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SALESWHALE

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# How to Write a Great Marketing Email



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# 01

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## 7 Pillars of Attractive Messaging

# THE 7 PILLARS OF ATTRACTIVE MESSAGING

1

## Prospect-Centric

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Only discuss  
your prospect, not  
(YOUR COMPANY)

2

## Pain-Centric

---

What pains you  
alleviate, **not** what  
pleasure you add

3

## Pride Adverse

---

Make the prospect  
the hero/authority

- **Passive Submission** – Prospect Fandom
- **Proactive Humility** – Accountability & Falling on Sword

# THE 7 PILLARS OF ATTRACTIVE MESSAGING

**4**

## Fluidity

---

Connecting  
Premise, Body  
and CTA

**5**

## Relevance

---

Predicated on  
Buyer  
Persona

**6**

## Brevity

---

Never use 7  
words when  
4 will do

**7**

## Noticeability

---

Getting an  
open with  
Subject Line,  
without Bait  
and Switch



02

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## 7 Deadly Sins of Messaging

# 7 DEADLY SINS OF MESSAGING

NO-NO  
#1

## PRINCIPLE

Being too casual  
or too silly

## EXAMPLES

1. GIFs
2. “Hey Scott”
3. The “List”

NO-NO  
#2

## PRINCIPLE

Wasted text

## EXAMPLES

1. “I know you’re busy, but...”
2. “Just want to follow up”
3. “Just want to circle back”
4. “I’d love to...”

NO-NO  
#3

## PRINCIPLE

Being the authority  
over the prospect

## EXAMPLES

1. “Let me know...”
2. “Scott,”
3. “I’d be happy to”

# 7 DEADLY SINS OF MESSAGING

NO-NO  
#4

## PRINCIPLE

**Questioning the Prospect's Authority**

### EXAMPLES

1. "Are you the DM?"
2. "I guess you're not the right person"

NO-NO  
#5

## PRINCIPLE

**Making Your Prospect Feel, "Not-OK"**

### EXAMPLES

1. "I've emailed you 7 times, but you haven't responded..."
2. Mudslinging against competitors your prospects use

NO-NO  
#6

## PRINCIPLE

**Glorifying Yourself**

### EXAMPLES

1. "We are the ..."
2. "We are the #1..."
3. Social proof where YOU'RE the hero

NO-NO  
#7

## PRINCIPLE

**Making your prospect feel stupid**

## EXAMPLES

"Do you know what we do?"  
"Does that make sense?"



03

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## The Three Ego States

# THE THREE EGO STATES

## PARENT EGO STATE

Behaviors, thoughts & feelings that are copied from parents or parental figures.

### NURTURING

#### Compassionate & Caring:

Seeks to organize and create safety.

### CONTROLLING

#### Authoritative & Controlling:

Seeks to create order and compliance.

## ADULT EGO STATE

Behaviors thoughts & feeling that are in direct response to the here - and - now.

#### Logical & Rational:

Seeks to plan, observe and analyze.

## CHILD EGO STATE

Behaviors, thoughts & feelings that are replayed from childhood.

### NATURAL

#### Emotive, Creative & Spontaneous:

Seeks to find new ways and brings the fun.

