

Recommended Send Schedule

How To Deploy The 25 Campaign Pack

This framework is designed to keep your email flow balanced while maximizing:

- engagement
- clicks
- trust
- conversions

Instead of sending random promotions every day, the goal is to gradually move subscribers through different emotional stages.

This creates a much more natural email experience and usually performs significantly better over time.

Recommended Daily Flow

Day 1 → Re-Engagement

Goal:

Wake inactive subscribers back up and rebuild attention.

Recommended Focus:

- curiosity
- pattern interrupt
- simple conversational emails

Avoid:

- hard selling
 - long copy
 - aggressive urgency
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Day 2 → Curiosity / Open Loop

Goal:

Increase opens and clicks through curiosity.

Recommended Focus:

- unfinished stories
- interesting observations
- “something weird happened”
- unexpected results

This category is designed to train subscribers to open future emails.

Day 3 → Authority / Story

Goal:

Build trust and position yourself as experienced.

Recommended Focus:

- lessons learned
- mistakes
- insights
- personal observations

This category helps increase long-term engagement and credibility.

Day 4 → Direct Offer

Goal:

Transition subscribers into action.

Recommended Focus:

- simple CTA
- deployment angle
- practical benefits
- easy setup

Avoid:

- overexplaining
- hype-heavy copy

Simple usually converts better.

Day 5 → Scarcity / Urgency

Goal:
Create urgency and encourage action.

Recommended Focus:

- limited access
- closing soon
- traffic volume
- support limitations

Scarcity works best AFTER:

- engagement
- curiosity
- trust
- authority

Never lead with urgency first.

Important Deployment Notes

Keep Emails Short

Shorter emails often outperform long walls of text, especially in MMO and affiliate niches.

Avoid Overcomplicating Funnels

Simple deployment flows usually work best:

- simple page
- simple email
- simple CTA

Complexity often lowers conversions.

Stay Consistent

The biggest mistake most marketers make:
sending inconsistently.

Consistency beats perfection.

Recommended Sending Frequency

For most lists:

- 1 email per day
- preferably same time daily

Consistency helps train subscriber behavior.

Suggested Weekly Rotation

Week 1:

- Re-Engagement
- Curiosity
- Authority
- Direct Offer
- Scarcity

Week 2:

Repeat cycle with different campaigns from each category.

This keeps the email flow fresh without overwhelming subscribers.

Final Note

The goal of this framework is NOT to create “perfect funnels.”

The goal is:

- consistent deployment
- faster execution
- steady optimization
- simpler scaling

Simple systems usually scale better over time.