



# **Email Structure 1**

*“Problem-cause revelation”*

# Successful email structure: “Revealing the cause the problem”

Hello Fabian !

“Sending so many emails, but my prospects just aren't buying!?”



Mention a specific problem or outcome related to your offer

I'd best tell you straight away what it is:

Your lead magnet is wrong.

Even though prospects have looked at your lead magnet, they still don't believe you can help them.

You can send as many emails as you like.

They still don't believe it.

Two causes:

- Lead Magnet does not solve the problem that matches your offers
- Or, your lead magnet only solves the problem superficially

In order for your prospects to finally become customers, they must FIRST believe that you can help them.

Instead of trying in vain to convince them with words, let actions speak.

Completely solve a relevant (partial) problem with your lead magnet .

This makes it 100 times easier to attract more new customers, even with just a few emails.

[>> This is how you create the perfect lead magnet step-by-step](#)

Good luck,  
Fabian

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Mention a specific problem or outcome related to your offer

Uncover why it is difficult (or important) to solve the problem or achieve the result.

# Successful email structure: "Revealing the cause of the problem"

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Uncover why it is difficult (or important) to solve the problem or achieve the result.

Two causes:

- Lead Magnet does not solve the problem that matches your offers

- Or, your lead magnet only solves the problem superficially

Reveal the root cause why they are struggling to solve the problem or achieve the result.

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Mention a specific problem or outcome related to your offer

Uncover why it is difficult (or important) to solve the problem or achieve the result.

Reveal the root cause why they are struggling to solve the problem or achieve the result.

Mention how to solve the root cause without revealing the solution.

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Mention how to solve the root cause without revealing the solution.

State the advantage if the cause of the problem is eliminated and that they should click on the link if they want to see the solution.