**“Faux Survey” Campaign – Engagement Series**

The purpose of the “faux survey” is to increase prospect engagement by asking them to select an answer to ONE question.   
  
**\*\*\*\*\*\*\*\*\*\***  
**IMPORTANT:** It is a “faux survey” because you’re not using a survey solution like survey monkey to tally the results NOT because you don’t answer the question…

**\*\*\*\*\*\*\*\*\*\***  
  
In order to deploy this campaign you need to have a sales message that answers the question you ask in the email.

Each “answer” should hyperlinked to your sales message with a unique trackable link … This will ensure you still get data even though it’s not a real survey.

However, all clicks take them to you sales URL where you give the correct answer.

This powerful campaign can be “stacked” with almost any other campaign in the engagement series.

**Message #1**

**Subj:** [POLL] #1 Item You Need To **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**?

**Subj:** How much do \_\_\_\_\_\_**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [MAKE, COST, ETC.]**? [SURVEY/RESULTS]  
**Subj:** [POLL/RESULTS] **[PERSON, COMPANY, INDUSTRY, GROUP, ETC.]** Biggest Failure  
**Subj:** [SURVEY] Best way to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

**Subj:** [SURVEY] Best place to get/find/go for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

**[ASK SURVEY QUESTION HERE]**

Please take your best guess below to see the answer:

A. [SURVEY ANSWER A]

B. [SURVEY ANSWER B]

C. [SURVEY ANSWER C]

D. [SURVEY ANSWER D]

…or skip the survey and just see the results below:

**[LINK TO VIDEO OR LONGFORM SALES LETTER WHERE YOU ANSWER THE QUESTION]**

Talk Soon,  
**[YOUR NAME]**

P.S. You’re going to be shocked when you see the answer… I know I was!

See if you were right here:

**[LINK TO VIDEO OR LONGFORM SALES LETTER WHERE YOU ANSWER THE QUESTION]**

**Message #2 – Send 1 Day After Message 1**

**Subj:** [SURVEY RESULTS] You Were Wrong :(

**Subj:** [SURVEY RESULTS] Were You Right?

**Subj:** [SURVEY RESULTS] Was this your answer?

Yesterday I asked the question **"[SURVEY QUESTION HERE]"**

**[LINK TO VIDEO OR LONGFORM SALES LETTER WHERE YOU ANSWER THE QUESTION]**

I was blown away!

Over **XXXXXXX** of you voted, BUT less than **X**% knew the right answer!

*(don’t worry I was wrong too…)*

Were you one of the **X**% that got it right?

Watch this video I put together to find out...

[LINK TO VIDEO OR LONGFORM SALES LETTER WHERE YOU ANSWER THE QUESTION]

The answer may surprise you!

[YOUR NAME]