

Get Your Essential Emails DONE - Together

WEEK TWO – EMAIL TWO



Remember Your End Goal

WHAT OFFER WILL YOU BE LEADING TO BY END OF 5-EMAIL SERIES?



Pick 1 Path for Now

Bare Bones 5 Essential Emails

Deliver the request

Build more rapport – stories

Give more value – best
content

Set up problem or offer

Reminders – stay in touch,
CTA for offer



Welcome Email – deliver the gift



Nurture 1 – **Story** – share your short story (ties to what you do/how you serve)



Nurture 2 – **Value** – send something useful, helpful (video, best blog post, checklist, infographic, case study)



Nurture 3 – **Agitation** – start talking about problems your prospect has (that you solve), remind them why they came to your list for help with X



Nurture 4 – **Solution** – reward them, offer solution to problem you poked at – prospect should be excited to see clear solution



Nurture 5– **Proof** – proof you can do what you say; testimonial, case study, social proof, quotes, stats

Here's your gift - get to know me

Path A -
Content/Value



Best Content


Share Your Story - WIIFM

Join Me - offer intro

Expectations - thanks, stick around

Path B - Problem/Solution

Your gift + here's a
related problem



There are solutions to
problem

Here's the solution

Solution Helps Others

CTA - Get your
solution now

Path C – Content/ Expert Options

Your gift + related free
content



Content is Good ... But
Still a Problem

More options – save
you time, \$, DFY

Social Proof – others
love it

CTA – time-sensitive

Path D- Story / Solutions

Your gift + a personal
story



Story > You Created
Fix

Address Objections

Solution - time-
sensitive

Reminder of Solution

Toddler Tantrums – Email 1

Subject: *OMG We were mortified!*

- Share story about young Brandon + full blown meltdown at local pasta place
- Share how felt awful, helpless, like everyone thought you were bad parent
- Tell how went home, Google'd all the tips, read posts, looked for any reasonable strategy – you found ONE tip that could work ...
- It DID work! You'll tell them more in next email

Toddler Tantrums – Email 2

Subject: *This is what made all the difference ...*

- Share journey of research, trial, error
- Share the solution – give them a tip or two on what to do (but not the total HOW to do)
- Introduce you created a video course for parents just like you
- Share what went into creating course, why so important for you to share it

Email 2 Options

- Remind them how to get most from your email opt-in gift
 - *“Did you check out tip # 3 on pg 3? I really like it because”*
 - *“Hey, have you had a chance to access your mini training? There’s a real [time-saving, team-building, etc) tip at minute 5 – be sure to watch!”*
- Share a surprising fact, myth, problem related to your free gift – and how your gift helps
 - Could be told as anecdote, short story snippet (yours or from client/student)

More Email 2 Tips

- If following Path C – Expertise - how can you link to some top content that gives value AND shows expertise?
 - Take snippet, tip, key learning from that content AND point out how know X is only part of solution. You also need Y, Z So watch for the next email with more.
- If Following Path A – top content – how does your top/best content position you towards evergreen offer?

Email 2 – Example

YOUR NAME here from YOUR WEBSITE and yesterday you signed up to get my NAME OF DOWNLOAD

Today I just wanted to check in and make sure you got it, downloaded it, and that you began going through it.

As I told you I have a lot to TEACH YOU/SHARE WITH YOU and just want to make sure you're getting started. 😊

If you missed it, here's your download link again >>> [link]

Now, as I've said, I've got a lot I want to TEACH/SAY/SHARE WITH YOU

[SHARE ONE TIP FROM GIFT]

Ok, that's it for today. Next email I have ANOTHER TIP to share with you – something I call {NAME OF PROCESS/SYSTEM/COURSE}.

You're gonna love it, so watch your inbox so you don't miss it!