A: Campaigns

Big 3

Welcome Campaign	New Lead/Contact Joins
Drip Campaign	Nurture Current Subscribers
Follow-up Campaign	After Call/Demo/Interaction

Welcome Campaign Sequence: https://www.activecampaign.com/blog/welcome-e-mail-series

Drip Campaign Sequence: https://www.omnisend.com/blog/drip-campaign/ (Brand Build, Customer Feedback, New Products, Community, Upcoming Events)

Follow-up Campaign Sequences: https://blog.hubspot.com/sales/drip-emails-opens

C: Copy

Content Complexity

Cliffhanger	Complexity: 1
No Sales Pitch*	Complexity: 2
The 3 Why's	Complexity: 3
AIDA	Complexity: 4
SS Marketing Story	Complexity: 5
APPROACH Formula	Complexity: 6
Bob Stone's Gem	Complexity: 7
Storybrand*	Complexity: 8
AICPBSAWN	Complexity: 9
String of Pearls	Complexity: 10

https://buffer.com/resources/copywriting-formulas/
* = not found in this resource

Headline Formulas

Are You Still [Blank]?	Complexity: 1
Stop [Negative]	Complexity: 1

Headline Formulas (cont)

Get [something desirable] & [great circumstance]	Complexity: 2
[Blank], [Blank], and [Blank]*	Complexity: 3
[Blank] Ways to [blank]	Complexity: N

https://copyblogger.com/10-sure-fire-headline-formulas-that-work/
* = Not on list

Content Formulas

Before-After-Bridge	Your World—Imagine Problem Solved—How to Get There
Identify--Agitate-Solve	Identify problem— Agitate problem—Solve problem

D: Brand

Fascinate Advantage

Power	Confident, Goal-Oriented, Decisive
Prestige	Ambitious, Results-Oriented, Respected
Passion	Expressive, Intuitive, Engaging
Innovation	Creative, Visionary, Entrepreneurial
Mystique	Independent, Logical, Observant
Alert	Proactive, Organized, Detailed
Trust	Stable, Dependable, Familiar

Pick 3. Channel into voice, imaging, and all communication.

https://www.howtofascinate.com/community-welcome/the-7-advantages-of-fascination

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