

The **Non-Fiction** TRAP System

By
ServeNoMaster.com

Welcome to the TRAP System. This is a series of SEVEN powerful emails that will turn your readers into raving fans, get you more reviews and generate more sales for your business.

Please make sure to use the correct version of this system for your genre. There is a fiction and a non-fiction version of the TRAP system. Make sure you grab the right one!

This is the **NON-FICTION** version.

If you don't write fiction, please open the other document now.

Do not simply copy and paste these emails into your autoresponder without reading them. Each email has sections that you will need to customize, such as the name of your book. Those sections are in [brackets] to make them easy to find.

If you don't have an email service yet, I recommend ConvertKit ->
<https://servenomaster.com/convertkit>

They are the company I use for all my email needs.

Email #1 (Sending your opt-in freebie)

SUBJECT: Grab Your Free Gift!

Thank you so much for reading [**name of book**]!

I have your gift waiting below, but first I want to ask you to take one tiny little step.

I'm going to send you some additional content that I've developed since finishing the book.

I want to give you as much value as possible and help you on the path to achieving greatness.

Please whitelist this email to be sure that my future emails get through.

That's all you have to do to ensure you get the rest of your bonus content :)

Here is your [**free gift**]:

[LINK]

Talk soon,

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- [your name]

P.S If you aren't sure how to whitelist an email, I put these instructions together for you:

[LINK to instructions on your website like <https://servenomaster.com/whitelist/>
or write in email]

Email #2 (Introduction email & encouraging them to read your book)

SUBJECT: The first step toward [result of reading your book]...

Hey, it's [your name] again, the author of [name of book].

Just in case you missed your freebie, here's the link again:

[LINK to download free gift]

You may be wondering who the heck I am.

[brief personal intro + interesting facts about you]

I hope you had a chance to read over the first chapter or two of [name of book].

I hope you've dug into it, and I hope it [result of reading your book—inspired, helped, entertained etc]

But I've got one quick question for you...

[are you taking this specific action to help achieve desired result]

[why they should take action]

And I'll put this as gently as I can... [describe effects of not taking action]

Maybe it's time for some action?

Can I safely assume that achieving [result] is just a bit more interesting to you?

Sit down and read [specific section] of [name of book], if you haven't already.

I want to help you, and we are on this path TOGETHER.

Start by setting small goals and letting yourself know that you CAN do this.

What you'll be doing is...

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Setting yourself apart.

And putting yourself in a select group of people that actually TAKE ACTION instead of talk.

And that is truly the first step on the path to...

[desired result]

Talk soon,

- **[your name]**

P.S I know you have a busy life and I just want to remind you that we have a TRIBE where you can **[get guidance and support from other people climbing the same mountain]**

If you haven't yet, please make sure to join my special Facebook group filled up to the brim with amazing and supportive people who can't wait to meet you.

[LINK to group]

Don't wait! Join Us NOW.

Email #3 (Asking people to join your tribe)

SUBJECT: Do you have what it takes?

That's a subject line that really GRABS YOUR ATTENTION, right?

When you're just starting **[reader's initial situation]**, you're not sure if you 'have what it takes'.

But I'm happy to let you know whether you have the 'it' factor, and you're on the road to success. You ready?

The #1 factor for **[desired result]** is your personal network.

Were you expecting **[common myths or advice]**?

All those things are important, but the people around you will always control your destiny.

They can lift you up... and they can clip your wings.

The people around you have the power to make our break your destiny.

The way you talk and think about the world is contagious. It's human nature.

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Finances work the same way. A poor person surrounded by wealthy friends will get pulled up to their level naturally. It's inevitable.

Our friends have the ability to control our actions.

If all your friends are broke and miserable, you are too.

If all your friends veg out and watch Netflix for half the day, you do too.

And if your friends guzzle down sugary drinks, you do too.

We could go on forever, but I know you understand.

This is a hard message, but your five closest friends are not always going to be on the same page as you.

You probably went on a rough emotional journey to get to this place...

