



CRAFTING YOUR 7-DAY EMAIL SALES SEQUENCE

Introduction

Your email sequence is a vital part in your sales funnel. Without a functioning email sequence, your funnel will fail.

The goal of your email sequence is to generate awareness of your product over the course of 7 days with 9 emails. At the end of this 7-day sequence, your leads should be very aware of your product and see it as the best solution to whatever problem it is that they're trying to solve.

You can apply the strategies applied in this manual to virtually any kind of offer. All you have to do is tweak the copy of the emails you're writing to match what you're offering, whether it's an affiliate offer or a product from your existing business.

Remember, you don't have to strictly abide by the language of the template. There's nuance to any email campaign, and depending on your situation, you might have to slightly tweak the language of the emails you're sending so they might not 100% match the copy of the template.

Cultivating Awareness

The below awareness levels were first introduced by Mr. Eugene Schwartz in his book “Breakthrough Advertising” first published in 1966. You will be referring to the awareness scale for your 7-day email campaign in order to bring the lead from Level 1 to Level 5.

Level 1 – Unaware

At this level your prospect has no awareness that they even have a problem. They don’t know that a better way is even possible. They will likely have zero knowledge about your company or the product or service you offer.

Level 2 – Problem Aware

At the Problem Aware level your prospects are aware they are experiencing a problem. They generally have some idea of what that problem is. They probably don't yet completely understand the details of problem or it's long term consequences. They will certainly not be familiar with most of the potential solutions.

Level 3 – Solution Aware

Solution aware prospects have general ideas of what they want and know that solutions like yours exist. At this stage they probably have not heard of your company. They also won’t know about your specific product or service.

Level 4 – Product Aware

These prospects know about you. They're also aware of your product or service. They’re also familiar with your competitor's products or services as well. At this stage, they're have no certainty that your solution is best for them.

Level 5 – Most Aware

This is the stage most prospects become customers. They are aware of the problem and the solution that you have to offer. They are ready to buy and will often become your best customers. They will often turn into customers who refer others to your company as well.

Depending on which level your prospect is at, they'll have different desires, needs and goals. Generally, the lower on this scale a prospect is, you'll find that they:

- Are less tolerant of a sales message.
- The more education they require.
- The more help, content and "warming up" they require.

Intentionally work to bring their awareness up the scale. Do this by:

1. Making them aware of the problem and all of its consequences.
2. Warning them it will get worse if they don't do something about it.
3. Educating them about the problem.
4. Educating them about the solution.
5. Making them aware of how good it can be after they solve the problem.
6. Enlighten them about the various products & services that solve the problem.
7. Help them with their decision-making to achieve their goal of solving the problem.

Your email campaign is essentially just carrying out these 7 steps. In writing your email copy, refer to these steps and the levels of awareness to carefully guide your leads up through the awareness levels.

Remember that your leads start off unaware of your product. Start your emails knowing this and write them with the intention of making them more aware of the problem you're trying to solve, the solution to that problem, and finally that your product is the best solution for that problem and that they NEED your product RIGHT NOW.

The Template

You should have access to two text files including two versions of the same template. One version is focused on selling an affiliate offer for another company while the other is focused on selling a product from your own business. Both versions are a sequence of 9 emails spread out over the course of 7 days.

This template is flexible. You can make edits to it so that it fits the specific context of your campaign. You may notice that most emails make mention of a bonus that is offered to leads if they take action and purchase your product. This bonus is optional, the campaign still works if you do not want to include the bonus. Just make the appropriate changes to the template on your end so that all of the emails flow naturally and are consistent.

Pre-Email

Refer to the attached guide on creating a sales funnel for pre-email strategy. It's important to remember the context of your emails.

Your leads landed on a squeeze page where they entered into your list in exchange for a special incentive.

This incentive could be an eBook, a video series, a coupon, PLR content, etc. The specifics of that incentive are not too relevant to the rest of your campaign, the incentive just has to be at least tangentially related to your product or else they're not going to be interested. Somebody

joining your list for an eBook on copywriting isn't very likely to go on and purchase a fitness video set offered to them.

