

Email Auto-Responders PHASE 1

HOW IT WORKS

As soon as someone signs up (or opt-ins) to receive your main free giveaway from your site send them a series of 8 emails set to go out every 2 days for a period of 2 weeks. The intention is to NOT sell but instead give them added value.

Whenever possible add an image into your email that represents what you are giving away. For example, if you are sharing a video then include an image of the video with a play button on it. These images are more likely to get clicks than your text so make them professional and enticing.

See below for 2 examples:



Here's how to create your own Phase 1 Funnel:

- ❖ **STEP 1:** Answer the questions on the next 2 pages.
- ❖ **STEP 2:** Lightly edit your answers to form an email by adding an intro and sign off and links to special pages on your website where you are giving away more materials.
- ❖ **STEP 3:** Paste in your newly written emails into the email auto-responder of your choice such as MailChimp, Aweber or Office AutoPilot.



AUTOPILOT
Your Business

EMAIL 1 (sent immediately)

Intention: To give away your free item mentioned on your opt-in form and set the tone for the next emails

Questions:

- 1) Why are you excited they opted-in to your list?
- 2) What is the single most important thing you hope they pay attention to in your freebie?
- 3) Close by mentioning to look out for your upcoming bonuses coming their way soon.

EMAIL 2 (sent on Day 2)

Intention: To build rapport

Questions:

- 1) Acknowledge them for coming on this journey with you.
- 2) In case someone did not open your freebie what is the main point you want them to remember?
- 3) Mention how the best place to get quick tips and ideas they can implement ASAP in their business is by hanging out on Facebook with you (or another social media account you use). Give examples of what you will be posting there.

EMAIL 3 (sent on Day 4)

Intention: To demonstrate your expertise by giving another gift such as an article or video, etc. (this can be something you already have in your content)

Questions:

- 1) Talk about what your next bonus is and why is it important for them to learn what you are about to offer.
- 2) Why have you specifically decided to give them this out of everything you have?
- 3) How will it change their life specifically should they choose to accept the gift from you?

EMAIL 4 (sent on Day 6)

Intention: To demonstrate your credibility and provide a case study from one of your clients (to 'seed' what you will be selling later)

Questions:

- 1) What is the most impressive before and after with a client you can discuss in a couple of paragraphs? List specific details about what changed for this person.
- 2) Why was this person skeptical to work with you and what specifically made them decide to work with you?
- 3) What can the person who got this email take away from this case study?



AUTOPILOT
Your Business

EMAIL 5 (sent on Day 8)

Intention: To start building the law of reciprocity by providing another bonus or gift (you can direct them to a certain blog post, webinar, etc.)

Questions:

- 1) Talk about your next bonus and why is it important for them to learn what you are about to offer.
- 2) Why have you specifically decided to give them this out of everything you have?
- 3) How will it change their life specifically should they choose to accept the gift from you?
- 4) Share something personal about you and how you used one of the items in this gift specifically in your business or life.

EMAIL 6 (sent on Day 10)

Intention: To build rapport through a personal story and check in (seed what you will be selling later)

Questions:

- 1) Why are you doing what you are doing today in business?
- 2) What is your mission in life and why does that matter to the person reading your email?
- 3) What is one little known fact about you?

EMAIL 7 (sent on Day 12)

Intention: Building law of reciprocity by providing another bonus or gift (can direct them to a certain blog, webinar, etc.)

Questions:

- 1) Talk about your next bonus and why is it important for them to learn what you are about to offer.
- 2) Why have you specifically decided to give them this out of everything you have?
- 3) How will it change their life specifically should they choose to accept the gift from you?
- 4) Share something personal about you and how you used one of the items in this gift specifically in your business or life.

EMAIL 8 (sent on Day 14)

Intention: Call to action and start to offer your signature product/service

Questions:

- 1) Who is your product/service for?
- 2) What could happen in their business/life if they buy it?
- 3) Why should they listen to you? What are your top 3 achievements.

Email Auto-Responders PHASE 2

These next 6 emails should be set to go out every 3-4 days. The intention is to mix valuable tips in with your products and services so you can start to convert leads into sales.

Since all businesses are different, and some offer more products and services than others, **here are the pointers on how to write these emails:**

1) You will still be adding value by sharing more bonus content. However in this phase you will be lightly selling your products and services. Even though you are offering value place your videos or bonuses on a web page where you strategically place a link to the sales page of your product or service that relates to the topic discussed in your “freebie”.

2) Continue your emails in a conversational approach and make them all about the reader and not you. Do your best to stay away from words like “I am”, “we have”, “we are” and instead use words like “this will help you to” or “you will be amazed when this starts happening in your business...” Whenever you can tie in the benefits to them.

3) Keep your emails short and respect their time. Get to the point fast.

TIP: Remember to use P.S. in the bottom of your signatures from time to time to really back up or highlight a point on your email. People tend to click on these links as much as those at the start of your email.

NOTE: *As soon as someone buys your main product or service remove them from this phase so they no longer get these emails. They no longer need them as they are now a client.*



Let's say your business sells an online weight loss program and also vitamin supplements on your website. Here is an example of how Phase 2 would work for this business. Use this as a guide for your emails.

EMAIL 9 (sent on Day 17)

Intention: Reminder and tease about your signature product/service

Follow up from Email 8 with a "Did you know" email that says "Did you know that in our program we also include x, y, z? We have found you get the best results when using these because....Then link to your sales page again.

EMAIL 10 (sent on Day 20)

Intention: Give a bonus that backs up why your program is so important to use and why not taking action is dangerous or can harm them.

You could share a quick report or video with obesity stats and how they hurt relationships.

EMAIL 11 (sent on Day 23)

Intention: Light sell into lower ticket items.

Talk about your most popular weight loss supplement on your site and why it is. Remember people when they see social proof so by saying it is your most popular item and how it has helped others backs this up. You will send them to the page on your site where they can buy your product and instead of saying "buy now" in your email try something like "If you want to check it out you can go here ____."

EMAIL 12 (sent on Day 27)

Intention: Give a bonus that is a sample of what is in your signature program.

Mention you wanted to share this component of your main weight loss program because you are finding it is the thing that really motivates people to make change. Take them to a page with the video or report that is only a snippet of the full content piece and include a link or button below that says "To get access to the entire program and to see the full version of this go here____" (send them to your sales page.)

EMAIL 13 (sent on Day 31)

Intention: Share a case study

Validate your business with a powerful before and after story and mention this was achieved from your weight loss program. Only share part of the story then include a link to the sales page where the rest of the story is.

EMAIL 14 (sent on Day 35)

Intention: Thank them

Thank them for sticking with you and share how excited you are about being able to continue keeping them up to date with the latest resources in weight loss and share what they can expect after they leave your funnel and become your "tribe" – reports, updates, bonuses, discounts, etc. – be specific with how this content will help them.



AUTOPILOT
Your Business

Now What?

- 1) You will either have subscribers removing themselves from your list which is OK because they will most likely never become a client.
- 2) You will convert leads into buyers.
- 3) You will start to build a tribe of followers who are not yet ready to buy but want to continue knowing what you are up to and will stay on your list.

After Phase 2, you will move into emailing out ongoing promotions, tips, newsletters etc. Whatever you feel you want to send you can.

NOTE: Take caution in sending your ongoing emails only to people who have finished Phase 1 and 2 so they don't get bombarded with more emails than above. Remember the idea of this funnel is to carefully build trust overtime with controlled messages. By mixing promotional emails into this mix you don't give people a chance to know you enough.