

Hero's Journey Marketing Funnel

Marketing through Emotional Connections



SEGMETRICS

What is the Hero's Journey?

The Hero's Journey is a storytelling structure first described by Joseph Campbell in 1949, but it can be seen at work in everything from Toy Story to Star Wars and The Odyssey to The Wizard of Oz.

Campbell studied the world's myths and literature and found many of them shared this common storytelling progression:

1. The Hero is shown in their day-to-day life.
2. Then there is a call to action — a reason to leave that life behind, and go on an adventure.
3. They meet a mentor — like Obi Wan or Gandalf.
4. The hero undergoes trials and tests.

Finally, our hero returns, having accomplished some key feat or acquired some important truth about himself.

This story format works because we see ourselves in the Hero. We follow along with their pains and struggles, and rejoice when they succeed.

And the truth is, we can use this same structure in our email marketing nurtures.

The most effective Nurture Sequences are usually two weeks of educational emails that work to create an emotional connection and provide great content without ever talking about a sale.

Then, after your lead has completed that sequence, they'll receive a 3-4 day sales sequence with a hard sell, ending with an email that offers them one last chance to sign up and walks them through everything they need to know.

Using Multiple Heros

When launching a new product or existing product to an internal list, I take this idea one step further.

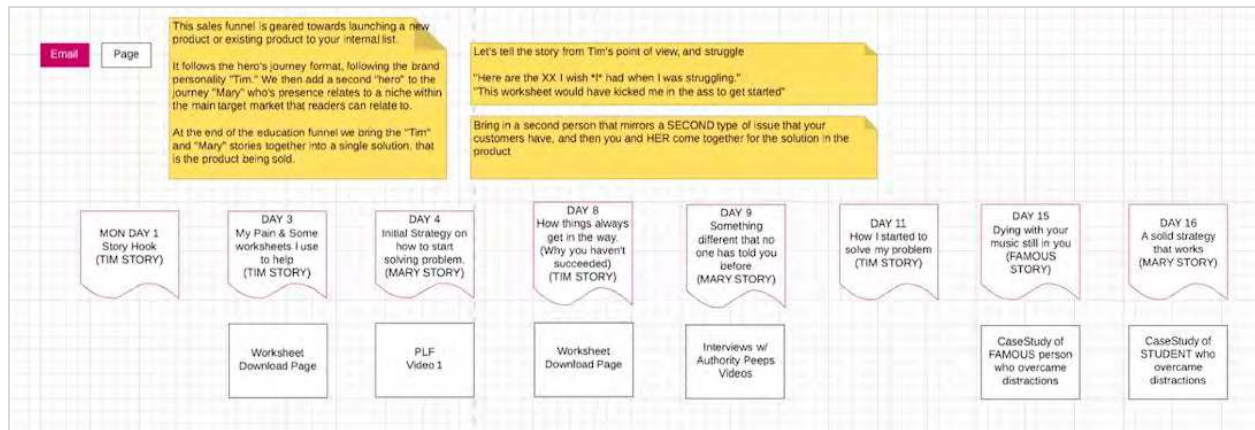
Not only do I use the Hero's Journey format, I add a second "hero" to the journey, whose presence relates to a niche within the main target market that readers can relate to.

So, for example, if I'm working on a sequence for a new productivity course, I might introduce "Tim," the company founder, who used it to get away from navel-gazing and actually get stuff done; but I'd also weave in Mary, an early customer, who gave it a try and saw great results.

That's because people like people who remind them of themselves.

So a woman might be more likely to relate to Mary, while a man may relate better to Tim (not that those similarities have to be along gender lines, but that makes for an easy example).

At the end of the hero's journey we bring the "Tim" and "Mary" stories together into a single solution, which is the product being sold.



So, let's go through the positioning of each of the emails in our sequence, and see how we would apply the Hero's Journey to our marketing funnel.



Day 1: Story Hook

On the first day we have the story hook. This is the part of the story that introduces our main character and how terrible his life was before he found the solution we're trying to sell. If ultimately we'll be offering a productivity product, this is where we talk about how he used to sit and stare at the screen for hours without getting anything done.

One of the most powerful emails I've ever read like this is from SCDLifestyle, where Jordan shared the story of writing out his will at age 23, because he thought he was going to die.

We want our reader to think, "Wow! You have really gone through it all!"

After describing the worst moments of our hero's life, we say, "But I was able to get over it, and for the next several emails, I'm going to show you how I went from this to the guy you know I am now."

