

### 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-email-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>

