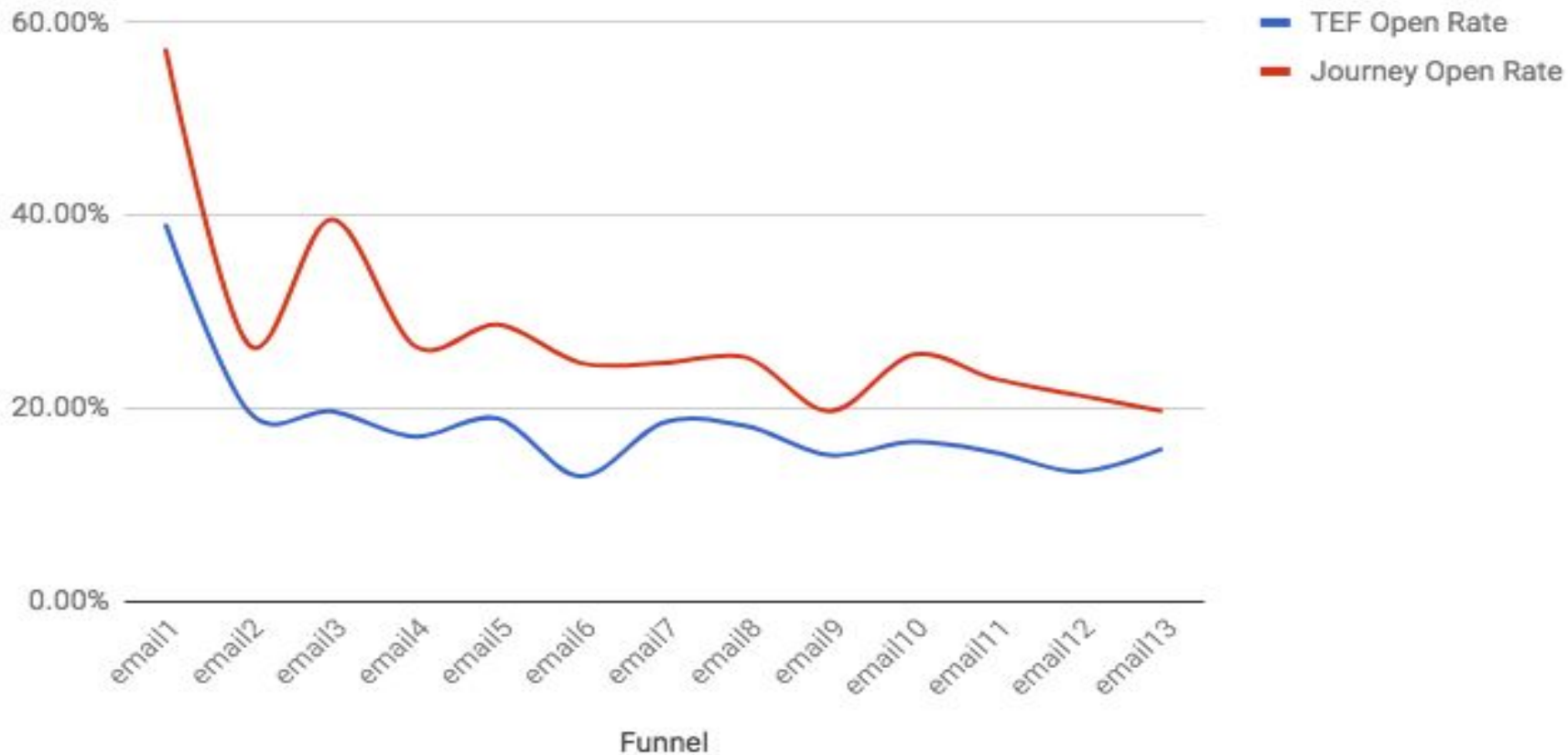
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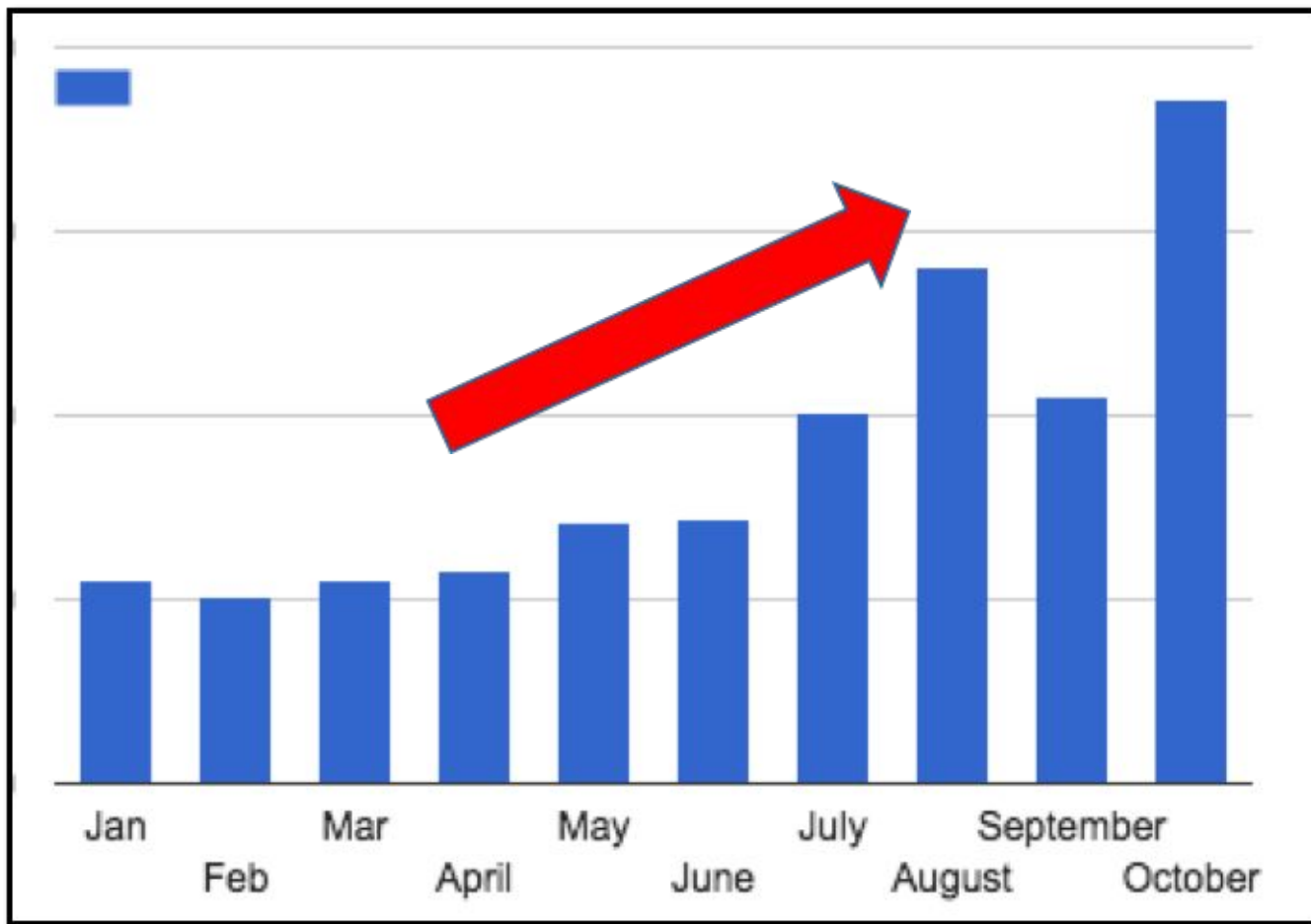


