



# FLOWFLARE

## Agency

TEMPLATE OF EMAIL, MARKET RESEARCH AND FASCINATIONS + COPY TIPS

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### Email

#### Subject Line

Great subject lines are:

- Personalized
- Short and to the point
- Urgent
- Making one big promise

Try to have 2/4 elements to increase your open rate, having all 4 is ideal.

Example:

- Last minute outfit? Meet overnight shipping.

#### Preview Text

Think of the preview text as a second subject line, include key details that outline what your email is about.

This could include sale details, more info about the big promise, or more personalizations.

## Headline

The headline is the hook of your email, so make sure that it's bold and relevant to the subject line and the copy.

It needs to entice the person to continue reading the body of the email.

## Body Copy

This is the bulk of your email copy. It should have the right balance of informative yet short and scannable.

Here are some tips for body copy:

- Personalize the intro
- Keep it short and to the point
- Deliver on the promise

## Copy 🤝 Design

Copy should flow with the specific design elements that you have in the email. Avoid having huge blocks of body copy and then a series of images, break it up so it's easier to read.

Most people skim things and if a copy isn't skimmable then it won't get read.

## Dumb it Down

The average person in the US has a 6th-grade reading level, so make sure to use simple and basic words that almost everyone understands.

Using big college-level words will cause confusion and bounce people from emails.

## Person to Person

When writing, think of it as if you're writing to your customer directly, it will help you keep it personal, short, simple, and easy to understand.

Think of it as you're talking to another person on the other side of your screen.

## CTA

This is one of the most important parts of the email, this is where you actually transition the reader to the action taker.

Use context-based CTAs to get the best performance.

Example: Experience Better Sleep > Buy Now

Combine all these elements together and you will have killer email copy that actually converts subscribers into buyers.

# Research Template

What kind of people are we talking to?

- Men or Women?
- Approximate Age range?
- Occupation?
- Income level?
- Geographical location?

Painful Current State

- What are they afraid of?
- What are they angry about? Who are they angry at?
- What are their top daily frustrations?
- What are they embarrassed about?
- How does dealing with their problems make them feel about themselves?
- What do other people in their world think about them as a result of these problems?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

## Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state?
- What do they secretly desire most?
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- How do they evaluate and decide if a solution is going to work or not?
- What figures or brands in the space do they respect and why?
- What character traits do they value in themselves and others?

What kind of people are we talking to?

- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?

## 20 FASCINATION RECEPIES

- ❖ How to. How to become a \$10k/mo copywriter as quickly as possible
- ❖ Secret to. The secret to writing killer fascinations everytime you sit down at your computer
- ❖ Why. Why most billionaires start their day in the exact same way.
- ❖ What. What do if you want to land your first copywriting client in less than 30 days
- ❖ What NEVER. What NEVER to say on a first date if you actually like the girl
- ❖ PLUS. PLUS the exact phrase that will make her blush, smile, then fall deeply in love with you.
- ❖ Number. 7 steps that guarantee you will reach your pushups goal each day
- ❖ ...right? WRONG! Working smart is what will guarantee your success, right?
- ❖ WRONG! Why working "smart" will never be enough and what you need to do instead.
- ❖ Warning. WARNING! Don't email another client until you learn this new upsell question that will dramatically increase your monthly revenue.
- ❖ Are you. Are you afraid you'll get stuck with a depressing "white-picket-fence" life if you don't start making real money NOW?
- ❖ Gimmick. The writing "hack" that will force your reader to pay attention to Every. Single. World.
- ❖ Sneaky. The sneaky headline formula that will "break" your reader's mind and double or even triple your sales.
- ❖ Direct benefit. BECOME THE STRONGEST MAN IN YOUR GYM IN 30 DAYS OR LESS
- ❖ Specific Question. Did you know that 99% of billionaires used the same strategy to make their first real money?
- ❖ If...Then... If you're tired of falling flat on your face when talking with that beautiful girl, then you need to learn the 7 questions that will get any girl wildiy interested in you.
- ❖ When. When eating chocolate will actually boost your fat loss.

