

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>