Example Email:

Subject Lines:

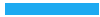
- I wish I had this when I started...
- People thought I was successful, but I just felt trapped.

I'm so glad to have you on board, and I hope you found your quiz results useful. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Let me share a little bit about my story:

X months ago, I was kicking butt in my career. But it was like no matter how great my life seemed on paper, days blurred together. Something was missing. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

I finally hit my lowest point when . . . Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. *(specific, personal example of a struggle your clients can relate to i.e. -- "realized I forgot what fun feels like")*



The first thing I realized is that if I wanted more out of this life, things could NOT keep going along the same way.

I needed to shake things up somehow. At first, like you, I didn't even know where to start. But I knew there had to be other people out there that felt the same way I did.

Over the next few days, I'll tell you all about how we found each other and how it changed **everything**. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- *Signature*

PS - If you have any questions about this, just reply back to this email - it goes straight to me, and I respond to every email I get. I've love to hear from you, and hope you find that link useful.

Day 3: My Plan

Our next email talks a little more about the pain our hero was experiencing and then introduces our first helpful resource, to give them a jumpstart in solving their problems. Usually this is a worksheet that helps people take the very first step in overcoming their problem.

It may be a top five daily checklist, or something else that won't take a lot of time, but that people can start using right away and that will provide a ton of value.

In your email, it's positioned as being from your hero — something they really wish they'd had when starting out.

The worksheets and downloads throughout the nurture serve two purposes:

They work to build trust in your ultimate solution.

They measure engagement. Your email open rate tells you how good your subject line is, but your click through rate to your downloads tells you how good the content of that email actually is. If you don't have anything for people to click in your emails, it's difficult to measure real engagement.

Example Email:


Subject Lines:

- You're not alone...

In 20XX I was sitting there, head in my hands, wondering what I was going to do. Looking back on it, the way out was so clear, but I couldn't even see the first step in front of me. That's why I'm so grateful that you have decided to join us.

There wasn't anyone to help me out back then -- and I wish that I had someone to help me out.

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The thing that drives me nuts is: **Why does it feel like everything is stacked against you?** In the pursuit of success, why is it so hard to make your inner child proud?

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That's why I've put together this worksheet (or video or something for the user to takeaway) for you. It's completely free, and chock full of the info that will help get your journey started.

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Just click here to get it.

- *Signature*

PS - I'm giving this away free because I hated how helpless I felt. Even one small nudge could have gotten me out of my rut back then, but it just never seemed to come. This worksheet helped me, and it's helped so many others like you and me. Check it out, and let me know what you think.

Day 4: Initial Strategy & Video

At this point it's time to introduce our secondary hero. Here we talk about Mary's story, share the problem she eventually overcame, and how she started down that road to success.

Again, at the end of this email, we give something away. Usually, for email 3, I choose a video testimonial from Mary, to help people connect with her, where she shares some helpful pieces of advice.

The important note about Mary is that she should be talking about a different aspect of the problem than our primary hero did, or a different niche that could benefit from the solution you'll eventually provide... because no product only solves one problem.

That concludes the first week of our sequence.

Example Email:


Subject Lines:

- I thought you'd like to see this!
- a proven way to get unstuck fast...
- the "aha" that rocked my world
- stop navel-gazing, and just get 'er done
- Self-awareness isn't always enough...the "aha" that rocked my world

Everyone **knows** why they're stuck -- even if they don't know how to unstick themselves. Even if they won't admit to themselves that they know they're stuck.

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I want to share a special video I made about [this strategy] that is probably one of the most important parts of getting unstuck. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do



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This is an excerpt from a meetup we did a while ago. The response was amazing!! Here's just a couple of people who wrote to me afterwards....

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Testimonial #2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Testimonial #3: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

I've put the video [HERE](#), so you can go check it out.

This video is available for the next week, so be sure to watch it.

Day 8: Why You Haven't Succeeded

To kick off the second week of our nurture sequence, this email will dive into how things always get in the way of our success; it'll seek to explain why our reader hasn't succeeded yet, even if they know what they need to do. It'll address why they haven't actually done it.

This email is about getting people over the initial hurdle of inaction. So we share the story of how Tim went from his initially crappy situation, overcame that first step, and began to work toward where he wanted to be.

Again, we offer a worksheet that's all about taking action and how readers can move from a place of, "I'm in pain but I know what I want" to actually taking that first step and sticking to it.

Example Email:

Subject Lines:

- The first thing you need to do today...

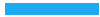
As I said in my last email, this week I'm going to walk you through the steps that I used to get myself out of the hole I had dug myself into.

