



# THE UNICORNS PLAYBOOK

Your weekly <5-min marketing booster 🚀

# 7 emails for 7 figure profits

Discover the secret behind a **super simple** email sequence that everyone uses but no one reveals. Using this **particular email sequence**, we were able to **generate millions** of dollars in sales. All you have to do is **replace the fields** with your brand's, service's, or product's and deploy them in **less than 7 minutes**. No matter what type of product you have, SaaS, e-commerce, or information.products, this email sequence works.

Total Contacts

Active Contacts

New Contacts

Unsubscribes

80,000

60,000

40,000

20,000

Nov 26

■ Contacts: 30,716

0

# Email 1: “Teaser”

To build anticipation and curiosity about an upcoming offer or discount on the product.

👉 Check email template

# Email 2: “Hero Story”

To showcase a successful customer story or case study that highlights the benefits and outcomes of using the product, while also introducing the limited-time discount offer.



[Check email template](#)

# Email 3: “Paradigm Shift”

To challenge conventional thinking or common mistakes in the target audience's approach to achieving their goals, while positioning the product as a fresh, innovative solution and reminding subscribers about the limited-time discount.

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# Email 4: “Myth Busting”

To debunk common myths or misconceptions about the topic or problem the product addresses, while highlighting the product's unique benefits and features, and reinforcing the urgency of the limited-time discount.

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# Email 5: “Objection Handling”

To address common questions, concerns, or objections that potential customers may have about the product, while restating the key benefits and the time-sensitive nature of the discount offer.



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# Email 6: “Last Call”

To create a sense of urgency and scarcity as the discount deadline approaches, encouraging subscribers to take action before it's too late.



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# Email 7: “Second Chance”

To engage subscribers who did not purchase during the discount period, asking for feedback on why they didn't buy and potentially offering a second chance at the discount for a very limited time.

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# Psychomarketing effects 1/3

## Why does it work?

This email sequence strategy is designed to tap into the fundamental psychological principles that influence human behavior and decision-making. By leveraging the **Rule of 7**, the campaign ensures consistent brand exposure, keeping the product top-of-mind.

This potent combination of **curiosity**, **social influence**, **cognitive dissonance**, **urgency**, and **reciprocity** forms a persuasive narrative that guides prospects from awareness to action.



# Psychomarketing effects 2/3

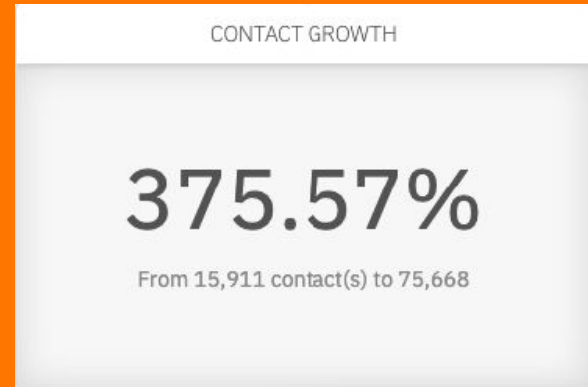
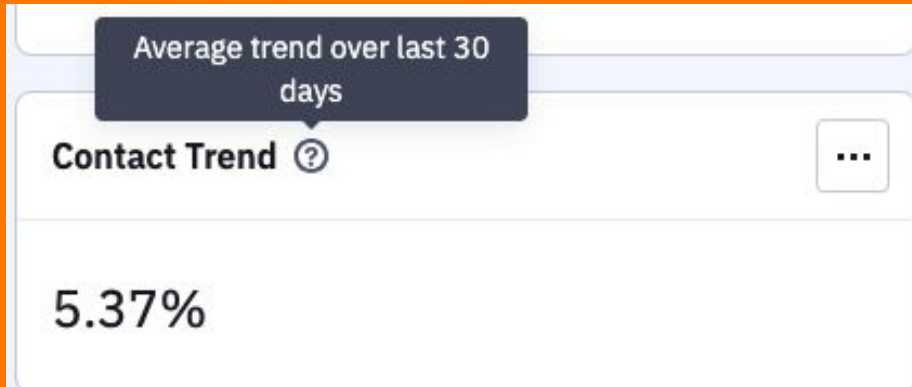
By artfully employing these psychological triggers, the sequence creates a powerful persuasive narrative that guides prospects from awareness to action. The strategic blend of emotion, social influence, and time-pressure makes this approach highly effective at driving sales and fostering long-term customer relationships.

Last Sent Date	# Sends	# Opens	# Clicks	# Unsubscribes	# Bounces	Open Rate
2024-0...	620	399 ...	207	0	7	64.35%
2024-0...	4,236	2,522 ...	409	7	33	59.54%
2024-0...	9,229	5,415 ...	1,825	48	171	58.67%
2024-0...	29	17 ...	6	0	2	58.62%
2024-0...	54	31 ...	2	3	0	57.41%
2024-0...	4,068	2,331 ...	983	11	36	57.30%
2024-0...	107	61 ...	17	0	0	57.01%
2024-0...	272	153 ...	21	2	19	56.25%
2024-0...	63	34 ...	8	1	0	53.97%
2024-0...	36	19 ...	1	1	0	52.78%
2024-0...	105	55 ...	7	1	0	52.38%
2024-0...	246	128 ...	4	3	0	52.03%
2024-0...	66	33 ...	2	0	0	50.00%
2024-0...	8	4 ...	0	1	0	50.00%
2024-0...	10	5 ...	0	0	0	50.00%



# Psychomarketing effects 3/3

Finally, by extending exclusive offers and second chances, the sequence fosters reciprocity and goodwill, increasing the likelihood of immediate conversions and setting the stage for **long-term customer loyalty**.



# Decalogue Checklist: Top 10 Headline Tips & Tricks



Getting your email headlines right is crucial in email marketing because they're the first thing that grabs attention. It's all about choosing powerful words that really make an impact and resonate with your audience. I've put together a list of top headline strategies and formulas, a real go-to guide to help you nail those catchy headlines every time.

1) **✓ Incorporate SEO Keywords** : Use keywords strategically within your headlines to ensure they are searchable and relevant.

2) **✓ Use Numbers and Direct Address** : Start your headline with numbers and directly address the reader to increase engagement, such as "10 Ways You Can Improve Your Marketing Skills".

3) **✓ Promise a Solution**: Clearly state the benefit or solution your content provides, such as "Learn How to Double Your Sales in 2 Weeks".

4) **✓ Employ the Power of 'How To'**: Utilize the "How To" formula to promise specific guidance and actionable advice.

5) **✓ Stimulate Curiosity with Secrets**: Use phrases like "The Secret to..." to intrigue readers by offering exclusive insights.

6) **✓ Provide Immediate Value** : Use formulations that convey urgency or immediate benefit, encouraging quick reader response.

7) **✓ Invoke Curiosity and Social Proof**: Use headlines that make the reader ponder if they're missing out on commonly known information, such as "What Everyone Should Know About...".

8) **✓ Highlight Lessons Learned**: Share personal experiences or lessons, which provide credibility and relatability, like "5 Lessons I Learned From...".

9) **✓ Challenge with Little-Known Facts**: Attract readers by presenting them with challenges or little-known facts that pique interest.

10) **✓ Combine Headlines for Impact**: Don't hesitate to combine elements from different successful formulas.



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👉 [Read more Growth Unicorn's Stories here](#)