

Email #1

Subject: ~Contact.FirstName~, Thank you for everything!

Body:

Hey ~Contact.FirstName~,

I just wanted to say thanks for watching the Advanced Customer Acquisition webinar. As you know I closed it down a few days ago and I actually got a ton of emails.

Surprisingly a lot of people weren't happy that I closed it down because they wanted to sign up, but couldn't afford it.

Although I would love to have tons more people join the program, learn about marketing and grow their business, the last thing I want people to do is spend all of their money on this program.

So I'm going to give you an offer that you can't refuse... I want to give you a \$1 trial to the Advanced Marketing Program.

If you are happy with it, then you can continue after 30 days... but if you aren't you can cancel. And I'll even send you an email in 25 days to check up on you to see if you want to continue or cancel.

[Click here to get started on your \\$1 trial.](#)

Here are the details of the trial:

- You pay \$1 today and you will get access to the program for 30 days.
- If you continue after 30 days, you will be billed 10 monthly payments of \$197.
- If you want to cancel at any time during your trial, you will not be billed and you will still have received access to the program during your trial phase.
- To cancel please email support@neilpatel.com (or respond to this email)

Bonus: (after sign-up)

- If you decide to sign up after 30 days, you will receive a 1 year **free membership** to my Private Facebook Group.
- You'll also get a training video I created called "1 Million Visitors Per Month and Counting: How to Create a Blog That Doesn't Suck."

Cheers,
Neil Patel

Email #2

Hey,

Neil from Subscribers here.

Okay, you're probably thinking "Didn't I cancel Subscribers a while ago?"

But hold that thought for just a second. What I'm about to say could make a huge difference for you.

Let me make my case:

1. You're running a business in the digital age. That means your website matters when it comes to your bottom line. And it is crucial that you continue to get traffic to your website.
2. You're probably spending loads on driving traffic to your website in ads or other traffic acquisition methods. Getting that traffic to your site in the first place is huge but 98% of those visitors will leave and never come back. You need a way to follow up with them.
3. Between algorithms and email spam tabs, getting in touch with your customers can be challenging and costly.

Now I know you left Subscribers or haven't used it for quite some time, but I would hate for you to miss out on this tool. The results speak for themselves. I am getting 3-14% click-through rates and a massive amount of return visitors daily.

The best news is, my team just launched Subscribers 2.0 and you can try it for just \$1.

[Click Here To Test All Of The New Features For Just \\$1](#) (Use Code SUBSCRIBERS101)

This deal is only available to Subscribers past users and expires on September 24th.

Here are some of the new features you'll get:

- **Revenue Tracking:** Seeing the exact ROI of a tool you've invested in is crucial to sticking to your budget and meeting your company's financial goals. With revenue tracking, you can now see the exact monetary value of each Subscriber you collect and each push notification you send.
- **Rich Push Notifications:** Grab your subscribers' attention and show off your shiny new products on the big screen with our brand new rich push notifications.
- **Staggered Sends:** Is your site struggling to handle the mad rush of traffic that comes with sending out a push? We've got your fix. Send your notifications out over a longer period to ensure traffic hits at intervals, rather than all at once.
- **Segmentation by GeoLocation, Device, & Browser:** Different locations, devices, or browsers call for different messaging. Deliver a custom message and unique customer experience to each of your subscribers based on their unique attributes.
- **Advanced Analytics:** See the details behind your campaigns to optimize your marketing efforts. No more questioning what really works – get to the bottom of it with real, digestible data delivered straight to you.
- **Brand New Interface:** Let your eyes rest easy on our brand new, beautiful user interface. Designed for ease of use to make sure you accomplish what you need to in the simplest way possible.

[Click Here To Test All Of The New Features For Just \\$1](#) (Use Code: SUBSCRIBERS101)

Cheers,

Neil

Email #2

Subject: Your free trial link

Body:

Hey ~Contact.FirstName~,

I hope you had a chance to checkout the Advanced Marketing Program I talked about in the webinar. Now, the reason for this email is because I truly believe you can grow your business two-fold by following this program.

Which is why I am going to let you try it out **for \$1** for an ENTIRE month. One of my life goals is to help over 1 million entrepreneurs become more successful. And by you not being a part of this program, that's just 1 less person I am helping.

So here is my gift to you. If you [go here](#) you can sign up for only \$1. I want you to try it out for a month, and then decide if you think it's worth it. If you love it, stay a member. If not, you can cancel at any time.

I'm even going to send you an email on the 25th day letting you know it's 5 days before your free trial is up and you can tell me what you'd like to do then.

So, what's in the course?

Here is a sneak preview of our 45 module course...

— Advanced Marketing Program —

WELCOME SCHEDULE MONTH 1 MONTH 2 MONTH 3 MONTH 4 MONTH 5 MONTH 6 MORE >

Schedule - Progressing Through The Course

Modules

You have access to the course Modules according to the schedule below.