Today I'm going to share with you an actual interview with, partner in crime, Allison.

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Here's how Allison, who had [specific problem] was able to start taking charge and is now [doing amazing things] just a short X months later.

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You can do the same thing as Allison, but you have to take the first step. Will you download this worksheet? Or are you going to put it off until tomorrow, next week, or never? That's how people stay stuck.

Get yourself out of the rut.

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- *Signature*

Day 9: Something No One Told You Before

Our fifth email should focus on presenting a new idea — something different that no one has ever told readers before. I usually present this from Mary's perspective. She shares something most people don't know, that's kind of a secret, but that we know as experts.

As an expert, you know something about your product and your field of expertise that 99% of the population does not — this is your chance to shine!

As our link to measure engagement for this email we share interviews with authority figures that back up our perspective. This might be a video or audio interview, or even just a written interview with someone who is an authority in your field. It provides social proof, and helps establish that you are an authority, too.

Example Email:

Subject Lines:

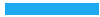
- These students are having the time of their lives -- learn how right now
- XX is having the time of her life WHILE having the most success she's ever had -- learn how right now
- Success and fun are NOT mutually exclusive
- Be successful without giving up your dreams

Hey [Name],

Yesterday, we sent you a super-powerful interview with Mary on how she used Soul Camp to really find happiness and take charge of their lives. If you didn't see it, you can still grab it here, for the next few days....

She's just one of our awesome students, and today I wanted to show you how some of these concepts are helping other people succeed beyond their wildest dreams.

First, a video about a person that was so overwhelmed that she just wanted to close down everything.



You'll see how she started making real progress, and in 4 months was able to completely turn her life around.

[Click here to watch the video](#)

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Second, I want to introduce you to [person in niche field] who was able to double her success rate by just doing this one simple thing.

You'll hear how he went from being on the brink, to amazingly comfortable -- even after he had been struggling for years.

[Click here to watch the video.](#)

We specifically chose these two students to show you that these strategies work for everyone

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- Signature

Day 11: How I Started To Solve My Problem

Now it's finally time to start talking about how our main hero, Tim, started to solve his problem. We've talked, so far, about the problem itself and the first steps he took to get over the inability to move, how he finally began to feel motivated to change.

This is where we share how he started putting all that into practice and how he used these tools, ultimately, to solve his problem. Essentially, this email says, "Hey, this is what I did. This is how it worked. My life is getting better now."

Example Email:

Subject Lines:

- {free gift inside} How to start going after your dreams - without second guessing yourself
- Find the strength to be happy
- I'm not crazy (and don't call me Shirley)

The other day I showed you how I started using specific strategies to dig myself out of the hole I was in. What I didn't show is how terrified I was to take that first step. I never thought I would be able to get myself out of the hole I was in.

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Think of it like this:

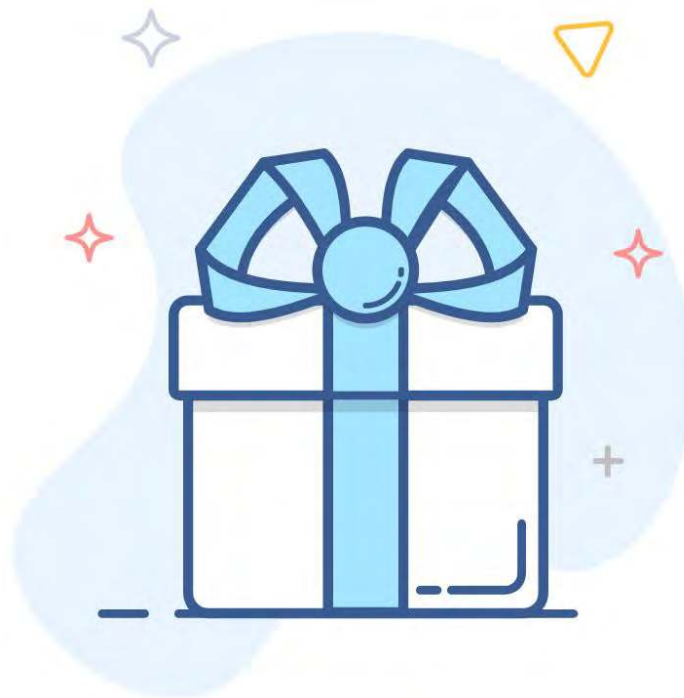
Why shouldn't you be happy?

This stuff isn't rocket science, but you do have to overcome those hidden barriers that are keeping you back. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

I did it. Allison did it, [Person 1] and [Person 2] did it, and hundreds of our clients have done it. Now it's your turn.

