

OTO1-Webinar Non-buyers

EMAIL 1

SUBJECT: Welcome and Congratulations {firstname}

BODY:

Hey there, {firstname}!

I wanna congratulate you on taking the first step to your financial freedom!

If you haven't yet, access your purchase by clicking on the link below:

Access Your Purchase Here <<

You're now in an elite group of business owners, entrepreneurs and marketers just like you. Some are experienced, some are new.

Everyone is here helping one another reach his or her goals.

One of the reasons why most new marketers fail is because they feel alone. It's scary and I totally understand.

Starting an online business at home with no one to talk in person makes it feel like you're going through the jungle alone in search of that treasure we call 'financial freedom'.

I want you to know that you're in a group of good people.

We'll work together to find that treasure in the online cyber jungle.

In my upcoming emails, I'm going to share you more valuable information you can use to further push your income level.

It's a technique I call "The High Ticket Presentation".

This technique will teach you how to present your service or offer in such an attractive way that it'll make the client go "Ok wow I really need this" - to the point where they will pay almost any amount of money just to get you to solve their problem.

*This is the technique I used to close a \$50,000 deal. Powerful is an understatement.*

Watch for my next email as I will go through this technique in more detail. The subject is: The Fundamentals of Selling.

Meanwhile, add me as your contact and whitelist me. This way you won't miss any of my valuable emails.

Remember to access your training HERE <<

Chat soon,  
Michael "Overdeliver" Baptiste  
CEO  
High Ticket Freedom Academy

PS. Remember if you have any questions at all, don't hesitate to ask! Just reply to this email and I'll get back to you ASAP. I'm here to help.

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EMAIL 2

SUBJECT: The Fundamentals of Selling (Important Lesson!)

BODY:

Hey there {firstname},

Before I can start talking about The High Ticket Presentation Technique, we need to understand the fundamentals of selling.

Let's talk about what makes people whip out their wallets to purchase things or services they need.

I want you to think about the reasons WHY you buy things in the first place.

If your answer is "because it's something they want"... you're close.. but not exactly right.

People buy things because of the need to solve a problem, or to satisfy a desire.

And most of the time when someone buys because of a desire, that desire sometimes come with an underlying problem - maybe its insecurity.. a boost of ego.. a sense of pride.

For example, let's say John wants to buy a car. John is loaded with cash and he have no problems buying any kind of car. He could've just bought a Honda and be happy.

After all, every car does the same thing: Gets you from point A to point B.

But John decided to get a Ferrari.

Does it mean that John just have a ton of spare cash he wanna throw away?

Not really..

John wants that sense of pride. He *desires* to be the centre of attention. He wants people around him to know he's successful. He wants his peers to look up to him.. to respect him.

So if you want to sell someone something, your message gotta reach his desires.

Ok, so what about someone who has a problem?

This is actually easier.

Let's say John (yeah, same dude) is having problems with his marriage. He don't wanna lose his wife. She means the world to him. He wanna save his marriage and will do anything.

Then in you come with a solution that can save his marriage, ways to make her happier, and tips on what he can do so she will never think of separating ever again!

Now what do you think John would do if you come in swooping like an angel to solve his marriage problem?

You're right.. he'll throw money at you to help him! (He have lotsa cash so don't worry. He bought a Ferrari remember? =P)

The key take-away today is to understand that people buy things based on *emotions*.

They're driven by desires.

Remember this important fundamental of selling!

On my next email, I'll talk about the emotions you need to direct your sales messages to.

Take note, these are the basic principles of selling.

Without these principles, the "High Ticket Presentation" technique won't work!

See ya on the next email!

Chat soon,  
Michael "Overdeliver" Baptiste  
CEO  
High Ticket Freedom Academy

PS. In my recorded webinar training I did for my VIP clients, I go deeper into this. If you're interested to know more, [CLICK HERE <<](#)

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EMAIL 3

SUBJECT: Prospects' Emotions You Need To Talk To!

BODY:

Hi again {firstname}!,

Glad you're still around!

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Alright, today I'm gonna share a little bit more about a prospect's emotions.

Here is a list of what motivates people to do what they do:

Basic Motivations: Survival, Failure, Peer Pressure, Curiosity, Guilt, Desire, Instability

Noble Motivations: Love, Loyalty, Honor, Obedience, Vengeance, Inequality, Unfulfillment

Evil Motivations: Hatred, Dishonor, Pride, Greed, Revenge, Lust, Jealousy

Fear Motivations: Death, Humiliation, Pain, Rejection, Loss, Regret, Shame

As you can see, there are a lot of emotions you can target.

You need to understand what drives them, and how your solution can help solve that troubling emotion.

In the previous email, John was having trouble with his marriage.

Let's say you have a solution that can solve his marriage.

What do you think is his motivation?

What emotion do you need to target?

Choose your answer from the list above. You can pick more than one.

Reply me to this email and let me know!

On the next email, I'll reveal the answer with explanations on how to take advantage of this knowledge to your selling skills.

Chat soon,

Michael "Overdeliver" Baptiste

CEO

High Ticket Freedom Academy

PS. My webinar that I'm offering talks about targeting emotions when you're selling a service or offer. You'll learn how to "sales talk" in a very effective manner.

Check it out by [CLICKING HERE <<](#)

EMAIL 4

SUBJECT: How To Sell To Your Prospect's Emotions

BODY:

Welcome back {firstname}!

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Today, let's go deeper into a prospect's emotions.

Use these fundamentals in all of your marketing, and I can bet with you that you'll see an increase in conversions or response.