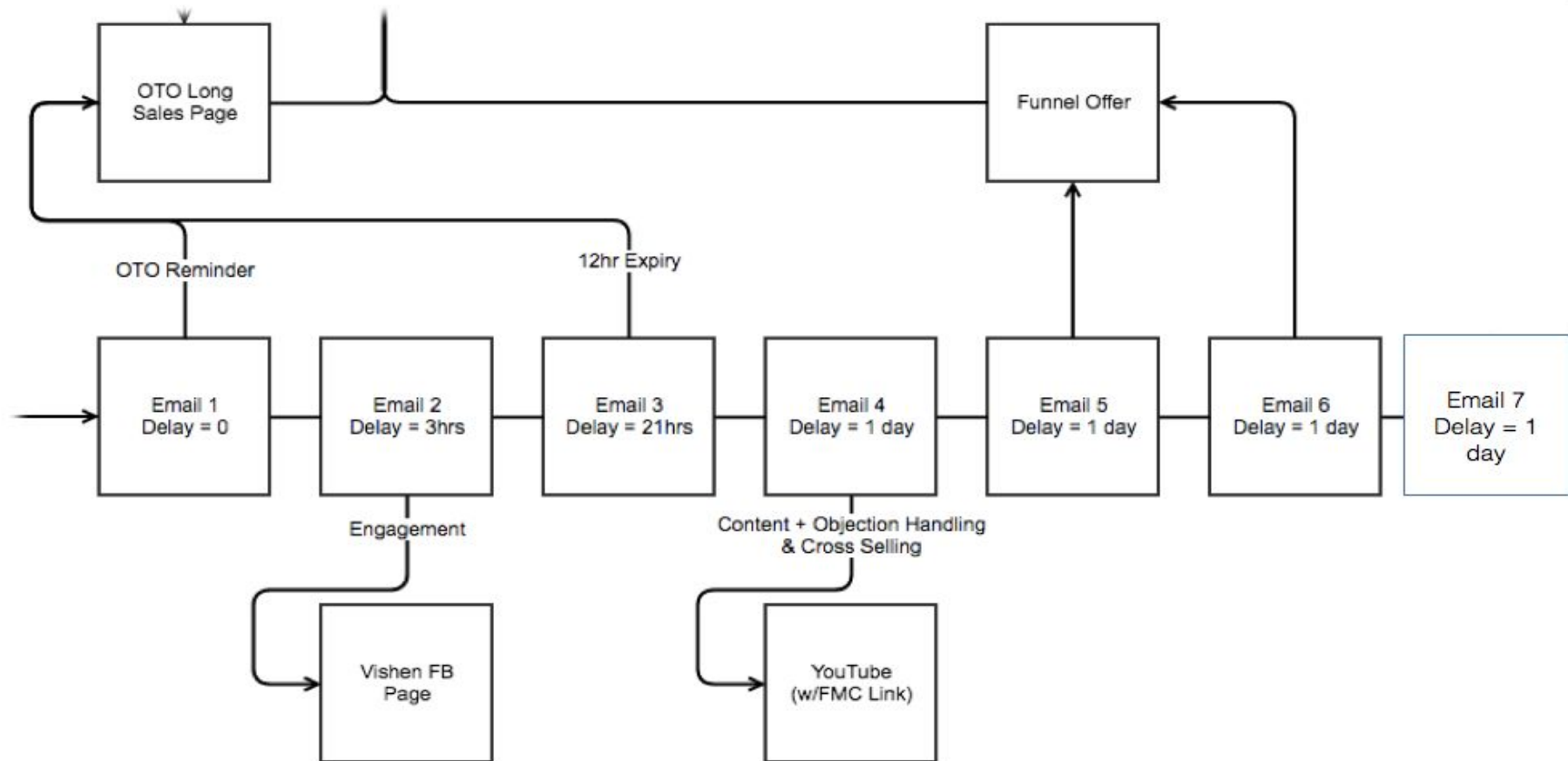
OR&CTRs



Unique Open Rates

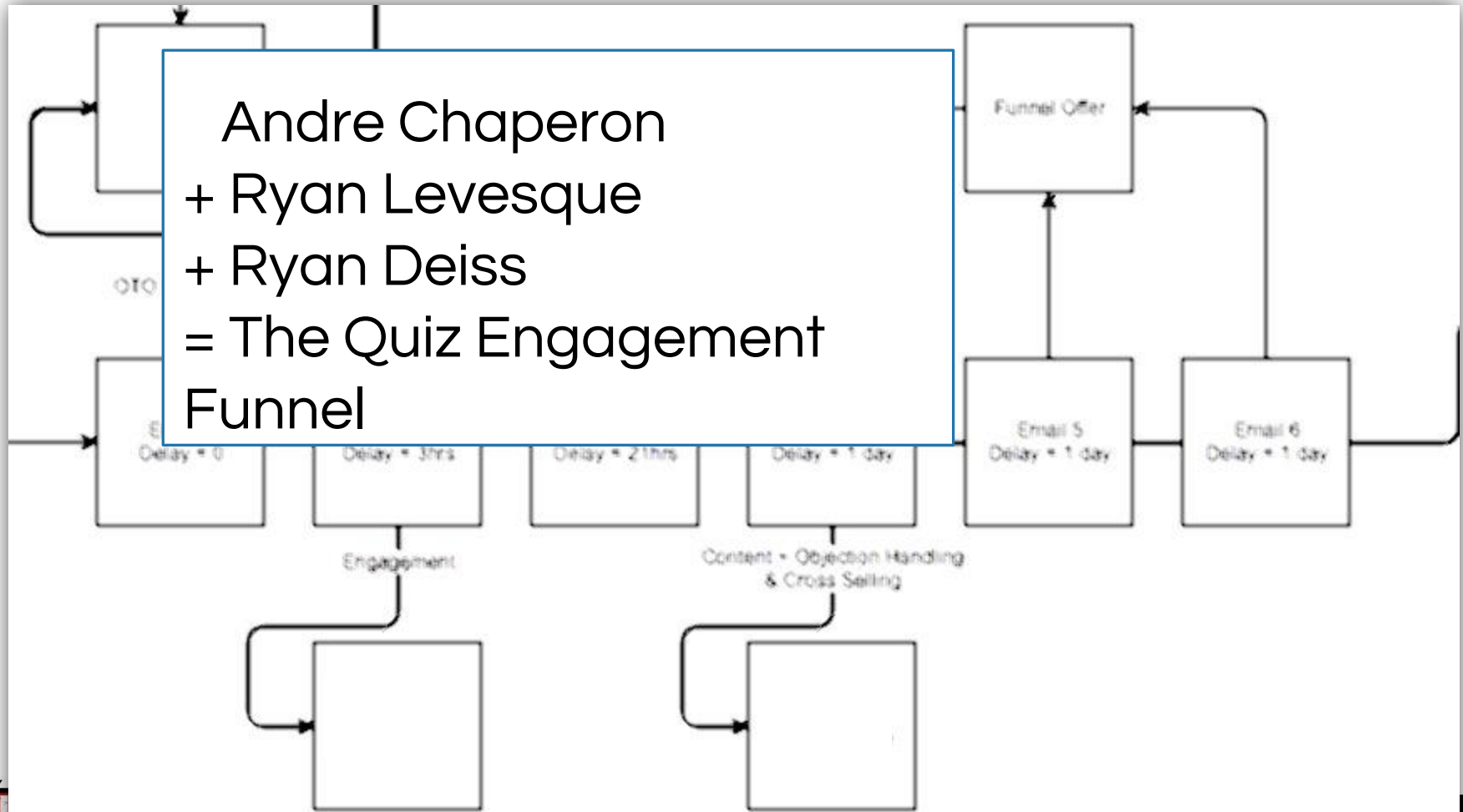


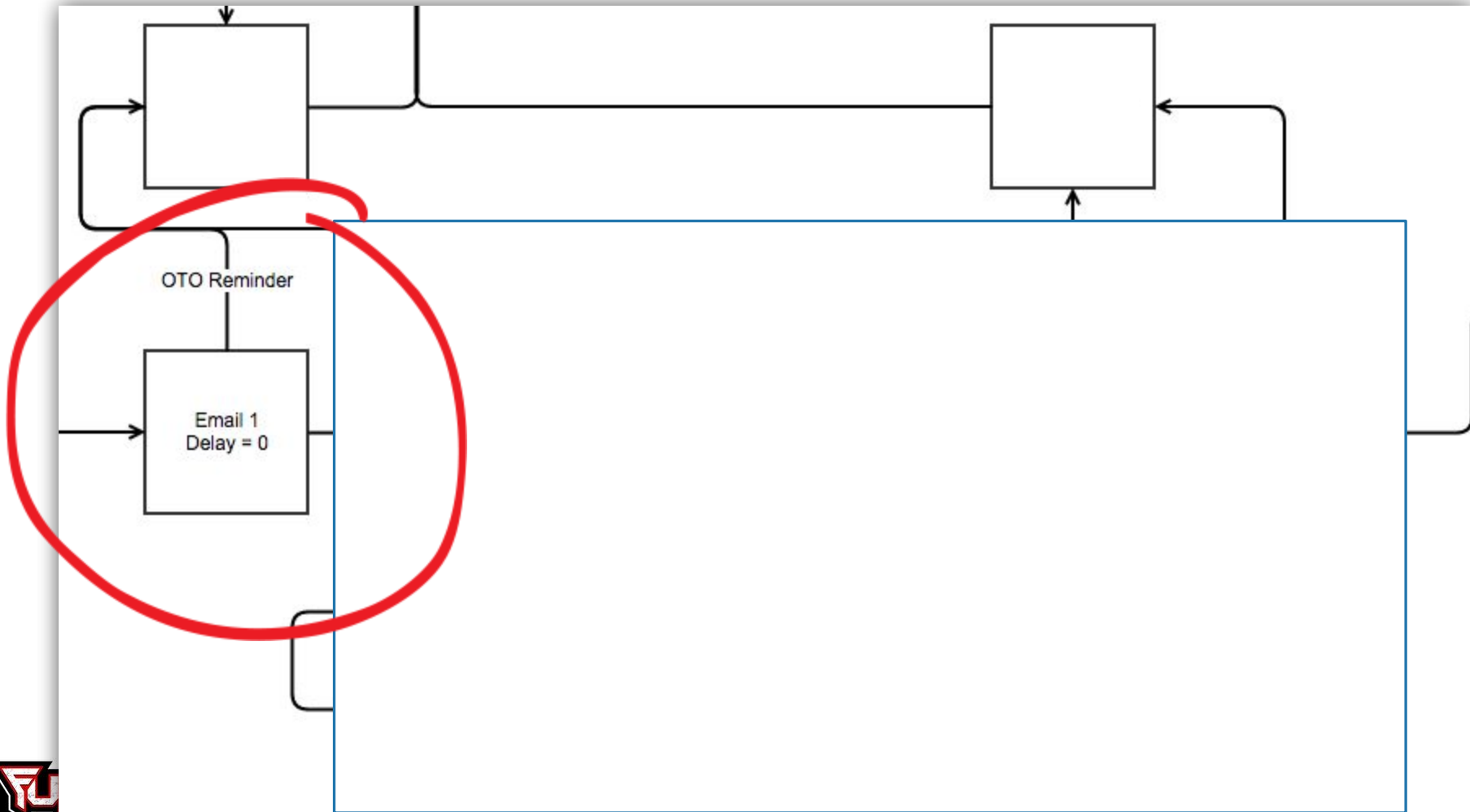




1. Offer Reminder
2. Engagement Reminder
3. Offer Expiry
4. Content
5. Gain
6. Logic
7. Fear

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





EMAIL 1: 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 >>](#)



PLACEHOLDER IMAGE!

