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PASOP WORKSHEET: Email 1
[print this page]

Problem

[Instead of just educating your subscribers about your solution, you first set up the problem, which they are likely to relate to.]

Agitation

[Then you agitate or poke at that problem to make your subscribers feel something.]

Solution

[From there, you present the solution, which may or may not be your solution.]

Outcome

[Then, finish with the outcome of that solution.]

Problem

[The final Problem is a cliffhanger well suited for drip campaigns. We want your subscribers to anticipate and open your next email, so we set up the next problem for them (e.g., an open loop). They'll want to close that loop, and they'll get to do that in your NEXT email.]

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PASOP WORKSHEET: Email 2
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Problem

[Open with the problem you set up at the end of the last email.]

Agitation

[Agitate or poke at that problem to make your subscribers feel it.]

Solution

[Present the solution, which may or may not be your solution.]

Outcome

[Then, finish with the outcome of that solution.]

Problem

[Set up the problem for the next email, and be sure to 'open loop' it.]

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PASOP WORKSHEET: Email 3

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Problem

[Open with the problem you set up at the end of the last email.]

Agitation

[Agitate or poke at that problem to make your subscribers feel something.]

Solution

[Present your solution, whether in detail or by linking to a sales page - or both.]