Your friends haven't always been on that journey.

They can poke fun at you, tell you you're gullible and getting conned, they'll root against you for you to fail, they'll mess your mind up.

And the crazy part is, sometimes they'll get MORE negative as you move upwards and start feeling success kicking in.

Why? Guilt, I guess. The same thing can happen when you're trying to lose weight or make any other positive change.

SURROUND yourself with the right people, people who believe what you do.

FIND a mentor who understands your values and can lead you to a better day.

JOIN a group of people who can help you.

Now, in the last email I sent out, we talked about taking action. Here's a chance for you to **TAKE ACTION** and find a network that wants to bring you up.

Join my Facebook **TRIBE** and begin to connect with people on the same path... people that will lift you up and encourage you to achieve the freedom you so richly deserve.

[LINK to group]

I can't wait to see you inside!

- **[your name]**

Email #4 (Encouraging engagement & conversation)

SUBJECT: I'd love to talk with you

What's the number one thing holding you back from **[desired result]**?

I want to know, hit reply to this email and tell me all about it.

There's no automated reply or virtual assistant, I'll personally answer every single email.

The number one thing that often stops people from achieving their goals is a **poor mindset**.

There's nothing wrong with keeping your head on a swivel, but this mindset leaves you focused on the wrong things.

We all have that friend who sees every glass as half empty.

And that mindset can turn into a prison all on its own.

Successful people are always thinking and talking about their goals.

If something isn't working for them, they cut it from their lives and go on to something else.

They'll do anything to get where they need to go.

Unsuccessful people are always blaming someone else.

Nothing is ever, ever their fault.

They're never under-prepared, under-funded, or under-skilled, and if they are, it's a burden placed on them by the universe, and not something they can change.

Successful people are always taking responsibility for themselves.

They don't flagellate themselves, but they understand that if you're responsible for something, you have the power to improve it.

Poor people settle.

This isn't always their fault—but they're trained to make sacrifices, settle for less, and hope that the world recognizes that they're 'good people' and rewards them for it.

Successful people HATE settling because it feels like losing.

They're so laser focused on their goals that getting less than 100% of what they came here for isn't tolerable.

They need to get where they're going without delay.

Observe the people who are where you want to be, find people you trust, and learn from them!

Make the choice to have a successful mindset.

Here's something that will help you take that first step: **[LINK to helpful resource]**

Remember, let me know what's holding you back.

I want to help you.

Hope to hear from you soon,

- **[your name]**

Email #5 (Asking for feedback)

SUBJECT: Can you help me out?

Hey **[first name]**,

I hope you've had a chance to read **[name of book]**.

I was hoping you could help me out.

I would LOVE to hear any honest feedback you have and how I can do better.

If you could just answer one question, I'll send you a **[free gift]** as thanks!

What was your favorite thing about **[name of book]**?

As soon as you reply, I'll send over your **[free gift]**

I am so grateful for your help.

You are awesome,

- **[your name]**

Email #6 (Respond to positive feedback)

SUBJECT: Thanks [first name]!

Thank you so much **[first name]** for your awesome response!

I loved hearing about **[favorite or most impactful part of their response]**.

Since you're enjoying the book so much, I was wondering if you'd be able to copy and paste your comment into an Amazon review?

[provide copy of their comment + direct link to Amazon]

It would only take a minute of your time, and it helps a LOT.

I'd love for others to enjoy **[name of book]** as much as you did.

Talk soon,

- **[your name]**

Email #7 (Follow up with non-responders)

SUBJECT: I want to hear from you...

Hey **[first name]**,

Just checking if you got my last email. I know my inbox can get super swamped.

I could really use your help if you've read my book **[name of book]**.

If you've got just 10 seconds, would you please give me your honest opinion of **[name of book]**?

I'll send you your **[free gift]** right away!

You've still got until **[deadline]**, and I don't want you to miss out on your **[free gift]**.

Just shoot me a reply to this email saying 'please send the questionnaire'.

I'll be looking out in my inbox for you :)

- **[your name]**