

Draft Your 7

7-Message Strategy · Apply-It Worksheet · OPTIMUS

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Seven messages, one arc: pattern-break attention, build trust, show proof, invite with value, then make it a rhythm you can sustain. You don't need drafts today — you need the SPINE.

Scope: one coffee. 8-12 minutes, a pen, one real situation. No hypotheticals.

1 · The situation

Who is this sequence for (one audience, one list), and what's the ONE action the arc should end in?

2 · Apply the framework

Write only the subject line + a one-line preview of each message. Spine, not prose:

1 · The pattern-break (earn the open) — Subject: _____ Preview: _____

2 · Trust (who you are, why you're safe to read) — Subject: _____
Preview: _____

3 · Proof (a receipt, not a claim) — Subject: _____ Preview: _____

4 · Value (give something real, no ask) — Subject: _____ Preview: _____

5 · The invitation (the ask, plainly) — Subject: _____ Preview: _____

6 · The objection (answer the real hesitation) — Subject: _____
Preview: _____

7 · The door (last call + what continues after) — Subject: _____
Preview: _____

3 · What changes now?

One concrete action, small enough to start **today**. Draft message 1 in full — just message 1 — and schedule it.

I will: _____

By (date): _____

4 · Where else does this apply?

Name the *next* place in your work the same framework fits. (This is your seed for next week.)

Finished this? Next time you land in the portal, the recommender will surface your next series. Keep the sheet — revisit it next week and see what moved.