

More
Bonuses!



THE MAGIC OF A GREAT EMAIL SEQUENCE



Email #1 - Welcome

A welcome email should be immediately sent when a person subscribes or signs up for an opt-in. You can include a greeting and thank you note for trusting you with their email. You can also briefly describe who you are and what you plan to do with your website or blog. Keep it light, friendly, and fun. Let them know there are only great things to come from your business relationship. This email will be sent out automatically when someone subscribes to your list or opts in for a content upgrade.



Email #2 – More Great Stuff from You!

Send more free resources and valuable information to your subscribers in this email. Examples might be a link to a particularly popular article, a podcast, a video of you, a helpful checklist, etc. The goal is to get them eager to get your emails and open them.



Email #3 – Unveil the offer

In this email, the goal is to build the bridge between the free content (opt-in and other material) the reader has just consumed and the offer (sign up for the newsletter, sign up for the course, etc.) that you are now promoting. (There should be an obvious link between the two!)



Email #4 – Give the details

Now that the person knows your offer, it's time to ensure they have all the details. Think of this email as the "mini sales page". You can steal sections from your sales page to send in your marketing.



Email #5 – Share testimonials and case studies

If you've got them, flaunt them! Don't be afraid to ask for testimonials or to approach some of your best clients for more in-depth case studies (you can even ask them to write an email for you!). Social proof always helps.



Email #6 – Go deep with your big WHY

These are always my BEST, most impactful emails. I often get responses from these emails saying, "This made me cry!" That's because I always get super vulnerable and share real down-and-dirty details about my life and why I've created the offer I'm promoting. If you had to pick ONE email, this would be it.



Email #7 – Overcome the significant objection(s)

There are always a couple of hesitations people will have to say "yes" to your offer. Is it something external, like time or money? Is there something internal like not feeling ready?



Email #8 – Warn that the cart is closing

I usually send 2-3 (or even more) emails toward the end of a launch because more than 50% of customers purchase at the last minute! (That's why I offer limited-time bonuses or early bird pricing. It gets people to decide and buy earlier rather than later).

And...
Another Bonus!

Anatomy of an Email Template

Email Subject Line:



Email Opening Paragraph

Email Body

Call to Action, Email Close, Signature

P.S.



7 components of a good email signature:

- Personal and business details.
- Contact information.
- Personal photo/company logo.
- Call-to-Action (CTA)
- Social media icons.
- Animations (optional)
- Add-ons for specific professions (optional)

<https://www.wisestamp.com/signature-examples/>

"Entrepreneurship is like living a few years of your life like most people won't so that you spend the rest of your life living like most people can't."

-Anonymous

Another Bonus!

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Adjectives to Spice Up Your Emails

Highlight Your Favorites, Create Your Own.



Snazzy	Fantastic
Juicy	Brilliant
Sizzling	Powerful
Easy	Attention
Crazy	Grabbing
Awesome	Delicious
Epic	Mouthwatering
Best	Gorgeous
Darn Good	Successful
Fab	Valuable
Go-Getter	Useful
Fascinating	Fantastic
Unbelievable	Efficient
Beautiful	Trendy
Terrible	Beautifully
Controversial	Baddest
Shocking	Kick-Ass
Fluffy	Irresistible
Tasty	Clever
Seductive	Winning
Proven	Formulas
Recommended	Seriously
Spiffy	Disturbing
Sleek	Savvy
Insane	Useless
Outrageous	Mind-blowing

What Words Would You Add?

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