

5:3:1 Template

Overview

The 5:3:1 template is designed to generate immediate interest and engagement from potential clients by offering a clear, time-sensitive opportunity. Here's the purpose behind each section:

5 people: This creates urgency and exclusivity, indicating that the offer is limited to a small group, which can drive quicker responses.

3 months: Defining a specific time frame sets a clear expectation for when the client can expect results, making the offer more tangible and actionable.

1 outcome: Focusing on a single, specific goal helps potential clients quickly understand the value they will receive, making the offer more compelling.

Qualifiers: These are designed to pre-screen and attract only ideal candidates. By listing the characteristics or situations that make someone a good fit, the email filters out those who may not benefit from the offer, increasing the quality of responses.

Call-to-action: Asking for a reply with a specific word in the subject line further encourages quick action and simplifies tracking responses. It adds an interactive element that makes the reader feel engaged.

Overall, this template is a strategic tool to quickly capture and qualify leads for a limited-time offer, creating a sense of urgency, exclusivity, and personalization.

Customizable Email Template

Subject: "Ready to Achieve [Desired Outcome]? Only 5 Spots Left!"

Hey [Name]

I am looking for 5 people who want _____ [1 outcome] in the next 3 months.

If you...

Qualifier 1

Qualifier 2

Qualifier 3

Qualifier 4

We will take people on a first come first serve basis. Hit reply to this email with the word 'Health' in the subject line and I will send you all of the details.

Yours in Health,

[Your Name]