

15-Minute Email Academy

Josh Turner

Subject: (personal) can I get your feedback on this?

1

Hey Elise it's Josh...

2

And I think you might be able to help me out with something...

First, a quick question...

Did I miss the mark in some way?

3

I'm asking because for the last several days I've been offering a pretty incredible deal on lifetime access to The Appointment Generator.

But for some reason, you passed.

That's perfectly fine...

But ...

It did strike me as odd.

And it did make me wonder...

Was it something I said?

Or maybe more likely, something I DIDN'T say?

In other words, what was I missing?

Or what about The Appointment Generator kept you from jumping in?

So I want to ask you a favor....

Will you take a moment to give me some feedback on the link below and tell me the reason why you decided not to join?

4

<http://www.surveymzmo.com/s3/3396940/TAG-2017-Feedback-Survey>

If you'd take a minute to do that, it would mean the absolute world to me.

And the reason why I'd like to know this is because we're always trying to improve the quality of the programs that we offer and this feedback is invaluable to me.

5

I want to be able to better serve YOU, Elise. And this will help me do that.

Thank you so much in advance!

Josh

Josh Turner
WSJ Best_Selling Author
Founder & CEO, LinkedSelling
#252 on the Inc. 500

PS. Already in TAG? Just hit reply, let us know, and we'll remove your duplicate email :-)

6

PPS. If you do not want any more information on the lead generation strategies that I teach in Booked or The Appointment Generator click the link below. I won't send you anything else on the topic this month.

[I am not interested in generating 10+ additional appointments every month.](#)

Questions for Josh

Strategy

What is the goal of this email?

What strategy are you using to achieve this goal?

Block-by-block tour

BLOCK #1 – What subject line formula or technique are you using?

BLOCK #2 – How does this short block begin to establish the connection you're looking for with the reader?

BLOCK #3 – This is a great block! Tell me about how you use the psychology of admitting you may be wrong to get results.

BLOCK #4 – How well does this call to action work? What is the quantity and quality of the feedback you get?

BLOCK #5 – Many people place their “reason why” right up front, but you saved it until the end. Why did you write it this way?

BLOCK #6 – Your P.S. is also quite unique. Most often, a P.S. reminds the reader of an important point made in the email, but here you're giving the reader the ability to opt out from more messages in this thread or entirely. What's the reason for this unique approach?