# **Get Your Essential Emails DONE - Together**

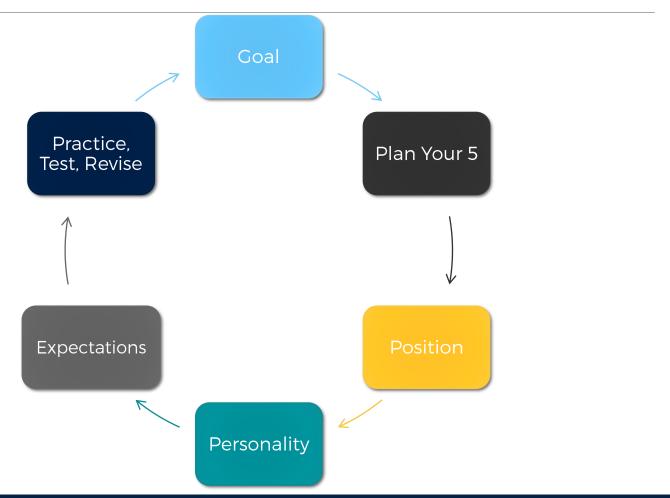
**WEEK ONE - EMAIL ONE** 



## What's Your End Goal

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

#### Start w/ a Goal - Plan Your 5



#### What's Goal of YOUR Essential Emails?

- 1. Connections, building relationships
  - Sharing stories, anecdotes, personality
  - Create good impression, set tone, have looking forward to emails
- 2. Share resources to establish expertise + credibility
  - Answer questions, share testimonials, top content
- 3. Make audience aware of problem/situation you/your offer as a solution
  - Walk through the situation, position solutions, answer questions

#### 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



**Pick 1 Path for Now** 

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

Your gift + here's a related problem

## Path B – Problem/Solution

There are solutions to problem

Here's the solution

Solution Helps Others

CTA - Get your solution now

Your gift + related free content

Path C – Content/ Expert Options

Content is Good ... But Still a Problem

More options – save you time, \$, DFY

Social Proof – others love it

CTA - time-sensitive

Your gift + a personal story

Path D- Story / Solutions

Story > You Created Fix

Address Objections

Solution – timesensitive

Reminder of Solution

### **Example – Stories to Offers**

#### No More Toddler Tantrum video course

Build around story of your own tantrum-throwing kid and how you felt Share a story about time your kid screamed, pounded the floor at a store, and again at a restaurant – you were mortified

- 1st email makes aware of the problem AND they want to solve it (the tantrum in restaurant). How you searched for solutions everywhere! Found 1 thing worked
- 2nd email share the tip you tried and how had tantrum-free meal.
  Tell how developed more tips
- 3<sup>rd</sup> Email introduce your video course
- 4th Email Common questions/objections
- 5<sup>th</sup> Email Remind them special offer ending