Today I'm going to show you the exact steps I took. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Check it out at this link: [Catchy Link Name]

- *Signature*



Day 15: Dying With Your Music Still In You

This email deviates from the stories of our heroes, and instead focuses on the story of someone famous who had the same issue as our heroes and our readers. I call this the “Dying with your music still in you” email; it takes a look at a famous person and shares how they struggled with these issues but overcame them to become successful.

We often forget that famous people have problems; they are just like us. So by attaching the problem we’re solving to someone people admire we show that it’s a solvable issue and they don’t have to be ashamed of it.

As a download with this email we’ll include a case study on either that famous person or another one who overcame their problems.

Example Email:

Subject Lines:

- You’re not unique: You and Jim Carrey (somebody the audience will know -Jim Carrey for demonstration purposes only)
- The unexpected things I discovered on my journey
- I think I went a little overboard...
- Too much advice
- Why I couldn’t get anything to stick...
- Even Tony Robbins couldn’t get through to me

A couple weeks ago I was listening to an interview with Jim Carrey. He was talking about his early life, before he started acting.

I’ll stop you right there, because you’re probably thinking “What does this have to do with my situation?” Did you know that Jim Carrey spent a portion of his childhood living out of a car with his family?

Carrey was talking about Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in



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That sounds familiar doesn't it?

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This is exactly what I mean when I say that you need to Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

I know that articles will help you because they're the same strategies I used when I was building my own success. These are the tools you need to be successful.

Were these articles helpful to you? Reply back and let us know - we're here to support.

- Signature

PS - Where are you stuck? What resources or topics are you most interested in? Hit reply and let us know how we can better support you.

Day 16: A Solid Strategy That Works

This is the last email of our nurture sequence. In this email we share a story from Mary on “A solid strategy that works.” At this point we’ve shared how Tim started to solve his problem, how a famous person overcame their problems, and now we’re going to do the same for Mary — share how she started to fix her life and overcome her problems.

In the email, we’ll offer readers the option to download a student case study — the goal here is to show readers how this person, who is just like them, and was having a really tough time, overcame their problems successfully.

This serves to prime the pump for the sales emails you’ll be sending them the following week. We don’t want to talk about sales yet, but we can hint that something cool is coming... or maybe even mention something like, “X student took my course and she was able to do this.” But we want to be careful not to start selling yet; this is just the first time we’re mentioning the product.

At this point we’ve shared how our two heroes started out their journey just like our readers, and then were faced with trials and tribulations. To round out our story, in our sales emails we’ll show how they then overcome those obstacles to accomplish a key feat, and return to their lives better than they were before.

Example Email:


Subject Lines:

- Weird things I discovered digging myself out of the hole

A few years ago, I put everything I knew about [skillset] together and threw everything I could at the problem. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. I was really excited, but I discovered a lot of weird things that I couldn’t explain.

For example, Lorem ipsum dolor sit amet, consectetur adipiscing elit,

So even though i would see some short term success, I couldn’t figure out why things would not stick and I would end up in the same place.



What I found was pretty impressive -- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

And that's just what I show my students -- men and women in multiple industries, and countries all over the world. This isn't something unique to me, or Allison, or Jim Carrey -- this is applicable to every person, no matter their situation.

Here's what you need to do next:

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Just do me a favor and reply to this email. I want to know:

- The idea that you have for success
- The #1 holding you back from getting started.

I read every email.

- *Signature*

Day [Wed]: Start The Sales

You'll notice that during the entire nurture sequence, we didn't pitch the product or mention sales in any way. That was on purpose. When we're talking about the reader's pain-points, we want to make sure that we're *showing* not *telling* the solution to the problems.

If, in the first email, we were to immediately say "You should buy *this product* to solve your issues," there are a number of hurdles that we will have to overcome. The first is that the reader hasn't yet internalised the pain point they're experiencing, or don't understand *why* they're struggling with it. They might know that something is wrong, but knowing there's a problem, and understanding the root cause are two different things.

The second is that you haven't proven your credibility yet. During the first few emails interactions with you, people's guard will be up. They don't know who you are, and if they can trust you. Your nurture sequence is key to showing how your journey mirrors theirs, and how you built the tools to help both you, and them.

When we have built that foundation, and only once we have built that foundation, we want to reveal the *solution* to the reader's problems.

In this email, we pitch the product for the first time, link to the sales page, and describe everything that's in the course

Example Email


Subject Lines:

- [Product] is open NOW (until Friday)

I'm super-excited to announce that [Product] my course on [goal] is now open.

