

SPECIAL REPORT NOT FOR PUBLIC SALE



# GLF FORMULA

TRIPLE YOUR EMAIL  
MARKETING RESULTS

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# Gain–Logic–Fear Formula For Email Marketing

Private Report By Simon Hodgkinson

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# ROCKET FUEL FOR YOUR DREAMS!

“More Targeted Traffic... Bigger Email Lists Packed With Responsive Subscribers... Best Selling Offers After Best Selling Offer, Game Changing Conversions... And The Proven Blueprint To Building A Six Figure Plus Online Business”



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The biggest 'secret' to creating a truly successful email marketing campaign that few marketers even know about (let alone use) is the G.L.F. formula...

## **GAIN – LOGIC – FEAR**

Understanding how this works and deploying it in your business messaging will most likely double and possibly triple your current results.

GLF! In practice, you will be sending out a sequence of emails that hit on multiple points designed to resonate with different subsets of your readers.

Pay attention, this formula is a real 'game changer' so read this guide from start to finish and apply this in your marketing campaigns from today forward... You won't regret it!

Let's talk about your subscribers:

- Some people feel motivated to buy when you present them with benefits. (**Gain.**)
- Some people feel motivated to buy when you present them with rational reasons to justify a purchase. (**Logic.**)
- And still others are most motivated when a sense of urgency or scarcity kicks in. (**Fear.**)

If you're a copywriter you'll already know this to be true, but so few business owners and email marketers use it to their advantage.

So harness it's power when you create email campaigns. You should aim to hit on all three of these points.

**Here's my GLF step-by-step to walk you through it...**

## **Step 1: Decide What You're Promoting:**

Examples include:

- A low cost tripwire product.
- A premium priced flagship offer.
- A newly launched product.
- A relaunched product.
- A backend or cross sell offer.
- An affiliate offer.

Choose YOUR offer and then let's move to the next step...

## **Step 2: Brainstorm and List GAIN Factors:**

Now what you need to do is brainstorm all the benefits people receive when they use the product you'll be promoting.

In other words, what does the product DO for them?

**Note:** It's important to list benefits NOT features. Features are the parts of the product. Benefits are what those parts of the product do.

For example, a feature of a diet book is that it includes meal plans. The benefits of having a set of meal plans is that it saves time, takes out the guesswork, and makes it easier than ever to lose weight.

Once you've brainstormed as many benefits as possible, then rank them in order of most important to least important.

Take these two points into consideration:

**1. Which benefits do your prospects value the most?**

For example, maybe your dieting audience are tired of diets they can't stick to because the food is lacking or leaves them hungry. So they value diets where they can lose weight while eating delicious meals that don't leave them feeling deprived.

**2. Which benefits does your product focus on delivering?**

The benefits you'll want to focus on are those benefit where points 1 and 2 above overlap.

Finally, what you'll want to do is focus on the emotional triggers behind those benefits.

How will these benefits make people FEEL?

E.G., Imagine how good you'll feel watching your waistline shrink, even as you enjoy all your favorite foods!

*Next...*

## **Step 3: Brainstorm and List Logic Factors**

The gain factors are primarily focused on how the emotional side of the benefits. Now you need to list the logical/rational factors.

Some of these may be benefits, or they may simply be other "reasons why" someone should buy.

For example:

- You have case studies, testimonials and other proof that shows your product is the



best on the market for achieving a specific result.

- Your product includes a strong guarantee, so there is no risk to the buyer.
- Your product includes all the tools someone needs to get a specific result.
- Your product has something that other products don't (think unique selling proposition here).

So, write down all the logical reasons why your product is a good fit for your audience. Then rank these reasons from what you believe to be most impactful to least impactful.

*Next step...*

## **Step 4: Brainstorm and List Fear Factors**

Now it's time to list all the fear factors that come into play regarding your product itself or the offer.

Create your list by asking yourself these questions:

- **Is the product or service itself scarce?** For example, a workshop starts on a specific date, so no one can register after that day. Or perhaps you're offering coaching, but you can only take on five students.
- **Is there a special offer that's scarce?** In this case, the product or service itself isn't scarce, but people need to move fast if they want to take advantage of a limited bonus or discount offer. For example, maybe you offer a 50% off sale for three days. This creates a fear of missing out.
- **What bad or negative thing happens if the prospect doesn't take action?** What are the consequences of not solving the problem now?

For example, if a person goes car shopping without purchasing your car-buying guide, they may end up spending thousands of extra dollars.

Another example: if someone doesn't purchase your computer-security product, they might end getting hacked and losing all their important pics, giving hackers access to their bank accounts, giving

identity thieves access to personal information, etc.

Once again, rate these fears in order of most impactful to least impactful.

## **Step 5: Create Your Three Emails**

Now that you know what points to include in each of your three Gain, Logic and Fear emails, it's time to write them and create compelling subject lines.

For example:

**Gain, Email 1:** Eat brownies and still lose weight!

This email would then go on to talk about the benefits of the diet, focusing primarily on the idea that the dieter won't feel deprived, hungry or irritable. That makes weight loss fast and easier than ever.

## Logic, Email 2: PROOF! This diet really works...

This email would present a solid case study with lots of data to back up the claims that it really works. You'd include measurements, weights, before and after pics and any other proof and data to back your claims.

