

## TEMPLATE 4: THE REAL REASON

In this email you're going to reveal the real reason something bad is happening for your reader, or the number one (hidden) reason they have a specific problem or can't achieve their goal.

This is the type of email you might use quite early on with someone in your relationship with them as it can help them see problems they didn't realise they had that you can then write about later. In fact I'll often use a variation of it as the first email people get after signing up.

The reason I'm covering it now rather than earlier is that it's not as simple to write as a "how to" or personal experience email.

With a "real reason" email the key is to reveal new insight to your readers. To tell them a reason they weren't aware of. That's where the value comes from in the email: from diagnosis rather than solution.

I remember watching a video from internet marketer Rich Schefren a few years ago where he talked about when he was diagnosed with ADHD. Rather than upsetting him, he said getting the diagnosis was like having a huge weight lifted from his shoulders. Suddenly a lot of the challenges he'd be facing and struggling with made sense. And because of that he could begin to see a path forward.

You want to trigger the same sort of feelings in your "real reason" email: "Ah...I get it...now I understand...and that explains why...".

That diagnostic value and release of emotions is incredibly powerful. It's also useful from a sales perspective too as you're giving value and satisfying your readers without giving them the answers - so they'll be thirsty for more.

As I said though, the key is that your reason can't just be obvious. It can't be that "you're not getting enough sales because you're not making enough sales calls" or "you're not successful because you're not trying hard enough". It takes a reason they weren't aware of to trigger the lightbulb moment you're looking for.

That means when you're looking for a topic you need to think about your work with clients and pick out an area where very often they're not aware of the true cause of their problems. Not every problem they have will fit this model - most will be ones where they're aware of the problem and its cause but just haven't been able to fix it yet. But for the topics where you can find a "hidden reason" your email is going to be really powerful.

**Subject Line:** "The real reason you're [something bad]" or "The hidden reason [something bad happens]" or "This is why [something bad]"

For example: "The real reason you're procrastinating" or "This is why teamwork is so hard" or "The #1 reason you're losing sales".

### **Hook:**

In the hook you're going to do two things.

Firstly you're going to highlight how important the problem is (if it's not important there's no motivation for people to read on). And secondly you're going to hint at a deeper reason they have this problem.

One way to do that is to list all the obvious causes and rule them out. Or to just state that there's a deeper reason.

For example:

"If you procrastinate a lot you'll know how debilitating and frustrating it can be. There's an important job you want to get done but you just never seem to get round to it.

At the end of the day you look back and see you've been doing busywork or got distracted by social media or spent far too much time on something less important. And that vital job just didn't get done.

The same thing happens the next day and the next. Now you're way behind schedule and in trouble...and angry with yourself for not just doing what you know needs to be done.

Now you may have heard a lot of reasons why we procrastinate. We're not motivated enough. We're easily distracted. There's something we're frightened of.

But in reality, there's a much simpler reason that often gets overlooked."

### **Transition:**

A good transition here is to state what the real reason is, then offer to explain.

For example: "The real reason you procrastinate so much is simply that you don't have a good plan. Let me explain..."

The "let me explain" can be quite useful. If someone has been struggling with a problem for a long time and you tell them that actually the real reason they have that problem isn't what they thought then initially they're going to be skeptical. After all, they've had the problem for some time - surely they would have figured this out if it was that simple.

Your risk here is that they disconnect. "Hah - it's just not that simple" they think and click away.

The "let me explain" line does just enough to get them reading on so you can help them see why you're right.

### **Valuable Content:**

Here's where you share what the real or hidden reason is for their problems. Ideally you'll want to explain why it's the real problem. You can do that using logic, personal experience, or reference to an expert. For example:

“According to Professor Cal Newport, the biggest reason why you procrastinate is your subconscious brain protecting you from wasting energy on something that it thinks isn’t going to work. Why doesn’t it think it’s going to work? Because you’re starting something without a concrete plan of how to succeed - and your subconscious knows it.”

As you come to the end of your valuable content you’ll want to give some ideas to your readers on how they can make progress. But you don’t need to go too deep - the value came from the diagnosis and in fact hitting them with a diagnosis followed immediately by a detailed guide to solving it will overwhelm them. Instead lay out some high level suggestions - that will be enough.

### **Call to Action:**

This email is a perfect setup to promote a product or service that addresses the real reason for the problem. Because you provided insight with the diagnosis, it won’t be seen as just a tease to then offer the product - it’ll be seen as a sensible next step.

Or you could talk about how you’ll be addressing the solutions in upcoming emails.