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 }}

Hi, this is Vishen Lakhiani.

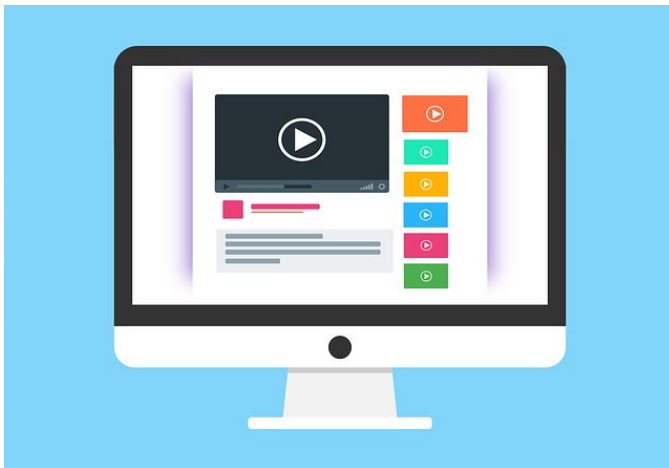
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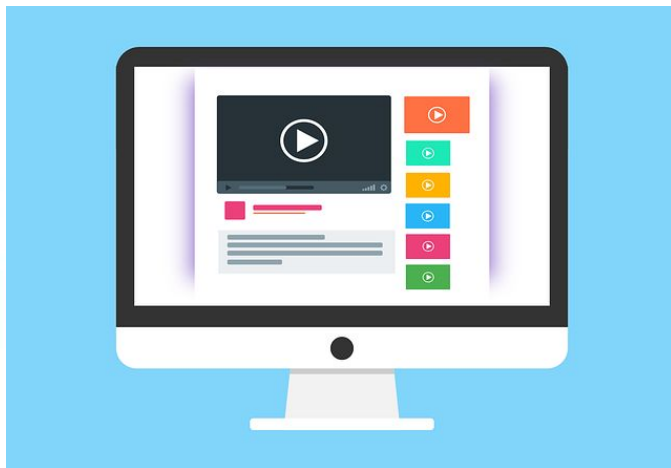


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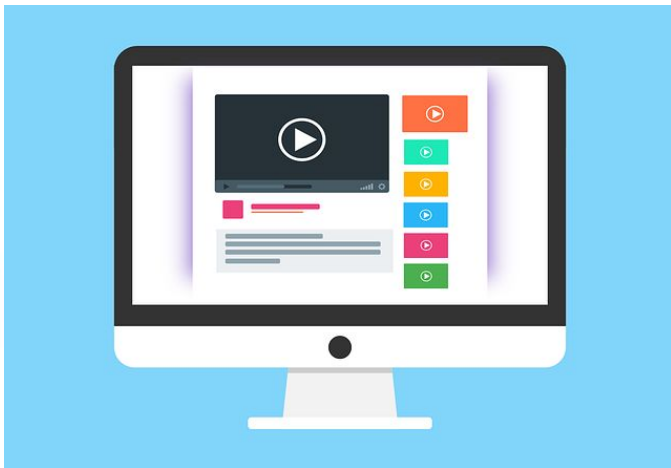


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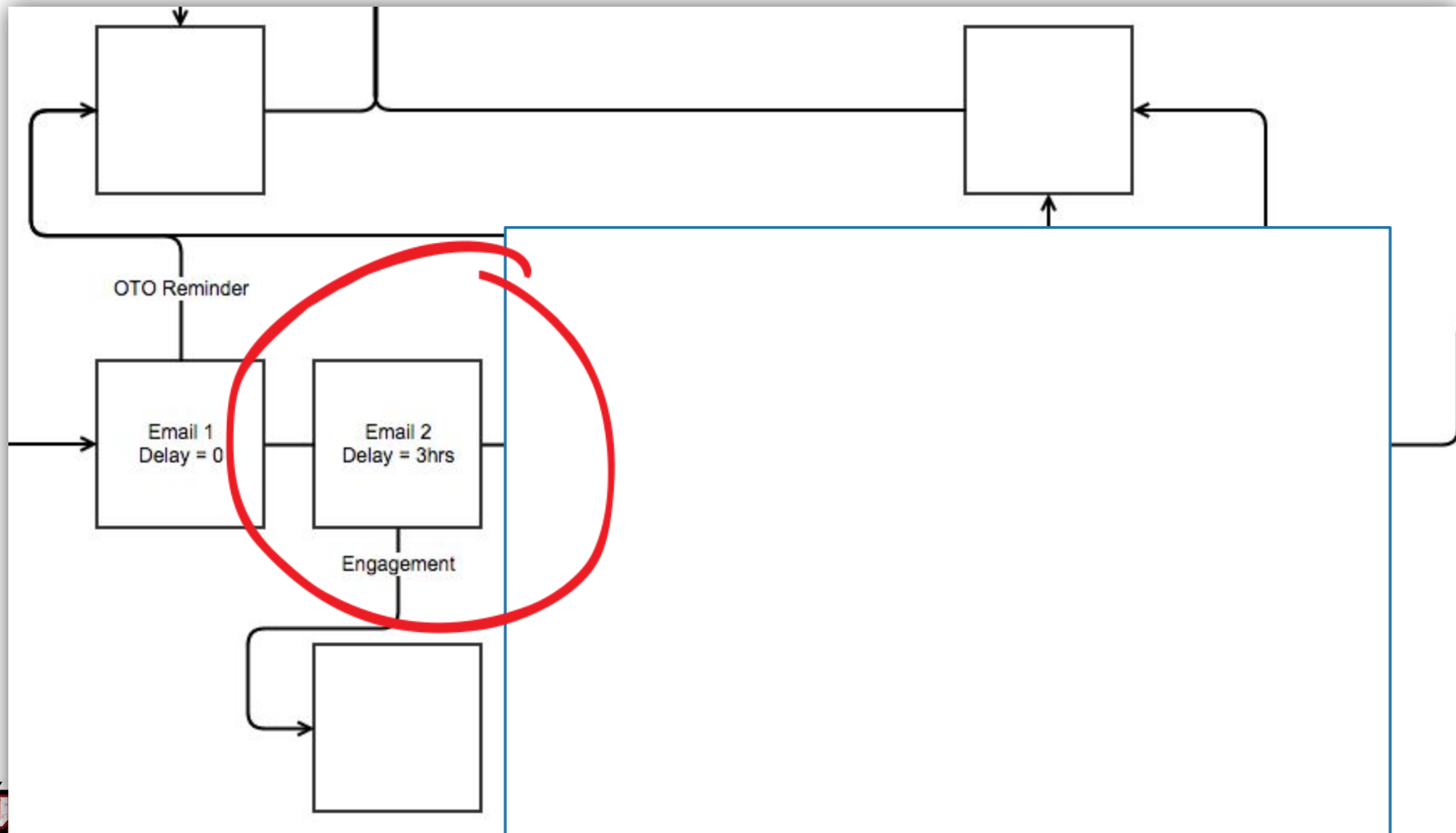
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EMAIL 2: ENGAGEMENT REMINDER



