

# TEMPLATES FOR SUCCESS

The Magical Gain-Logic-Fear  
Email Template Sequence That  
Taps Into All The Key Emotions



**3d Consulting Services**

*Magnify Your Mission : Multiply Your Reach*



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Tim Dodd - 3d Consulting Services  
[www.3dConsultingServices.com](http://www.3dConsultingServices.com)  
[help@3dconsultingservices.com](mailto:help@3dconsultingservices.com)

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# **TEMPLATES FOR SUCCESS**

**The Incredible Gain-Logic-Fear  
Email Template Sequence That  
Taps Into All The Key Emotions**

**Tim Dodd**



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Not everyone responds to every emotional trigger in the same way. That's why you should develop an email sequence that taps into different triggers, so that you can reach a wider audience.

Here's a proven gain-logic-fear sequence that's sure to boost your conversion rates...

## **Email 1 : Tapping Into Gain**

**Subject Line:**    **Here's how to [get a benefit]**

- The secret of getting [a benefit]
- Want [a benefit]? Read this...
- The truth about [some topic or benefit]...
- The quick and easy way to [get a benefit]...

Hi [Name],

How would you like to [get a benefit], [get some other benefit], and [get still another benefit]?

Sounds a little unbelievable, right? After all, you've probably been trying to [get some result] for quite a while now. But it seems like every time you [make some sort of progress], [some common problem] happens and you end up back at square one. It's frustrating!

Until now...

Introducing [name of product] – the ultimate [type of product, e.g., app, guide, checklist] for [getting some great result].

Check it out here: [sales page link]

Just look at what [name of product] can do for you:

- You'll find out the best way to [get a benefit] – this one might surprise you!
- You'll get [some tool or feature] that makes it easier than ever for you to [get a benefit] – this is going to blow you away!
- You'll discover a surprising trick for [getting another benefit]!

- You'll finally find out how to [get still another benefit]!
- You'll learn an easy way to [get a benefit] – you'll wish you had known about this one before!

And much, much more. If you put this product to work for you today, by [some short period of time, such as “tomorrow” or “next week”], you could [be enjoying some specific benefit]. And in as little as [some longer period of time, such as next month or next year], you could [have an even bigger benefit].

So what are you waiting for? Go get [name of product] now to start enjoying these benefits. Click here to get yours now:

[sales page link]

[sign off]

P.S. You won't find a better way to [get some benefit], so click here to get started right now: [sales page link]!

## **Email 2 : Appealing to Logic**

**Subject Line: Does this make any sense to you?**

- It's not your fault...
- Why you can't [get a benefit]...
- The surprising reason you're still [getting a bad result]...
- Now it all makes sense...

Hi [Name],

If you look around, you'll see a lot of [types of people in the niche, e.g., “dieters” or “online marketers”] who are trying to [get some specific benefit].

But in almost every case, they're failing.

You know what I'm talking about, right? Maybe you can even relate...

You read everything you can get your hands on about how to [get a benefit]. You [do some other necessary step]. You even [do some other thing that's thought to be crucial to success].

But it just doesn't happen for you.

Sure, sometimes you [have a little success, e.g., "lose a few pounds"]. It's just enough to give you hope. But it doesn't last. And pretty soon you're frustrated because it seems like you just can't [get some good result].

Listen, it's not your fault.

Here's the problem...

[Describe some logical problem about why people don't get results and how it's not their fault. E.G., people can't lose weight because "cookie cutter" diets don't work – you need custom diets. Another example: people can't make money online if they don't have the proper tools.]

It's no wonder you can't [get some good result]!

Until now...

Because when you use [name of product] to [get some result], [describe logically how the product gets results by avoiding the common problem you just mentioned above].

End result? You [get some really good benefit/result].

Pretty simple, right? And very effective.

But you don't have to take my word for it. See for yourself at [link].

[sign off]

P.S. Stop [chasing some result using some outdated method]. If you want to see REAL results, then you need to [do something different]. And this is the [type of product] that makes it all possible.

Check it out for yourself at [link]

## Email 3 : Triggering Fear

**Subject Line:**    **It's a scary thought...**

- You probably don't even want to think about this...
- Imagine [getting some undesired result]...
- Don't let [bad thing] happen to you...
- Warning: you're in danger of [having a bad thing happen]...

Hi [Name],

It's human nature to imagine a future that's better than what we're living today. We daydream about [getting some good results]. We think about [how we'll feel when we achieve some niche-relevant goal]. And all that daydreaming leaves us smiling and feeling good.

You know what happens when we're feeling good? We don't change what we're doing. We get into a rut. And we keep daydreaming about a future that's never going to happen.

That's a scary thought, isn't it?

Just imagine for a moment how you'd feel if you don't [get some result you'd been hoping for. E.g., "lose the weight" or "start making money online"].

It's pretty awful, right?

You'd [describe how the person might feel]. Other people would [say certain mean things behind your back, e.g., "Look at how fat she is!"]. And [describe some other way that the person would feel bad – you want them to feel some fear about their future if they don't take action].

Now here's the good news...

It doesn't have to be that way. Sure, if you keep doing what you're doing, then you're going to keep getting the same result. But if you make just one tiny change, then everything else will change too.



Make that one tiny change, and suddenly [you'll start getting some good result].  
Make that one tiny change and [you'll get some other good benefit].

Make that change, and you'll finally [feel really good about getting some desired result].

What is that one tiny change?

It's this: [link to sales page].

Check it out – and say hello to a better future!

[sign off]

P.S. Did you know [state some scary relevant statistic -- e.g., "95% of businesses fail" or "610,000 people die of heart disease every year."]

Don't become a statistic. Don't [let some scary thing happen to you]. Take back control by [getting a good benefit].

