

9% Conversion Rate

Client Information

Client: Chakra-Healing

Project: Sales funnel

Objective: Sell an e-course

The client had created a premium priced (\$199) e-course on meditation that he wanted to sell via an email sequence. He was launching his course and wanted the email sequence to serve as an evergreen funnel afterwards.

First, I came up with the idea of using a quiz as a lead magnet. The first of all 7 emails is an invitation to a webinar. The client explains the results of the quiz in more detail in that webinar.

The client didn't sell the course in his webinar. The second email is a webinar replay. The third email is a soft sell with the client's story. The 4th email is a testimonial email, the 5th email is a hard sell telling prospects what their life will be like if they don't sign up for the course. The 6th email is a FAQ and the last email is a last call.

Copy Close Up:

- Email 1: Chakras out of balance? Find out what you can do.
- Email 2: Your webinar replay
- Email 3: What I wish I had known then what I know now
- Email 4: How meditation has transformed the lives of these people
- Email 5: Imagine what could happen if you don't take action now
- Email 6: What's holding you back?
- Email 7: Last call: Your offer will expire in 5, 4, 3...

Copy Excerpt:

But life got in the way and it wasn't until years after that I experienced **the power of meditation**. I've learned that meditation can relieve stress, reduce anxiety and depression and can even dissolve addictions! This isn't something I just believe, it's actually backed by science.

It became **my mission to help people heal themselves** through meditation and by restoring the energy flow in the body. I created an online course to do just that. And the great thing is: I can reach and help so many more people than I would have been able to without the internet!

So, my friend, with your unbalanced chakras, if you feel unhappy, stressed out, anxious or depressed, **join me in my Sound Healing course**. And together we will **overcome your troubles** that are pressing so hard onto your life.

The normal price for this course is 199 USD but I have a special offer for you if you just click here

Copy Excerpt:

Instead, they stay in the same situation they have always been in. Feeling depressed and anxious. Battling addictions. Not being able to live a healthy and happy life. Increasing their medicine dosage because the medicine dosage they used isn't sufficient anymore to mask their pain. They become like dry land where nothing ever grows and the sadness in their hearts is so overwhelming that finally... I don't even want to think about what could happen next.

I feel so sad for those people and all I can really do is send my love to them.

Headlines

If you want people to open your emails, it's important to have a good headline. I used the following headlines:

Soft Sell

It takes time for people to be ready to buy. You need to get their trust first. The soft sell tells a story about the client that will help prospects feel like the client knows how they feel. It gives the prospects the big WHY of the client. This email only mentions the course very briefly.

Hard Sell

The hard sell is meant to agitate and therefore it really digs into the biggest fears of the prospects. I did it by painting a picture of 'someone that doesn't take responsibility' as to not directly say this will happen to you if you don't buy the course because people respond better to stories of others..

Testimonial