Get Your Essential Emails DONE - Together

WEEK TWO - EMAIL TWO



Mighty Marketing Mojo

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



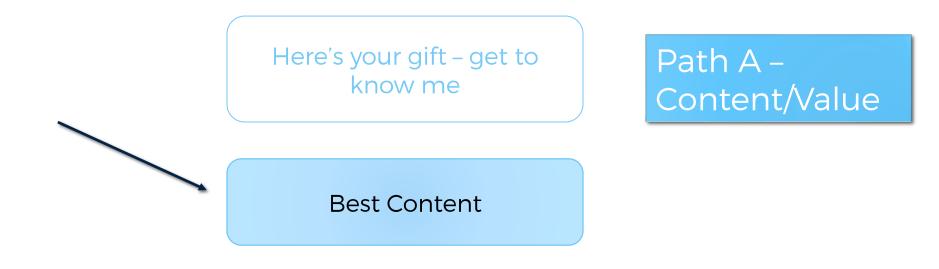
Nurture 2 - Value - send something useful, helpful (video, best blog post, checklist, infographic, case study)

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



Share Your Story - WIIFM

Join Me - offer intro

Expectations – thanks, stick around

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 B – Problem/Solution

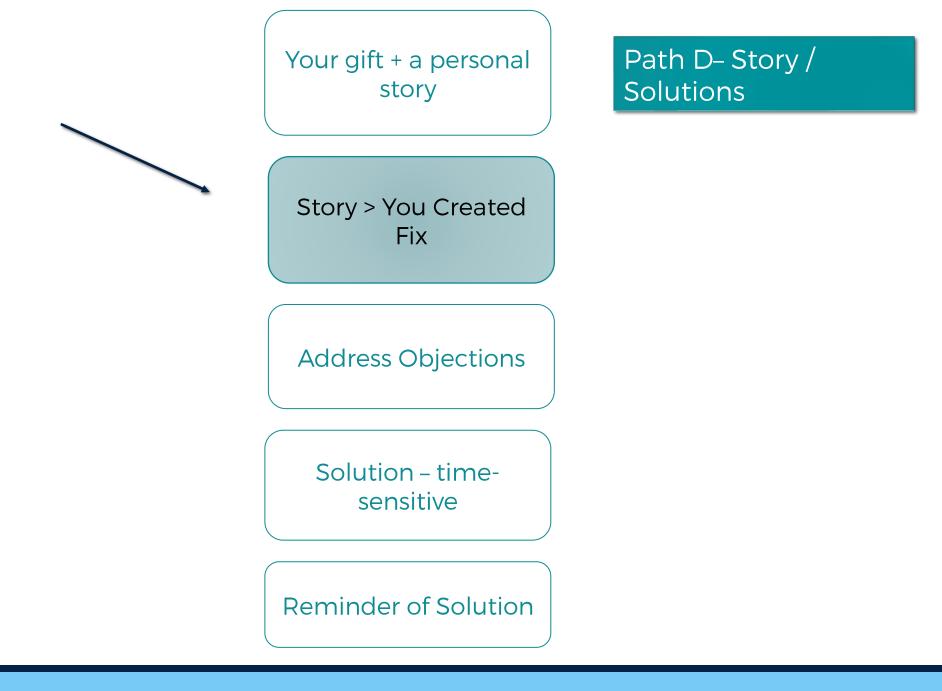


More options – save you time, \$, DFY

Social Proof - others love it

CTA – time-sensitive

Path C – Content/ Expert Options



Toddler Tantrums – Email 1

Subject: OMG We were mortified!

- Share story about young Brandon + full flown 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, teambuilding, 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!