Get started now at [link]...

## **Email 4 : Providing Proof**

**Subject Line:    The results are in...**

- This really works! Here's the proof...
- Seeing is believing!
- Whoa – check out this [case study/proof]...
- These numbers are incredible...

Hi [Name],

A lot of people are really excited about [name of product].

And no wonder...

It's quickly becoming the favourite way for [type of niche group members] everywhere to [get some result] and [get some other desired result].

Unless you've been hiding out on a deserted island with no internet connection, you've probably been hearing all these good things too. And it sounds almost too good to be true, doesn't it?

Here's the good news – [name of product] really works, and we've got the proof.

Check it out:

[Link to some rock solid proof, such as a detailed case study that supports your sales letter's claims.]

That's pretty amazing, right? And best of all, it's not an outlier. It's not an exception. There are people just like you from all over the world who are getting great results!

It just goes to show that what we've been saying is absolutely true: [insert some proven fact relating to how the product can get some benefit. Be specific here. E.G., mention how many pounds it's possible to lose with a diet, how much traffic one can get with a special tool, etc.]

**SIDE NOTE:**

*Just be careful to not promise that the prospect will get those specific results.*

*Read the FTC.gov advertising guidelines for more information, or talk to an attorney about the right way to make claims.*

Now the good news is that you can use this same [tool, type of product, etc.] to start [getting some good results] too!

Check it out: [link] – you'll be glad you did!

[sign off]

P.S. People everywhere thought they'd never [get some result], and now they're happier than ever because [they're getting a great result] using [name of product]. Find out what has everyone so excited by checking it out for yourself now at [link]

## Email 5 : Creating Scarcity

**Subject Line:     Don't miss out!**

- You'll kick yourself if you miss this...
- Quick, get [this special offer] before it's gone...
- STOP: Open this now so you don't kick yourself later...

Hi [Name],

A lot of people are saying that [name of product] is one of the best [type of product, e.g. "dieting guides"] to come down the pike in a long time. And that's because [give a solid reason why it's a good product – e.g., list what sorts of results it can produce].

That's why it surprises me that you haven't jumped on this offer yet, [first name].

When I look around, I see a whole lot of your fellow [types of people, e.g. "dieters"] raving about how [product name] [delivers some really great results].

I'd love for you to be getting [some sort of great results] like this too. And that's why I'm going to sweeten the pot and make this decision really easy for you...

If you act now, you'll [get some great offer such as a nice discount or a bonus gift].

I think you'd agree that this is a pretty hard deal to beat.

But there's a catch...

This offer is only good [for some short amount of time – such as the next 24 hours]. And once it's gone, it's gone for good.

So if you've ever wanted to [get some good benefit] and [get some other good benefit], then now is your chance!

You're going to kick yourself if you let this great deal slip between your fingers. So get it now while you still can by clicking here:

[link to special offer]

[sign off]

P.S. We've never offered a deal like this, and I doubt we'll ever do it again. So get it now while the getting is good at [special offer link]...

And remember, this offer ends [insert when it ends], so you need to move fast before it's gone!

## About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to [www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call) and select the appointment time that's most convenient for you.

There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

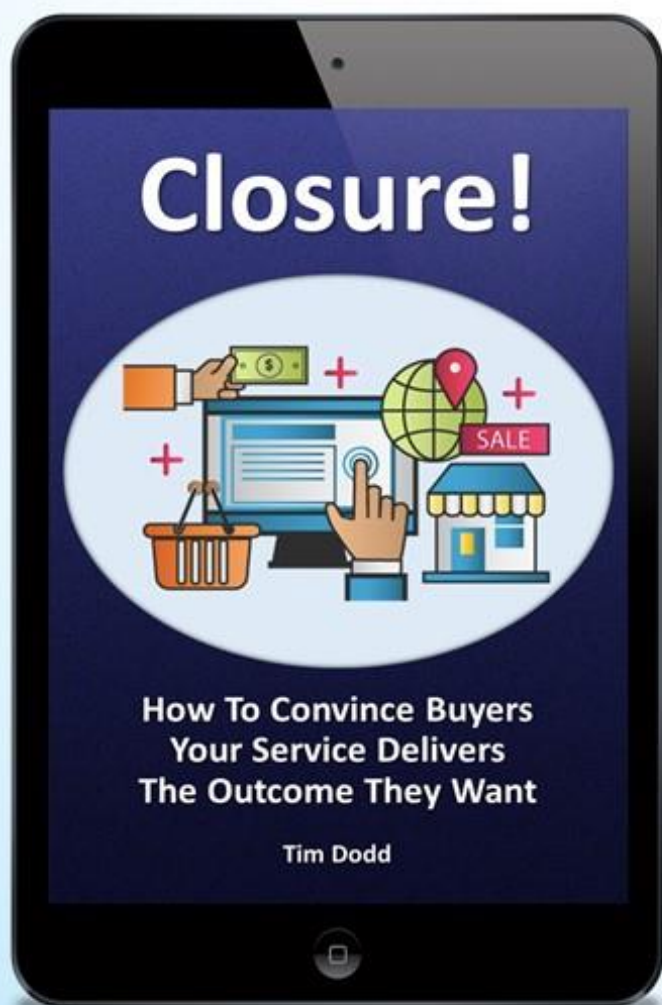
And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

*Tim*



**These Days Traffic Generation Isn't A Problem.  
Convincing Browsers To Buy Is The Challenge!  
Yet, A Few Little Tweaks To Your Website Can  
Soon Fix That When You Know What To Change...**



**Readers Who Implement These  
Changes Truly Appreciate The  
Difference It Makes To Their Sales!**

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

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