**Throat-Grabber Campaign – Segmentation Series**

This campaign is less about content and more about getting the click. It follows the D.B.S. structure (Direct, Blind, Scarcity) to convince as many of your subscribers as possible to take action by either opting-in to a Lead Magnet or purchasing a product or service. Due to the aggressive nature of this campaign, it is not recommended that you deploy it more than once in a 30-day period.

**Email 1: The opening email in this series should be very direct as to the topic and benefit to segment off as much of the “low-hanging fruit” as possible before the scarcity kicks in.**

Subj: How to [INSERT KNOWN DESIRED END RESULT]

Subj: Free Report: [TITLE OF REPORT] (PDF)

Subj: New Training: [TITLE OF COURSE/VIDEO]

Have you ever wanted to [INSERT KNOWN DESIRED END RESULT]?

Well now is your chance:

[LINK TO LANDING PAGE]

Recently I [wrote/recorded/rolled out a report/video/training/widget] [about/that does] [DESCRIBE TOPIC/PRODUCT] and I want you to have [a copy/it/one].

You can [access/get/buy] it right now at:

[LINK TO LANDING PAGE]

But do it now while it’s fresh on your mind, because if you wait it will be gone.

Talk soon,

[YOUR NAME]

P.S. Just imagine, you [DESCRIBE FOR THE READER WHAT IT WILL BE LIKE WHEN THEY HAVE ACHIEVED THE DESIRED END RESULT YOUR LEAD MAGNET/PRODUCT WILL GIVE THEM].

You don’t have to imagine...get it now: [LINK TO LANDING PAGE]

**Email 2: While the first email was more straightforward, this one is a little more blind and mysterious.**

Subj: Really…REALLY?!

Subj: Have you seen this yet?

Subj: You definitely want this...

Have you really not [watched this video series I made for you / read this report / checked this out yet]?

[LINK TO LANDING PAGE]

If you’re on my list, it’s fair to assume you [DESCRIBE INTEREST OR BENEFIT – ex. “...want to play the guitar” / “...want to get more clients” / etc.]

If so, then this is the ideal next step:

[LINK TO LANDING PAGE]

Check it out...before it’s too late.

Talk soon,

[YOUR NAME]

**Email 3: This email pushes a little harder, and deploys scarcity as a "reason why" they need to click the link.**

Subj: Third and FINAL Notice

Subj: LAST CHANCE

Subj: Free video series is CLOSING

Subj: Free report is EXPIRING

Sorry for the ALL CAPS in the subject line…

…but this is important.

According to our records, you still haven’t [downloaded this report / registered for this webinar / signed up for this training series / taken advantage of this special offer / etc.]:

[LINK TO LANDING PAGE]

What's the deal?!

People are loving it, the feedback is incredible and [it's totally free / the price is insanely low / [OTHER BENEFIT].

More importantly, this is your LAST CHANCE, because after today [this offer is closing / the price is going up / I’m moving on...]

Just imagine, you [DESCRIBE FOR THE READER WHAT IT WILL BE LIKE WHEN THEY HAVE ACHIEVED THE DESIRED END RESULT YOUR LEAD MAGNET/PRODUCT WILL GIVE THEM].

You don’t have to imagine...get it now: [LINK TO LANDING PAGE]

Talk soon,

[YOUR NAME]

P.S. Sorry for making such a big deal about this, but if you’re on my list I know it’s something you’ll love, and the last thing I want is for you to be upset when [the offer expires / it closes / the price goes up / etc.].