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]



Delay: +3 hrs

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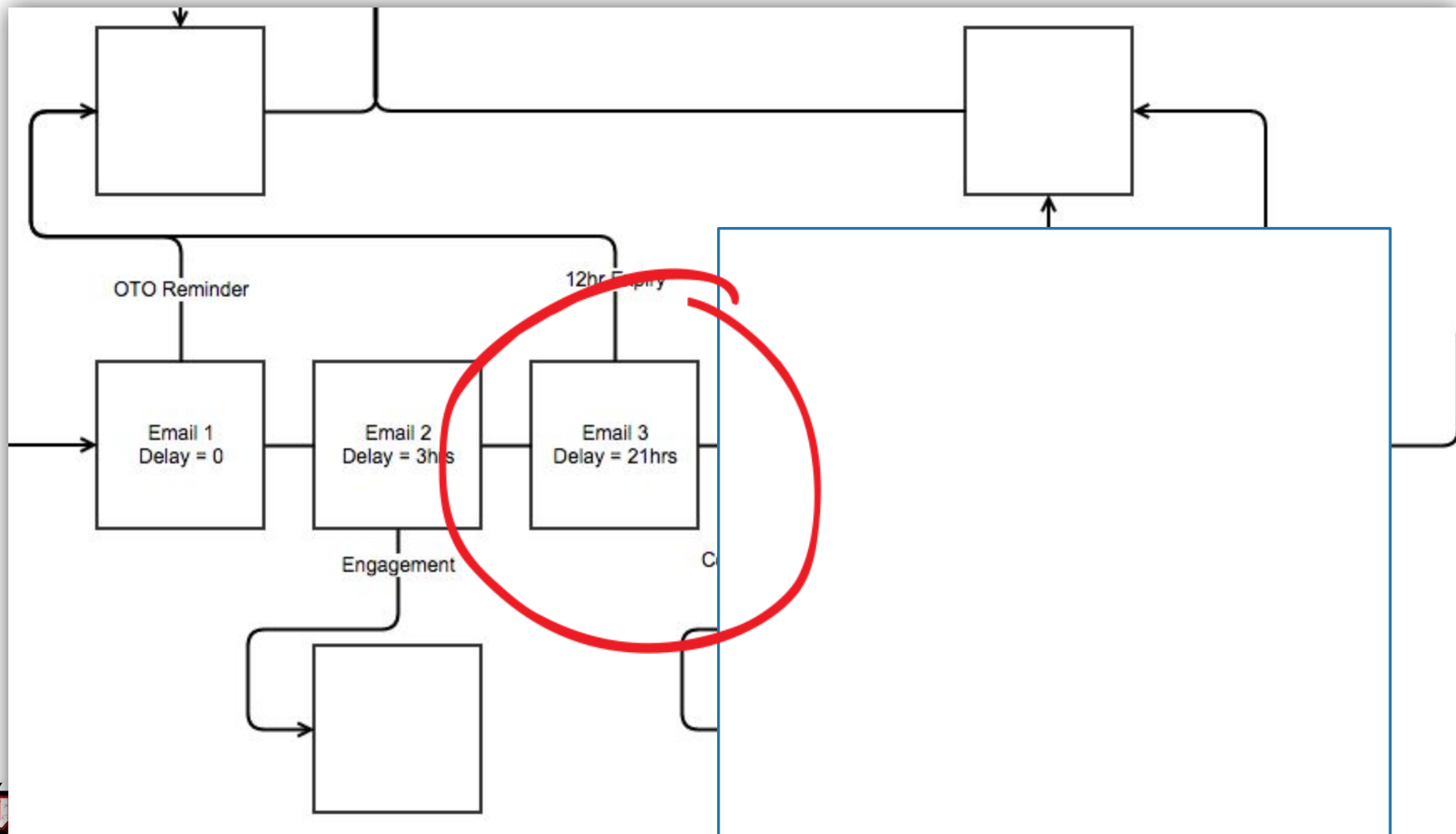


If you did (and if you're excited to learn about meditation with OmHarmonics) please [go to my FaceBook page here](#) and let me know.

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...