- ❖ Quickest/Easiest/Safest. The quickest way to boost your confidence and get that millionaire “glow”
- ❖ Truth. The truth about trading crypto that will ensure you’re on the right side of history
- ❖ Better Than. Better than caffeine. Discover the best (legal) supplement for greater focus and discipline.
- ❖ Single. The single step you must take before all of your sales calls to maintain frame and close like the Wolf of Wall Street.
- ❖ The PAS Framework comprises three main sections: Pain/Desire, Amplify, and Solution, each aiming to engage and escalate a reader's emotional response.
- ❖ The DIC Framework focuses on short form copy that evokes high curiosity. Standing for Disrupt, Intrigue, and Click, aiming to grab attention and direct users to act.
- ❖ The HSO Framework involves captivating an audience using a potent hook, then employing a relatable and dramatic story, followed by an offer presented through a Call to Action (CTA).

## COPY TIPS



### Maslow's hierarchy of needs

- Utilizing threats and opportunities related to these fundamental needs can capture attention effectively.
- Incorporating elements of change and visual movement, especially in images and videos, harnesses powerful engagement tools to maintain continuous viewer engagement.
- The formulation of curiosity within copywriting requires three essential ingredients: a topic the audience deeply cares about, a snippet of information to confirm its authenticity, and a hint at further details to comprehend the entire scenario.
- Utilizing visual sensory language necessitates providing sufficient detail to craft a mental movie for the reader, aiming to ignite particular desires, pains, fears, and notions.
- Utilizing auditory language in copywriting involves implementing dialogue and integrating specific speech or internal thoughts to stimulate a multi-sensory experience for the reader.



- Kinesthetic sensory language, a potent tool in copywriting, revolves around what people physically feel, focusing on eliciting emotions through descriptions of physical sensations and movements.

- Employing smell and taste languages in writing can evoke specific senses stemming from a reader's experiences, which in turn, can trigger particular emotions.

- Employing imagery and language to portray and promise enhanced esteem and respect, based on how others may treat, view, and feel about the individual post-purchase, acts to further intensify these desires.

- Subsequently, the product or action should be framed as the optimal vehicle for overcoming the roadblock and achieving the desired outcome, backed by a robust understanding and detailed explanation of the mechanism in which these components interlink and guide the individuals toward their goals

- Articulating the product as an enabler that facilitates individuals in reaching their desired outcomes more quickly and with fewer sacrifices, mistakes, or risks is vital.

- Establishing credibility and validating the efficacy of recommended solutions are paramount to fostering belief in your message.

- Demonstrating tangible results, sharing success stories, and illustrating achieved outcomes, either personally or for others, substantiate your claims and bolster belief.

- Providing a logical reason to substantiate your claims enhances believability and aids the audience in making informed decisions.

- Ensuring the proof is presented compellingly and is directly related to the claim, potentially with highlighted relevant parts, increases its impact.

- Maintaining brutal and authentic honesty, including making only those bold claims that can be substantiated, fosters trust and establishes credibility.
- Scarcity and urgency are potent motivators, driving action through eliciting fear of missing out (FOMO) or losing an opportunity.
- Elevating the audience's pain threshold can be an influential tactic in driving them to take action by amplifying their existing pain or discomfort.
- Harnessing previous commitments from the audience amplifies their compliance and propensity to act, based on a desire to appear consistent in their actions and decisions.
- Illustrate how effortless and simple the initial steps towards desired results can be, alleviating fears and highlighting ease.
- Ensure the audience perceives the action or purchase as low-risk by offering guarantees or assurances.
- Making the prospective cost or price appear to be a bargain or relatively minor through strategic comparisons.
- The 2-way close is a technique where customers are presented with two options, generally contrasting a negative status quo with a positive, change-inducing action.
- Establishing a stark contrast between action-takers and non-action-takers, pushing for self-reflection and decision-making.
- Intentionally oscillating between pain and relief several times to create an emotional journey that amplifies the perceived value of the solution.

- "Are You Serious?" involves asking the audience directly about their genuine interest or commitment to achieving a specific outcome or alleviating a particular pain.

- Understanding what needs to be done comprises only 1% of the journey, while actual implementation and execution are 99%.

- Additional elements like accountability, guidance, and a supportive network (people, help, etc.) are crucial to navigate through and eliminate roadblocks.

- Spending money is justified when it's aimed at obtaining something (a product, in this case) that significantly boosts an aspect of one's life.

- Potential customers might express resistance due to alleged lack of time or financial resources.

- Customers may not act due to a lack of confidence in themselves, the product, or the provider.

- Fear and confusion may prevent customers from taking the desired action.

- Direct and Close: Present compelling reasons, directly associating the reframe with the desirability or necessity of taking action, and then firmly guide them toward the desired action or close.