MONTH 1 COMPETITIVE INTELLIGENCE AND ALIGNING YOUR STORY

1 Researching Your Client	2 Competitive Intelligence, Part 1	3 Competitive Intelligence, Part 2	4 Branding and Core Story
NEILPATEL	NEILPATEL	NEILPATEL	NEILPATEL
Module 1 This Module is Already Released LEARN MORE	Module 2 This Module is Already Released LEARN MORE	Module 3 This Module is Already Released LEARN MORE	Module 4 This Module is Already Released LEARN MORE

MONTH 2 ALIGNING YOUR MESSAGE AND STARTING TO CREATE YOUR FUNNEL

5 Persuasion Essentials, Part I	6 Persuasion Essentials, Part II	7 Crafting a Sales Process: Overview	8 Creating a Core Offer
NEILPATEL	NEILPATEL	NEILPATEL	NEILPATEL
Module 5 This Module is Already Released LEARN MORE	Module 6 This Module is Already Released LEARN MORE	Module 7 This Module is Already Released LEARN MORE	Module 8 This Module is Already Released LEARN MORE

Yes, I'm really going to give access to this Program for \$1.

Why?

Because I've got a bold mission.

...and that mission is to help over 1 million businesses grow online.

The Advanced Marketing Program is a step-by-step guide for implementing marketing strategies that **will get you to your desired result**. For example, how to build a winning tripwire offer, how to set up a retargeting campaign, how to analyze and reverse engineer your competitors.

We have 45 modules, and we're updating the course all the time.

And, if you end up continuing after your trial — you get:

- **An implementation plan**(so you can stay on track and get the most of of the program)
-
- **My training video on "1 million visitors per month and counting: How to build a blog that doesn't suck!" Presentation** (A presentation I created to show you how to get traffic to blogs in almost every niche)

...And best of all - A 1 year **FREE membership** to my **Private Facebook Group**.

[Click here to activate your trial today.](#)

If I'm going to succeed in my mission of helping 1 million businesses in the next 5 years, I NEED YOU to succeed... I can't reach my goal without helping you reach yours!

And THIS is exactly how we're both going to win!

Cheers,
Neil Patel

Email #3

Subject: Final Notice: Your Marketing Program Trial

Body:

Hey ~Contact.FirstName~,

I hope you had a chance to checkout the Advanced Marketing Program I talked about in the webinar. Now, the reason for this email is because I truly believe you can grow your business two-fold by following this program.

Which is why I am going to let you try it out **for \$1** for an ENTIRE month. One of my life goals is to help over 1 million entrepreneurs become more successful. And by you not being a part of this program, that's just 1 less person I am helping.

So here is my gift to you. If you go here: [Your \\$1 30 day trial](#) you can sign up for \$1. I want you to try it out for a month, and then decide if you think it's worth it. If you love it, stay a member. If not, you can cancel at any time.

I'm even going to send you an email on the day 25 letting you know it's 5 days before your trial is up and you can let me know what you'd like to do then.

So, what's in the course?

Here is a sneak preview of our 45 module course...

The screenshot shows the Neil Patel Advanced Marketing Program course interface. At the top, the Neil Patel logo is on the left, and navigation links for 'Start Here', 'Support', and 'eSurance' are on the right. Below the logo is a navigation bar with 'WELCOME', 'SCHEDULE', 'MONTH 1', 'MONTH 2', 'MONTH 3', 'MONTH 4', 'MONTH 5', 'MONTH 6', and 'MORE >'. The main content area is titled 'Month 1 - Module 1' and features a sidebar with a list of modules: 'MODULE 1 - RESEARCHING YOUR CLIENT' (expanded), 'Introduction: Mindsets for Success' (11), 'The Business Intelligence' (11), 'Your Bigger Contribution' (11), 'Target Market Insights and Data' (11), 'Customer Nightmares & Miracles' (11), and 'Trigger Words' (11). Below these are 'MODULE 2 - COMPETITIVE INTELLIGENCE, PART 1', 'MODULE 3 - COMPETITIVE INTELLIGENCE, PART 2', and 'MODULE 4 - BRANDING AND CORE STORY'. The main content area displays the 'Introduction: Mindsets for Success' video player, which is currently paused. Below the video player is a 'Mindsets for Success Audio File' section with a 'DOWNLOAD MP3' button. A small note indicates that when the file opens in a new window, users should right-click the player and select 'save as' to download the mp3 file.

Yes, I'm really going to access to my Program for \$1!

Why?

Because I've got a bold mission.

...and that mission is to help over 1 million businesses grow online.

The Advanced Marketing Program is a step-by-step guide for implementing marketing strategies that **will get you to your desired result**. For example, how to build a winning tripwire offer, how to set up a retargeting campaign, how to analyze and reverse engineer your competitors.

We have 45 modules, and we're updating the course all the time.

But that's not all — you also get:

- **An implementation plan**(so you can stay on track and get the most of of the program)
-
- **"From 0 to 1 million visitors per month: How to build a blog that doesn't SUCK!" Presentation** (A presentation I created to show you how to get traffic to blogs in almost every niche)

...And much more!

Yes, ALL of that is included when you *activate your Advanced Marketing Program trial today*.

[Click here to activate your \\$1 trial today.](#)

If I'm going to succeed in my mission of helping 1 million businesses in the next 5 years, I NEED YOU to succeed... I can't reach my goal without helping you reach yours!

And THIS is exactly how we're both going to win!

Cheers,
Neil Patel