→ Delay: +X hrs

Stage: 12 hr reminder

Subject: Important: 12-hour expiration notice

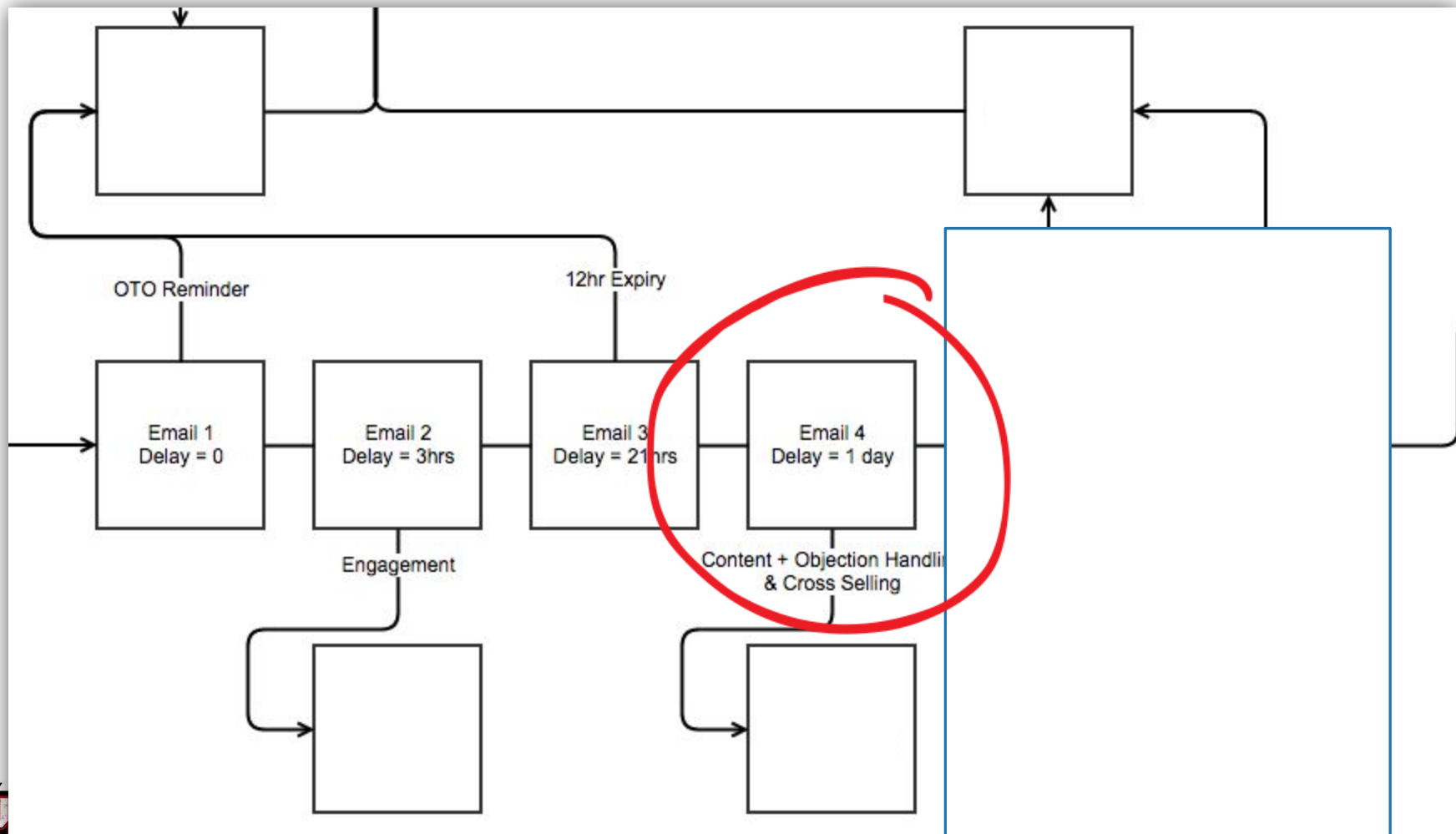
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But the most common answer is simple: People are just too busy.

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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?

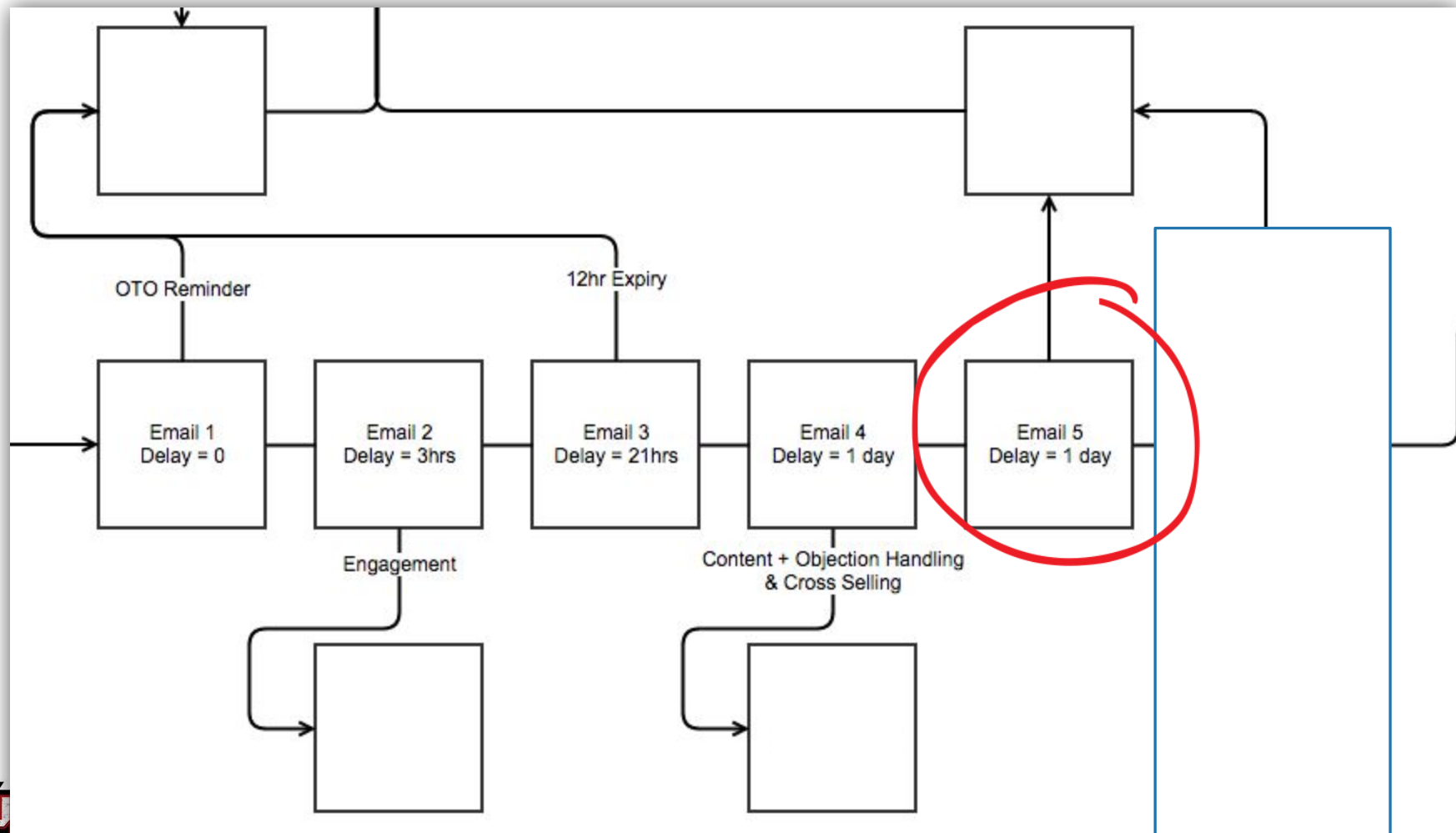
To answer this I uploaded a quick 4-min video to YouTube where I give you 2 simple tips to easily focus your mind.



