

## **Initial Message**

**Subject Line:** [Interesting Enough To Open; “Question about COMPANY”]

### **Body Of Message:**

[Personalized Introduction + Text Preview]

I help X get Y without Z or you're money back.

[Risk Reversal]

[Social Proof]

[Call To Action]

[Additional Assets / Resources]

[Call To Action]

[Signature]

### **Followup #1 (14 Hours Later)**

[Transformation]

[Call To Action]

### **Followup #2 (28 Hours Later)**

[Transformation]

[Call To Action]

### **Followup #3 (30 Hours Later)**

[Break Up Message]

[Transformation]

[Call To Action]