### ADAPTIVE

Rebellious & Insecure: Seeks to play to the crowd and undermine authority

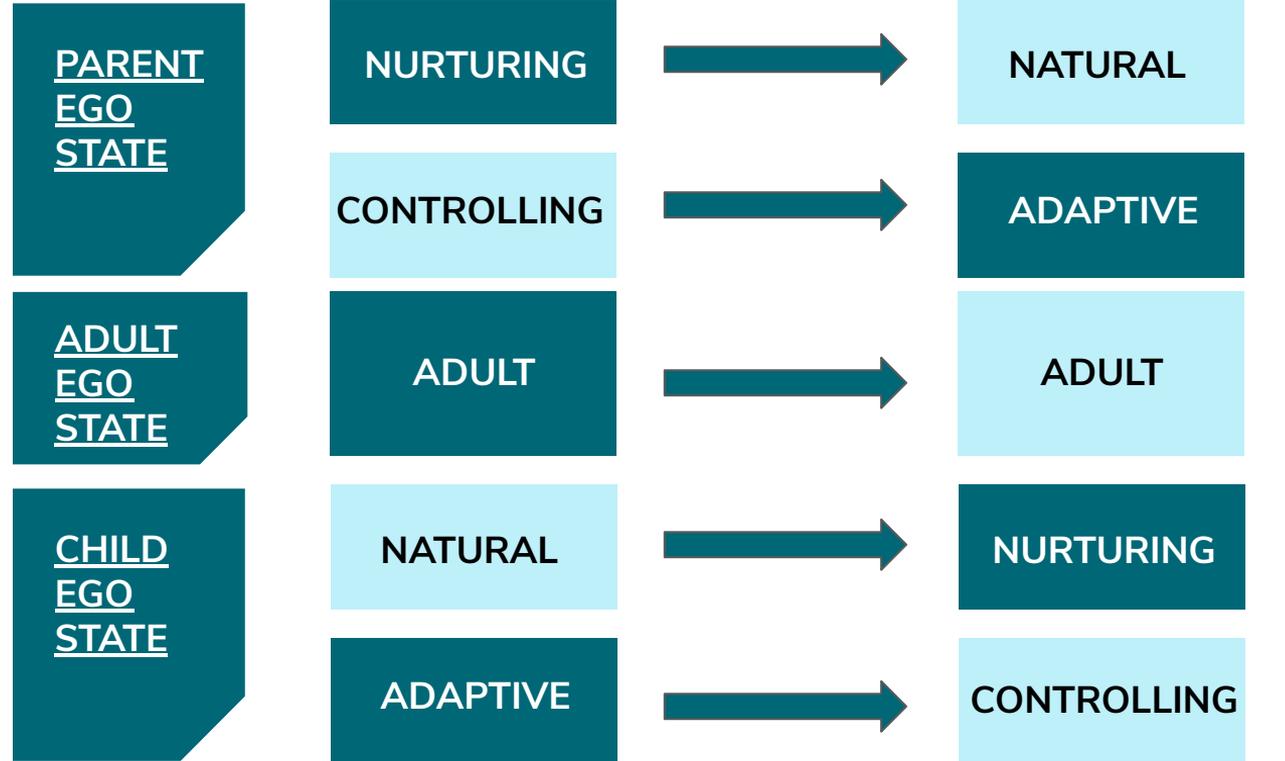


04

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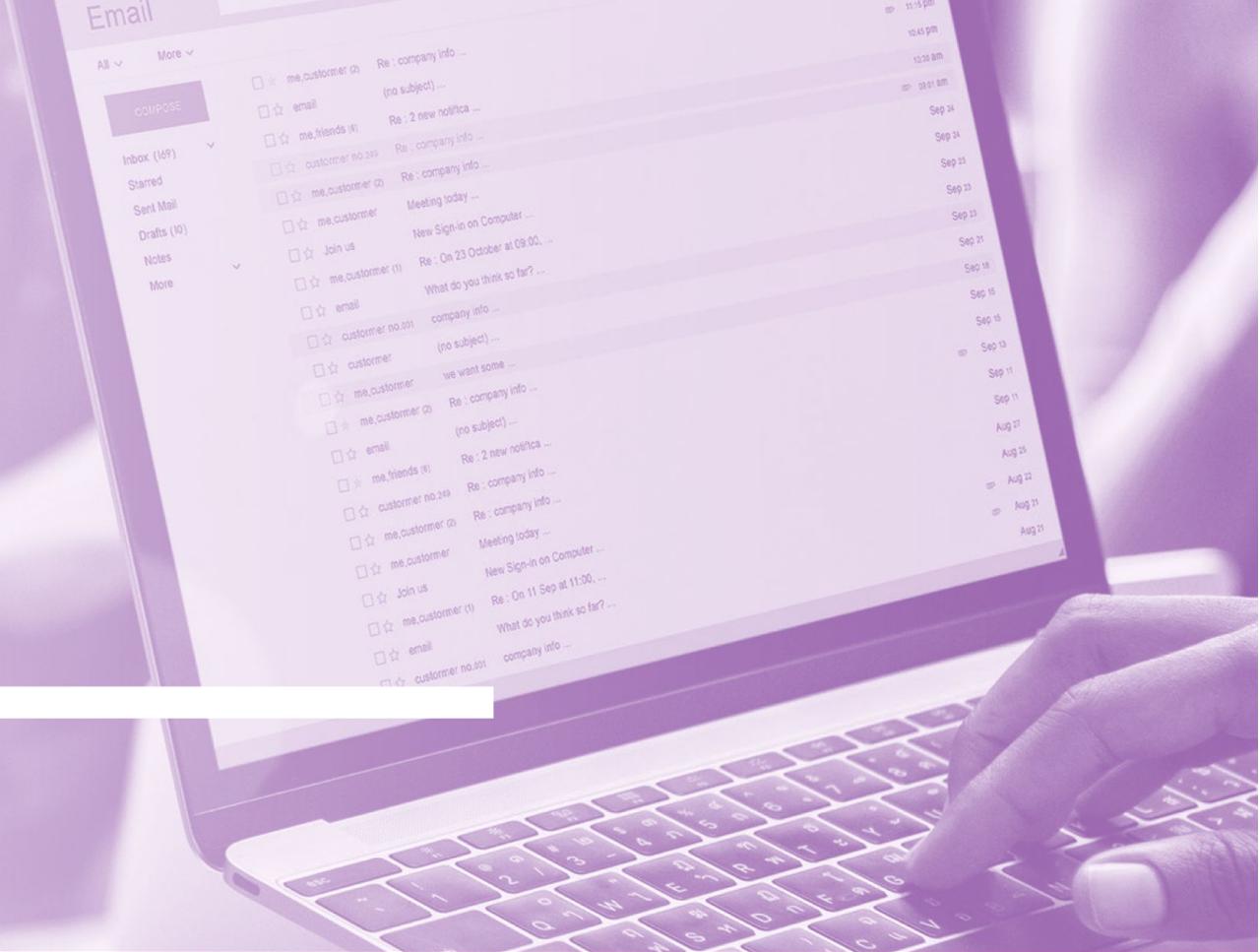
**Which Each Ego State Attracts What**