## Fear, Email 3: Last chance! Get your 50% off discount now...

This email will focus on a special offer. So while the previous emails mentioned the special offer, this email really hones in on the fear of missing out.

## Another set of examples, this time for a debt management program:

Gain, Email 1: Get out of debt and start living the good life!

Logic, Email 2: Look how much money you can save on interest fees...

Fear, Email 3: Do harassing creditors make you scared to answer the phone?

One more example, this time for a business course:

Gain, Email 1: Imagine being able to take care of your family...

Logic, Email 2: Here's what happened when a former truck driver put these strategies to work...

Fear, Email 3: Don't miss out on this special introductory offer! (See inside...)

## **THAT'S THE GLF FORMULA!**

Easy right? So, the next time you need to give a promotional email campaign a big boost, use this three-part "Gain, Logic, Fear" formula.

It works like crazy and it's sure to work for you too!

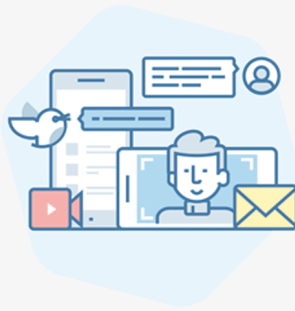
- - -

If you need more tips, strategies and ideas for achieving better results in your email campaigns see the recommended resource on the page



### PROVEN TACTICS TO GET YOUR SUBSCRIBERS OPENING YOUR EMAILS

If your subscribers aren't opening your emails, then they're obviously not going to see your awesome content and calls to action. But just imagine for a moment your results if your subscribers eagerly anticipated your emails. That's what will happen when you discover these secrets for boosting your open rate!



### MY TOP 20 TIPS FOR WRITING GREAT EMAILS TO KEEP SUBSCRIBERS READING

It's one thing to get your subscribers to open emails. It's another to get them to keep reading every word, right down the part where they see your CTA. When you can increase the number of people who see your call to action, then you'll get more clicks and orders. GET 20 tips to keep your readers engaged and reading!



### 25 FILL-IN-THE-BLANK TEMPLATES SUBSCRIBERS CAN'T HELP BUT CLICK

No matter what kind of content you create for your mailing list, generally the goal is to get your readers to take action. Just use these copy/paste templates instead and watch your conversions soar! You can use them as-is, or use them as a starting point in creating your own unique, high-response messages.



### THE ENGAGEMENT EMAIL SEQUENCE FOR TURNING CONTENT INTO CLICKS

This copy/paste email sequence set is all about giving prospects some really good info (such as a set of tips, secrets or steps for completing a process) and then promoting a specific product related to the content. Use this "fill-in-the-blanks" set of templates to turn your content into clicks in a matter of minutes!



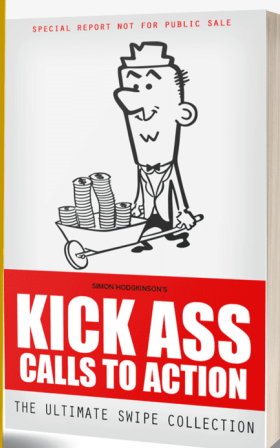
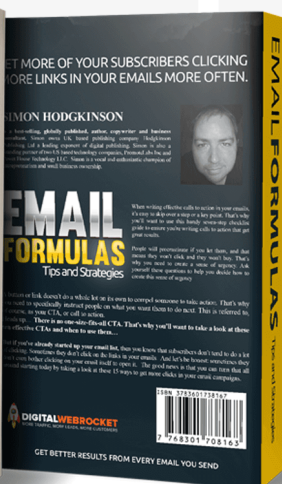
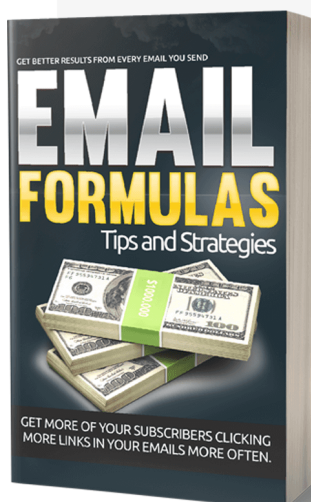
### 3 RULES YOU MUST FOLLOW TO MAX YOUR CLICK THROUGH RATES

You're dangling your link in front of your subscribers like a juicy carrot. But no one's biting. You're not getting the clicks. While there are several factors that impact this, chances are it's your call to action breaking one of 3 rules. Get back on track by applying these rules to your mails to get an instant clicks lift!



### CREATING A 3-PART EMAIL SERIES THAT YOUR SUBSCRIBERS WILL LOVE

One of the best ways to send your conversion rates soaring is to create an email series, this gives you multiple chances to reach prospects and convince them to buy. But this only works if you know how to create a series that keeps readers hooked, opening your emails and clicking links. Discover exactly how to do that!



**THESE PROVEN EMAIL FORMULAS ARE GUARANTEED TO GET MORE OF YOUR SUBSCRIBERS CLICKING MORE LINKS IN YOUR EMAILS MORE OFTEN...**

**[CLICK FOR FULL DETAILS](#)**