But there's a way to do it.

You can't just walk up to someone and tell them straight to their face, "Hey, you need money, we all need money, I can show you how to make money. Buy now!"

I won't be surprised if that salesman got punched in the nose.

Also when you do that, it just sounds scammy. Like you're walking through a dark alley and suddenly someone comes up to you selling whatever he's trying to sell.

There's a disconnect. No rapport.

You need to ease into it.

First, understand what your service can do, and what the prospect's problem is.

Ask questions about their situation. These are typical "Are you having this problem?" questions, usually seen in most sales letters.

You need to let them know that you understand what they're going through.

Talk about what is causing them to feel that way.. explain to them the reasons of why they're feeling that way.

Focus your messages on solving their pressing problems - their driving emotion.

99% of the time they'll agree to what you're saying.

Only then you'll present your solution and how exactly your service or offer can solve them.. in just a few weeks!

Remember the question I asked on the last email about John's marriage problems?

If your answer includes "Loss", you're right.

Loss is a good emotion to target when you're selling a service to solve marriages.

But there's more..

Rejection - someone who loves him is rejecting his undying love. That hurts.

Shame/Humiliation - It's quite shameful to face his family, her family, friends, colleagues.. knowing that his marriage is a failure.

Pain - emotional pain. Sometimes can lead to physical pain. (eg, suicides, wrist-cutting)

Regret - Regret of not being there when his wife needed him. Regret for neglecting.

There are a lot of emotions you can target - the trick is to know and understand what drives these prospects.

If you can talk to their emotions, it becomes much easier to sell your offer!

“But Michael, how do I apply this to my business? I don’t sell marriage solutions..”

Don’t worry.. because I’m going to talk about that on the next email.

What I’m doing here is to make sure you understand the concept of selling.

I teach **strategies**.. not cheap tactics.

This is the basis of my “High Ticket Webinar Workshop” training.

Check it out [HERE](#) <<

Inside this training, I explain more plus show you actionable steps that you can apply immediately to your business.

Understanding this very valuable selling strategy is important to see an increase in your sales, conversions and responses.

On my next email, I’m going to explain how to use these fundamentals to your business..

I’m confident that if you apply what I’ll be teaching you on the next email, you’ll get results almost immediately.

Chat soon,  
Michael “Overdeliver” Baptiste  
CEO  
High Ticket Freedom Academy

PS. Don’t forget to check out my High Ticket Webinar Workshop [HERE](#) <<

EMAIL #5

SUBJECT: Finally.. The High Ticket Presentation technique explained!

BODY:

Hi there {firstname}!

I hope you’re excited, because this is where I’ll teach you one of the most effective selling techniques ever.

Get your pen and paper ready!

The Technique:

Before executing this technique, you need to have your research done first.

That means understanding your target prospect's problems and desires.

*If you've forgotten about them already (shame, shame!), please re-read my previous emails.*

I'll explain the technique by giving an example scenario.

Let's say you have a service of helping someone setup and online business.

He doesn't know anything and don't even know how to start, but he's experienced and know a few things here and there.

He's not sure how to go about it and is worried what he's gonna do next is wrong and will be a waste of time.

Now here's what you do next..

Let him know that you're familiar with his problems and that you've help others with similar problems before.

Basically, let him know that you're an expert.

When you see that he's keen to know more.. whip out your High Ticket Presentation!

Which happens to be a ready-made solution by you.

Tell him that you already have a plan all laid out for his exact problem.

You'll tell him that you know how to setup his website easily, install themes, handle the technical side of things, how to rank high on Google, how to get good articles up, setup his autoresponder, write the email sequence, testing them for conversions, tweaking to perfection.

You have the *Complete Business Solution in a Box*.

You go so far as to tell him HOW you're doing it by showing detailed step-by-step plan from start to finish. (It helps them to believe more that you can do what you're saying.)

Tell him how long it will take to complete. Assure him that you have it all under control and he can see the progress if he wants to.

Do this right, you can be sure that no matter the client, they WILL want to employ your expertise!

In my High Ticket Webinar Workshop, you'll learn how to say the right words to ensure that your sales presentation *will close the deal*.

Most new marketers make the mistake of "verbal vomit".

They just blurt out without even thinking that what they're saying may negatively affect the prospect on a subconscious level.

Saying the wrong thing, even when you think is right, will actually *drive* the prospect away!

I solve this problem in my High Ticket Webinar Workshop.

You can check it out [HERE](#) <<

I cover a lot more of deep strategies and effective sales techniques you can implement immediately to your business.

The strategies and techniques I teach inside will help you get your first ever high-paying client in *less than a week!*.

For only \$97, I'm gonna teach you, in just 2 hours, how to land your first \$1,000 client in just a few days.

Invest \$97 to gain \$1,000... Sounds good?

Or is \$1,000 too little?

Well, YOU have the power to decide on a price.. all you have to do is watch my webinar to know how to execute my techniques to actually land a deal with that price!

This is your last chance to get access to my workshop webinar for only \$97. I'm planning to increase it in the near future.. and you won't be notified about it.

When the price goes up, you won't see this low entry price ever again.

What you've seen so far from my emails is the free stuff..

Imagine what you'll learn when you decide to join The High Ticket Freedom Academy!

Click [HERE](#) to join today! <<

Let me help you get to that level of income you desire.

I hope to see you inside.

Chat soon,  
Michael "Overdeliver" Baptiste  
CEO  
High Ticket Freedom Academy

PS. Last chance to watch my workshop webinar for only \$97! You might not see this price again.

Click [HERE](#) to join now!