# APPEALING TO THE EGO STATES



# 05

## Examples



# EXAMPLES - PARENT GONE WRONG

## P A R E N T

### PARENT CONTROLLING

#### Commanding your Prospects:

1. Let me know...
2. Give me a call back...
3. You should buy this..
4. Looks good-  
"Then sign right here!"

#### Putting Accountability on THEM For not Responding:

1. Did you see my last email?
2. Did you listen to my last voicemail?
3. I've tried reaching out multiple times  
but haven't heard back from you.
4. Update my CRM.

### PARENT NURTURING

1. Saying you're sorry that something negative happened,  
WITHOUT real action.
2. Saying you're thankful for their patience.
3. Placating your prospect.
4. Asking for the REAL decision maker.

# EXAMPLES - CHILD EGO GONE WRONG

## CHILD

### CHILD ADAPTIVE

1. Telling your prospect that something is unfair.
2. **Leading Questions** (Genuine Curiosity - Blame, Criticize, OR Prove an Agenda).
3. **Insulting** - You must not be the decision maker.
4. Correcting your prospect:
  - A. Saying that who they mentioned **ISN'T** a real competitor.
  - B. Saying that what they said **ISN'T** what you really do.

### CHILD NATURAL

1. Personalizing without being relevant.
2. Demoing without facts & details.
3. Planning without execution plan.

# EXAMPLES - ADULT EGO STATE

A  
D  
U  
L  
T

ADULT  
EGO

ADULT  
EGO

1. Prospect Pact
2. Elephant in the room
3. Classic Role Diffusion
4. What changed?
5. Pulling down the covers
6. Maybe it's me...

\*\*\* **Quick tip:** When asking questions to evaluate whether you're in Adult Ego State, ask yourself whether you are asking the question out of **genuine** curiosity or to blame, criticize, or prove an agenda.

# 06

## The Comprehensive Encyclopedia of Plays & Leveraging a 1:Many Strategy





The **Comprehensive**  
Encyclopedia of  
Pipeline Plays



**RELEVANCE ONLY  
STRATEGY**

# PREMISE PAIRING

Also, while I have you here

01

Inbound  
Premise



Educational  
Content Based on  
Relevance

But more importantly

02

Postbound  
Premise



Relevance to  
Buyer Persona

# PREMISE PAIRING

But more importantly

03

Bridgebound  
Premise



Relevance to  
Buyer Persona

In specific

04

Relevance to  
Buyer Persona



Specific  
Problems & Pain

# SEQUENCE STEPS: 16 STEPS, OVER 21 BUSINESS DAYS

| <u>No.</u> | <u>Sequence Day</u> | <u>Type</u>         |
|------------|---------------------|---------------------|
| 1          | Day 1               | LinkedIn Research   |
| 2          | Day 1               | Cold Email          |
| 3          | Day 1               | Cold Call           |
| 4          | Day 2               | Cold Call w/ V-Mail |
| 5          | Day 8               | Re: Cold Email      |
| 6          | Day 8               | Cold Call           |
| 7          | Day 9               | Cold Call           |
| 8          | Day 13              | Cold Email          |

| <u>No.</u> | <u>Sequence Day</u> | <u>Type</u>            |
|------------|---------------------|------------------------|
| 9          | Day 13              | Cold Call              |
| 10         | Day 14              | Cold Call              |
| 11         | Day 18              | Re: Fall on Sword Lite |
| 12         | Day 18              | Cold Call              |
| 13         | Day 19              | Cold Call              |
| 14         | Day 20              | Cold Call              |
| 15         | Day 21              | Cold Call w/ V - Mail  |
| 16         | Day 21              | Break - Up Email       |

**IN SUMMARY...**



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