[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.

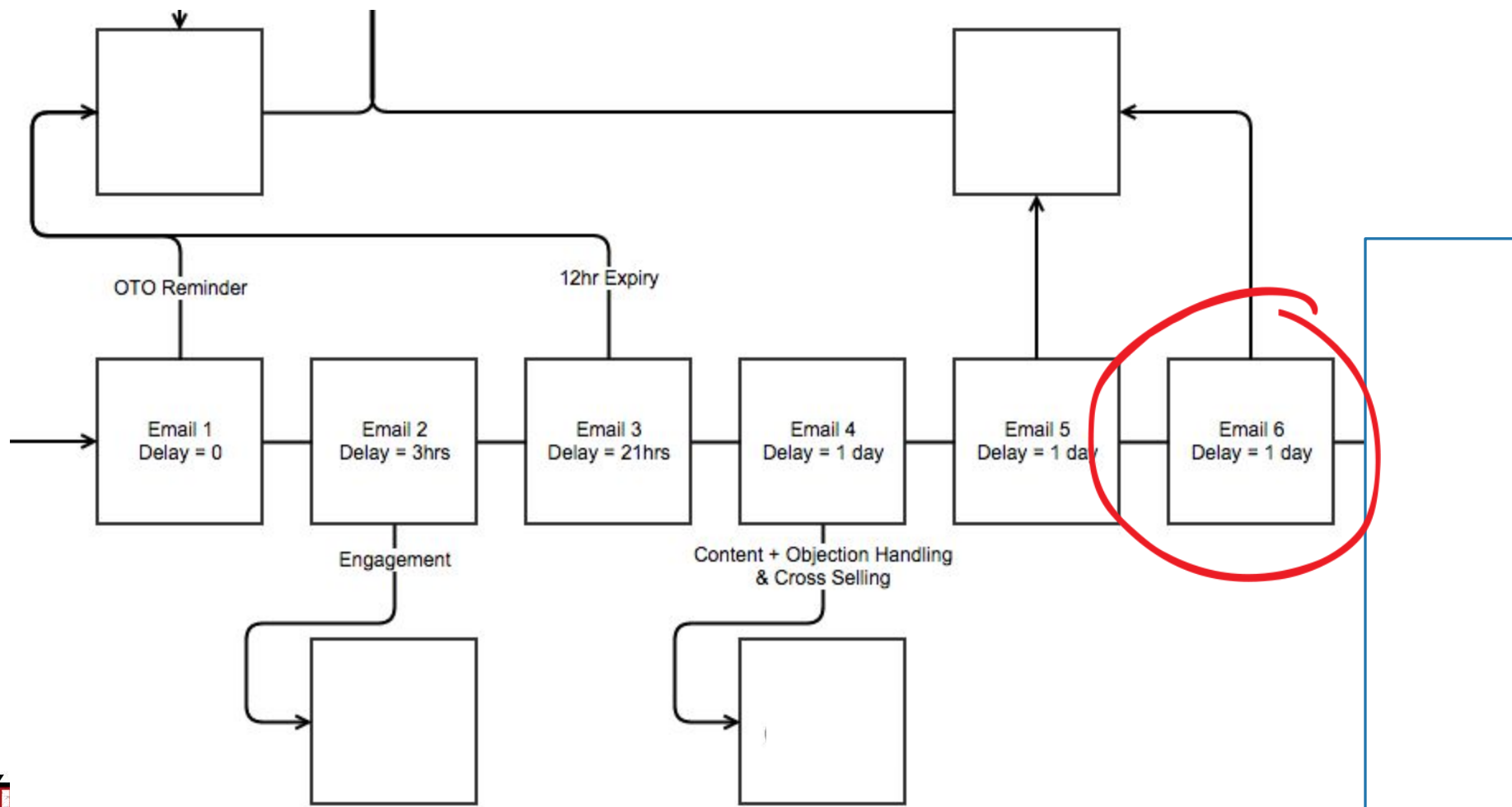
Reply •



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?

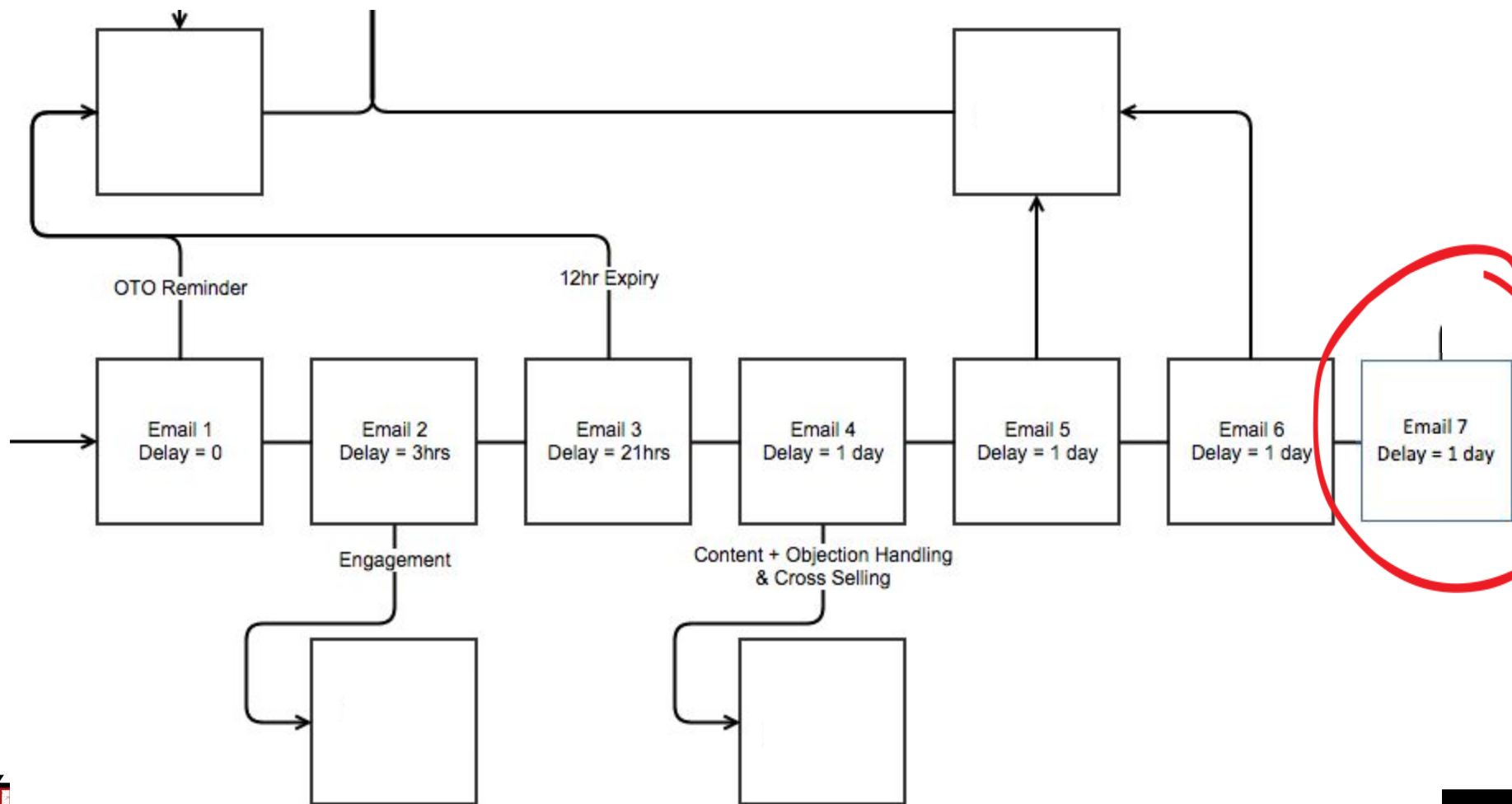
Great question - this is simply to reward you for staying with me throughout all these emails. It's also to reward you for taking action, because that's the key to succeeding in any area of your life - especially meditation.