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Click here to learn more about [goal]



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Here's what you're going to learn in [Product]

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Click here to see the full details on the course

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But you need to act today.

[Product] closes this Friday at 11:59pm Pacific.

All the details are here: Join [Product] Now

- Signature



Day [THU]: Is This Right For You

In this email, we address the initial objections and questions that readers may have about the course. The objections that we are overcoming here are not objections to **purchase**, but questions about whether the product is a good fit for the reader. (We get to purchase objections in the next email).

The best way to overcome best-fit objections is to provide testimonials and examples of people like the reader, that they can identify with. Show videos, quotes and more about how people like them have overcome their problems.

Example Email

Subject Lines:

- Is this right for you? Let's find out...

The #1 Question I'm getting about [Product] is:

"Is this right for me?"


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Today I have detailed answers to some of your biggest questions about the course.

Click here to get answers to the most common questions about [Product]

Here are a couple of the biggest questions:

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And if you don't get the answer you're looking for, you can email me and I'll help you out the best I can.

The Next Step...

If you're still not sure if [Product] is right for you, please click here to read 7 uncensored reasons why some of the currently enrolled students joined.

If you're ready to invest in yourself and join the program, we're ready for you here:

Click Here to Join

Enrollment closes TOMORROW NIGHT at 11:59pm PST.

Hope to see you inside.

- Signature

PS - Here's what a few of our recent students had to say about joining the program:

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Day [FRI AM]: Today's the Day

This is the hard-sell email. In this email, we're pulling out all the stops to convince people to take us up on the offer, and presenting reasons that the top 3 objections shouldn't prevent them from buying.

Example Email

Subject Lines:

- Where will you be a year from now?

[Product] closes TONIGHT at 11:59pm Pacific. I noticed that you haven't joined, but before you do, I wanted to share something with you.

A while back I asked people how long they'd been stuck in the rut -- thinking about getting out.

- "2 years"
- "4 years"
- "A long time"

I thought this was crazy.


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3 Fallacies that People Tell Themselves About Success.

1. Stupid Reason #1

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2. Stupid Reason #2

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3. Stupid Reason #3

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Stop waiting for success. Do something about it.

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It's time to decide.

Right now -- or until 11:59pm Pacific -- you have the chance to do something about your life.

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It's your turn to make a decision. In a year from now where will you be?

- Signature

Day [FRI PM]: Cart Close

This email is the last email that we'll send readers during the initial sales funnel (We'll get into more detail about post-funnel emails in another book). In this email, we set up three aspects of the pitch:

- Time to make a decision:
What happens to your pain point if you take the offer? What happens if you don't?
- Overcome objections with "people like you"
- Reiterate the security of the choice, and that buying does not lock them into a commitment (money-back guarantee), but not taking the offer means that they miss their chance.

Example Email

Subject Lines:

- [Product Name] closes at midnight -- Did you decide?


[Product] closes tonight at 11:59pm Pacific.

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In fact, here are a few examples of why people joined [Product]

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You don't have to be the best. You just need to take the first step. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut



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So, I have a simple request: You already told me that you want to learn more about [goal]. I think I can help you. Take the 5 minutes to read about [Product] and decide if it's right for you.

If not, no worries. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

As always, if you decide to try it, you're protected by my 100% money-back guarantee.

The course closes at 11:59pm Pacific. I hope to see you there.

[Click Here](#) to learn more about [Product]

- Signature

Track Leads Through Every Step of Your Hero's Journey

Now that you've learned how to nurture your leads through the Hero's Journey, and how to drive conversions through emotional connections with your leads, you're well on your way to improving your marketing campaigns ten-fold.

The steps laid out in this guide are key to optimizing your marketing funnels, in improving engagement with your readers. But this is just the beginning.

I'm going to let you in on a secret about marketing, that I've learned working with some of the most effective marketers out there. The quick sale is always the easy path.

But building a connection with your customers is the most effective and lucrative way to increase the value of your business.

Repeat customers, dedicated followers, people who believe in your message -- all of them will move the Earth itself to help you, evangelize your brand, and form the foundation of your successful business.

And that all starts from understanding what inspires your most valuable leads.

The best way to do that? Find the lead sources and touchpoints that bring in your most valuable leads.



Customer Voices

“SegMetrics has helped us get way more value out of Infusionsoft and provided reports that we could only dream of in IS. If you want to know where the opportunities are hiding in your customer and subscriber data, SegMetrics will show you.”

Evan Tardy — President of Axe Wellness

