

Soap Opera Sequence

Day #1



Sets The Stage

Day #2



High Drama

↓
Backstory

↓
Hit the Wall



Day #3



Ephiphany

↓
The "One Thing"



Day #4



Hidden Benefits



Day #5



Urgency
Call-to-Action



Day #1 – Sets The Stage

Example: Welcome to my list, each day you'll be getting... this is why you should read, etc... (Introduce attractive character)

Day #2 – High Drama -> Backstory -> Wall

Example: Tell story, and how that story brought you to a wall... and tomorrow you'll reveal how you broke through that wall! (build bond w/ attractive character)

Day #3 – Epiphany -> The ONE Thing

Example: Explain the big epiphany, and how it ties into the ONE thing you created for them...

Day #4 – Hidden Benefits

Example: Here are other hidden benefits you probably didn't realize that the product has..

Day #5 – Urgency C.T.A.

Example: Give them scarcity about why they need to sign up now.