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.**

Delay: +1 day

Stage: Fear



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



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2. Engagement Reminder

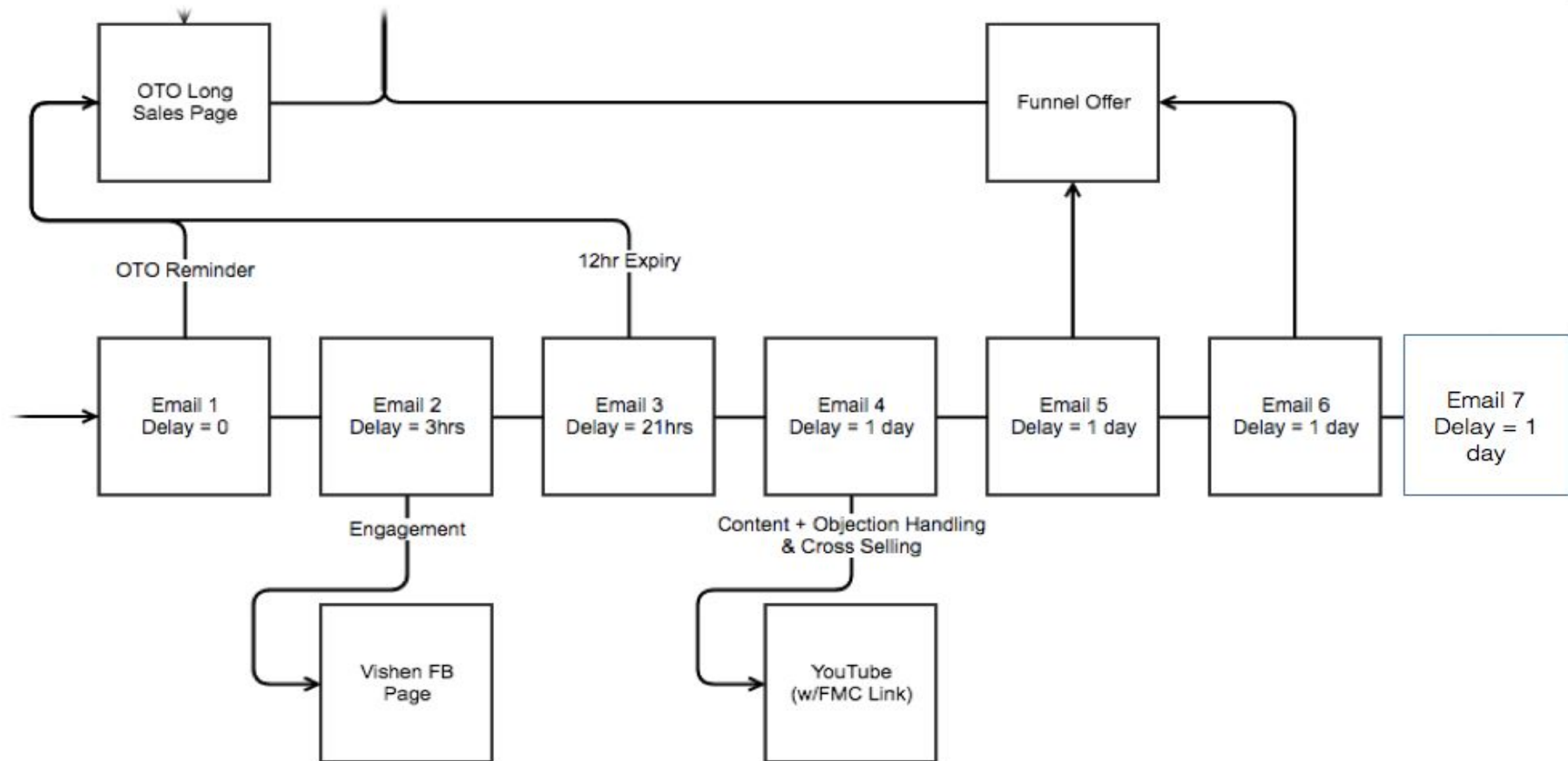
1. Offer Reminder
2. Engagement Reminder
3. Offer Expiry

1. Offer Reminder
2. Engagement Reminder
3. Offer Expiry
4. Content

1. Offer Reminder
2. Engagement Reminder
3. Offer Expiry
4. Content
5. Gain

1. Offer Reminder
2. Engagement Reminder
3. Offer Expiry
4. Content
5. Gain
6. Logic

1. Offer Reminder
2. Engagement Reminder
3. Offer Expiry
4. Content
5. Gain
6. Logic
7. Fear



Training #2: Copywriting Tips



Subject Lines

1. Curiosity
2. Benefit
3. Newsworthy

Content vs Sales

Content Also Sells

Storytelling

OmHarmonics Sequence

Writers Block

Never start with a blank page

Q&A