

## JN SCAS Guide Download & Content Page Email Sequence

Email 0

**Subject line:** Your StoryTelling with Charts Guide download link

Dear {{{contact.first\_name}}},

Thanks for requesting the StoryTelling with Charts Guide Chapters.

[Here's the download link for your free Chapters.](#)

This guide is your first step to invigorating your professional presentations. No matter what presentation experience you have, the StoryTelling with Charts system will soon have you mesmerizing audiences and motivating them to act like never before.

I suggest you download the guide and look through it today while it's fresh on your mind. This will help you get started upgrading your presentations quickly.

I'll be sending you some tips by email over the next few days to help you get started creating captivating presentations.

To your presentation success,

Sam

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Wait 24 hours

Email 1B

**Subject Line:** That's all wrong...

Dear {{{contact.first\_name}}},

Did you get a chance to download and look through the StoryTelling with Charts Guide?

If you didn't, here's the download link again.

In my many years of creating professional presentations for elite-level international business and government clients, I learned some important lessons.

One is that most commercial presentation courses and training programs get it all wrong. This makes it especially hard if you're new to creating presentation decks.

I know this from personal experience. I still remember when I was new to the consulting profession and my presentation decks didn't produce the results I wanted. It was so frustrating. I was doing what I'd been taught, but it wasn't working.

So what's wrong with the commonly accepted commercial method for creating presentation decks?

I [explain the problem in this article and offer you a solution.](#)

Until next time,

Sam

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Wait 2 days

Email 2B

**Subject Line:** Too much data? Try this...

Dear {{contact.first\_name}},

25 years ago, we all struggled to find good data online. There wasn't much of it.

Nowadays, we have so much data available for free we seldom need to pay for quality data. But access to all of that free data is a double-edged sword.

How do you sift through seemingly limitless amounts of data and decide what data will make a compelling, persuasive presentation?

The answer is something I call the 99/1 Rule.

You can [read about it here.](#)

Best,

Sam

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Wait 2 days

Email 3B

**Subject Line:** Get these wrong and you'll lose 'em...

Dear {{contact.first\_name}},

Creating powerful presentations that intrigue your audience and motivate them to act requires more than just eye-catching slides.

You need a well-thought-out storyline, carefully chosen data displayed on the most effective chart types, and consistent use of slide elements.

It's easy to get caught up in the thought process of developing your storyline and creating easy-to-understand charts, and then not give the elements much thought. Many people don't understand the importance of the individual elements of their slides.

You need a clear understanding of how the slide elements, such as headlines, labels, color, fonts, sizes, and locations affect how your audience perceives your message.

Poorly constructed slides with inconsistent slide elements can distract your audience. This can cause them to miss your core message, no matter how good your storyline and charts are.

Find out more about [how to use slide elements correctly here](#).

More soon,

Sam

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Wait 2 days

Email 4B

**Subject Line:** Effortlessly create visual charts that validate and fascinate

Dear {{contact.first\_name}},

You've got a story to tell. Your research is done, and now it's time to get your story out into the world.

But now comes the hard part, right?

You have to sort through all of your data, organize it, and decide on the best format to use to present it to your audience.

There is a better way.

I've developed a framework that simplifies the whole process. It works for any topic, in any media, too.

I call it the 5-Step Universal Framework, or "5SUF" for short.

You can use this framework to quickly create compelling visuals using the perfect data to validate your claims.

The 5SUF walks you through the procedure. It begins with your hypothesis and then helps you choose and analyze the best data to support your claim. Finally, it helps you choose and create the perfect visual charts to highlight your data so your audience will easily understand.

Learn more about [the 5-Step Universal Framework here](#).

All the best,

Sam

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Wait 3 days

Email 5B

**Subject Line:** How to keep from boring your audience to death

Dear {{contact.first\_name}},

One surefire way to put your audience to sleep is to give them large blocks of dense text to go through.

It doesn't matter whether they're watching a live presentation, a video, or reading the text. Most media consumers will quickly lose interest in text-heavy material unless they're highly enthusiastic about the subject.

So how do you deliver large amounts of textual information to your audience so they can easily consume it?

You convert your text into qualitative charts.

Qualitative charts simplify your ideas from text so they can be easily understood at a glance.

This type of chart is very useful for presenting case studies, legal advice, or any other topic that relies more on text than on numbers.

You can [find out how qualitative charts can fascinate your audience using fewer words here.](#)

Your audience will be more attentive when you put qualitative charts to work for you.

Best of luck,

Sam

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