**“Help Me, Help YOU” Campaign – Segmentation Series**

The purpose of the “Help Me, Help YOU” campaign is to have your subscribers to participate in a simple survey to let you know what they want/need the most right NOW.

The survey should allow your subscribers to TEMPORARLY segment themselves by interest or pain point.

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**NOTE:** To increase participation, you can add a “Thank You” gift that is delivered after they take the survey.

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**Email #1**

**Subj:** What’s your BIGGEST problem? **Subj:** Are you stuck?  
**Subj:** What has you stuck?

There are lots of things in **[INDUSTRY/BUSINESS/WORLD, etc]** that cancause you to get “stuck”…

So, what has you stuck?... and how can I help YOU?

Tell me here: **[LINK TO SURVEY]**

Seriously, it’ll take less than **[TIMEFRAME]**, and it will truly “HELP ME, HELP YOU!”

Here’s that link again:

**[LINK TO SURVEY]**  
  
It’s only **[XX]** question**(s)**, and if you help me out I just might reward you with something cool on the other side. (Hint, hint…) :)

Thanks in advance,

**[YOUR NAME]**

**Email #2 (Send 1 Day After Previous Mail):**

**Subj:** I need your help…please

**Subj:** Help me, HELP YOU!

I’m burning the midnight oil to produce a new **[VIDEO/BLOG, etc.]** series for you, but I want to make sure I’m covering the topics that YOU are most interested in.

Will you please do me a favor?... Go here and let me know if I’m on the right track?

**[LINK TO SURVEY]**

If you do, you’ll not only help me create and deliver an amazing **[VIDEO/BLOG, etc.]** series… I’ll also have a little “thank you gift” waiting for you on the other side.

Please do it now while it’s fresh on your mind….

**[LINK TO SURVEY]**

It’ll take less than **[TIMEFRAME, ex. “80 seconds”]**, (literally!!) and I will be forever grateful.

Thanks much,

**[YOUR NAME]**

**Email #3 (Send 1 Day After Previous Mail):**

**Subj:** LAST CHANCE to make your opinion known...

**Subj:** Speak now or forever hold your peace…

**Subj:** I want to help, but I’m almost out of time…

I want to know that I’m sending you EXACTLY what you need to help get you “unstuck” every week, but I need your help…

…If you could take this simple **[TIMEFRAME, ex. “80 seconds”]**, survey, it would truly “HELP ME, HELP YOU!”...

...and I'll give you **[NAME OF THANK YOU GIFT]** as a Thank You Gift!

It will be waiting for you when you complete the survey.

Here’s the link:

**[LINK TO SURVEY]**

But make sure you take the survey right away…

…because I’m about the close down the survey.

Thanks in advance,

**[YOUR NAME]**

P.S. This is the LAST CHANCE you have to help shape future content, so make sure you have your voice heard right now…

…take this survey now:

**[LINK TO SURVEY]**