### **Example:**

Subj: The REAL Reason Clients Don’t Hire You

So in all honesty, there could be many reasons why clients don't hire you.

Maybe you're just not meeting enough of them. Either virtually or in real life (when we finally get back to real life meetings).

Or maybe your offer is weak: they just don't want or need what you're selling. Or at least the way you're communicating it to them.

Maybe they don't trust you, or you haven't established enough credibility.

Or you just can't "get them over the line" when you meet with them to talk about working together.

All of those could be true.

And of course, I don't know your specific situation.

But I can tell you that in the **vast majority of cases** I've seen, it's not really any of those things.

Sure, you could probably do with meeting more potential clients. You could probably do with sharpening up your elevator pitch, beefing up your testimonials and honing your sales meeting skills.

But most of the time you're probably doing OK in those areas.

The REAL reason is much more insidious than that. Much more difficult to spot.

**The real issue is that the vast majority of the time you're marketing to your potential clients, they're simply not ready to buy.**

**The timing's not right.**

They don't feel an urgent, pressing need to fix the problem you help solve.

And so they're just not interested in anything you have to say about the benefits of working with you, all the wonderful things people say about you or any other traditional marketing messages.

Getting better at any of those things isn't going to help you if the timing isn't right.

To get to the bottom of the timing issue, let's think about how people actually buy things for a minute.

Not commodities. But the kind of big, high-value services people like us deliver.

No one wakes up in the morning and out of nowhere starts thinking "I really need to hire a presentation coach". Or a sales trainer for my team. Or a strategy consultant.

Initially, even if they have a problem you can help with, they're most likely not aware of it.

Then over time, slowly but gradually, they begin to see signs that something is wrong.

Maybe they couldn't get their point across in that big meeting. Maybe the sales of their team have flatlined. Maybe they were blindsided by that new product their competitors introduced.

Do they jump to hiring someone straight away?

Nope.

But they do start thinking about that problem more and more as the symptoms start piling up. As they get feedback that the board wasn't impressed by their last presentation. As sales begin to dip further and their best salesperson leaves. As sales of the competitor's new product begin to eat into their core.

And eventually, they decide they need to do something.

Do they hire someone now?

Nope.

They start looking around for insights and ideas as to what's causing the problem and what they might be able to do about it.

They speak to their colleagues and peers. They jump onto google and start searching for "how to improve presentations" or "new sales techniques". They start noticing relevant information in their LinkedIn newsfeed.

Do they hire someone now?

Still nope.

Now they start piecing together the puzzle to decide what the problem is and what they're going to do about it.

They make tentative plans. Bounce ideas off their colleagues. Look for recommendations.

Do they hire someone now?

Not quite yet.

But they do begin to put feelers out. See who is offering what and whether it's in line with what they're looking for. Pull together criteria for who to hire.

And then finally, if they decide they need outside help, they begin looking to hire someone.

And while sometimes that whole process can move fast, usually it's months from first becoming aware of an issue to hiring someone to help.

Sometimes years.

And the bigger and more complex the problem, the more costly the solution, the longer it takes.

Here's what that means in stark terms...

Out of that whole period of time, for 90% or more of it they're not looking to hire anyone. And so they're not interested in hearing about why they should hire you or anyone else.

And yet think about the marketing you see around you.

90% or more of it is about why you should hire someone.

And, be honest about it, is that what your marketing focuses on?

The benefits of working with you. The success they'll see if they hire you. Testimonials from people saying what great results they got from working with you.

Let that sink in for a minute...

90% or more of the marketing being pumped out is sales-oriented. It's all about why someone should buy from you.

And yet 90% or more of people just aren't ready to buy at any given time.

You only have to look at your own LinkedIn feed to see how true that is. How much sales-oriented noise there is and how little of it is actually of interest or value to you.

But think about what sort of opportunity that opens up for someone who's prepared to create marketing designed for the 90%+ of potential clients who aren't ready to buy yet?

Something that's valuable and interesting to them right now and starts off your relationship with them.

That allows you to build the credibility and trust you need for when they're finally ready to buy.

Think about how much you'd stand out.

And about how different it would be if you had a big pool of those potential clients who you'd already established credibility and trust with when they were ready to buy.

How do you create marketing that works brilliantly for the 90% of people who aren't ready to buy yet (and also works to convert the 10% who are ready to buy)?

We'll be covering that in upcoming emails of course.

But if you want to start right now and get my personal support to build your own marketing system that works 24/7 to build credibility and trust with potential clients then your best bet is to jump straight in to my Momentum Marketing Program. It'll get you up and running within hours and building a big pool of potential clients who want to work with you when the time is right. [Click here for more details.](#)

