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Email Auto-Responder Script

As soon as someone signs up (or opt-ins) to receive your main lead magnet you will need to nurture your prospect.

This is a suggested series of 8 emails that you can set up to go out automatically every 2 days for a period of 2 weeks. The intention is to NOT sell but instead give them added value.

Step 1: Answer the questions below next to each email.

Step 2: 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, Ontraport or Infusionsoft.

Here is an overview about what each email will do. You will answer questions below that will form the basis to create each email.

Email 1

Where to access your “lead magnet” they signed up for.

Email 2

Check in about your lead magnet and mention another way to get the most benefit from your new relationship together such as liking your Facebook Page (or social media account of your choice) or looking at your top website resources.

Email 3

Give another gift. It is important to “seed” what you want them to buy in your content so if they consume it they are already interested in your offer. You can do this by “reverse engineering” what you are selling, breaking that into specific benefits and then providing a resource that will help them get 1 small result. Try and give something you have already to leverage your time and content or by “splintering” off a piece of your main product or service and giving that. I recommend sharing one of your most popular blog posts, a free PDF or report, a short video tutorial, a recorded webinar or an MP3 training or interview.

Email 4

Provide a case study from one of your clients by telling a short story of a before and after of working with you. It is best to choose a study of someone who used what you will be offering at the end of your funnel so you can “seed” it.



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Email 5

Provide another bonus or gift using same suggestions as what is mentioned in Email 3.

Email 6

Tell a personal story about something that happened to you and how it applies to what you are doing now.

Email 7

Provide another bonus or gift using suggestions in Email 3.

Email 8

Offer your “signature” product or service. For example this can be an eCourse, consulting package, product bundle, strategy session or event. It should NOT be to a page on your website with multiple offerings. This email sends people to a sales page.

Email Questions:

Answer the questions below in a short conversational approach.

Email 1 (Day 0) – to give away your free item and set the tone

- 1) Where can they go to download or get your lead magnet?
- 2) Why are you excited they opted-in to your list?
- 3) What is the single most important thing you hope they pay attention to in your lead magnet and why?
- 4) Close by mentioning to look out for your upcoming bonuses (as mentioned in email 3, 5 and 7 from above) coming their way soon and why you have chosen these for them.

Email 2 (Day 2) – to build rapport

- 1) Acknowledge or thank them for coming on this journey with you by answering an objection you normally see (*i.e. I know how busy you are and want you to know I won't waste your time.*)
- 2) In case someone did not engage with your lead magnet (most won't) what is the main point you want them to learn or use and how will it change their life if they do? Summarise something valuable so they can consume it from your email.
- 3) Include a link to where they can get your lead magnet again.
- 4) Mention where someone can come and hang out with you online (*i.e. Facebook or your free resources page on your website*) to continue



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getting the best info from you. Give examples of what you will be sharing there.

- 5) Include a link to this page.

Email 3 (Day 4) – to demonstrate your expertise

- 1) Talk about your next bonus you are giving to them and why is it important for them to consume it (what result will they get?).
- 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) Include a link(s) to this new resource.

Email 4 (Day 6) – to demonstrate your credibility

- 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 sceptical 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?
- 4) Include a link to the package or item the person used to get these results.

Email 5 (Day 8) – to start building law of reciprocity

- 1) Talk about your next bonus and what is 1 result they will get if they use it.
- 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.
- 5) Include a link(s) to this new resource.



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Email 6 (Day 10) – *to build rapport*

- 1) Why are you doing your 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?
- 4) Include a link to something (blog post or web page) that is very personal to you and helped you and explain why.

Email 7 (Day 12) – *building law of reciprocity*

- 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.
- 5) Include a link(s) to this new resource.

Email 8 (Day 14) – *call to action*

- 1) What are you selling?
- 2) Who is your product/service for?
- 3) What is something major that could happen in their business/life if they buy it (use benefits)?
- 4) Why should they listen to you? What are your top 3 achievements or some credibility points you can add?
- 5) Include a link to your sales page.

Bonus Tips

- 1) From here you will then start emailing your leads with general offers, newsletters and ongoing communications. You should keep anyone who is in this funnel from getting normal ongoing communications from your company.



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- 2) As soon as they buy remove them from this funnel.
- 3) Whenever possible add an image into your email that represents what you are giving away. For example, if you are giving 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.
- 4) When you send people to the content delivery pages on your website make sure you have banner ads or links to your main item you want to sell. Think of these pages as upsell pages.
- 5) Segment your leads. Track what people are clicking on. Each resource is a different topic and if you have a more robust CRM you can set rules based on what people are clicking on to tag them to these topics. From there you can send them into another funnel where you can promote tripwires and go deeper into the topic they want to know.