Your incentive is important because it helps to build a relationship with the customer by establishing reciprocity.

In the art of persuasion, reciprocity is a powerful tool to have in your arsenal. Naturally, people will be inclined to do things for other people when those people have done something for them first. By giving them that free incentive, you are establishing reciprocity. This sets the scene for your email campaign to be more effective.

At this stage, the lead is at Awareness Level 1. They're unaware of your product. At this level, you should start with step 1 of the awareness cultivation process:

1. Making them aware of the problem and all of its consequences.

In your engagement with the lead, try to include information on the problem you're trying to solve before your email communications. You have two opportunities to do this. In the ad itself and on the squeeze page.

How you go about making the prospect aware of the problem is up to you. In this area you get creative license on how you do this.

Email 1

Problem Awareness

At this point you are still in the process of step 1: making the lead aware of the problem and its consequences.

The purpose of this email is three-pronged: fulfilling step 1, delivering the incentive to the lead and introducing the bonus to the lead.

The incentive can also fulfill step 1 by including language to help make the lead aware of the problem. You can include facts and predictions on what will happen to the lead if the problem isn't solved.

In the body of the email be sure to discuss the problems solved by your product, the bonus and/or the incentive. This is mainly accomplished in this section of the email:

"The reason why is 3-fold:

- Firstly, it can resolve [enter problem #1 that the product resolves]*
- Secondly, it's a solution for [enter problem #2 that the product resolves]*
- Thirdly, [enter problem #3 the product resolves]"*

A Reason Why

An effective persuasion tool you can use is the word "because". When told to do something, like making a purchase, prospects are significantly more likely to comply when given a reason why. The word "because" followed by that reason why can be used to apply this tool. You'll find this tool sprinkled throughout various parts of the sequence template.

The Bonus

This email is also introducing the bonus: an extra piece of content the lead will receive if they purchase the product you're selling before the 7-day deadline.

The bonus is a premium.

When many people hear the word “premium”, they think of a nicer, luxury item that’s a few cuts above the standard item. That’s not how the word premium is being used here...

A premium is a free product that you offer the customer in conjunction with another product you’re intending to sell in order to generate demand for that product you really intend to sell.

Take the example of the football phone.

Sports Illustrated ran a campaign in the late 80s/early 90s intended on selling their magazine subscription.

This campaign was a wild success, generating tons of subscriptions. But these subscriptions weren’t generated through the marketing of the magazine. No, they were generated through the heavy marketing of another product...

The football phone!



Sports Illustrated offered a phone that looked like a football to people who signed up for their magazine subscription. TV ads presenting this offer spent around 90% of their airtime advertising the football phone, not the magazine.

Since so many people wanted to get their hands on this incredible football phone, tons of people signed up to their monthly magazine, getting the company a flood of recurring payers on their subscription list.

The football phone was the premium marketed hard to people in order to turn them into routine paying customers for Sports Illustrated.

In order to build demand for your offer, you're going to be borrowing the football phone strategy and you're going to be offering your own premium, or the bonus.

The bonus also has the benefit of reciprocity, as discussed earlier. This will be one of the persuasion tool that pushes prospects in the email sequence to buy your product.

Email 2

The purpose of email 2 is to follow step 2 of the awareness generation process: warning them it will get worse if they don't do something about it.

By the end of this email, which is sent out on day 2, you will have brought the lead to problem awareness.

Your copy throughout this email should focus on the problems being solved by what you offer, not yet the solution.

You should especially emphasize what would happen to the lead if these problems aren't solved immediately. Generate urgency with your language. "If you don't solve your problem right now, you're going to really regret it."

In addition, remind the reader that the bonus will only be offered for a limited time. Do this in almost all of your emails. This generates scarcity, another tool in your persuasion arsenal.

If they feel like they only have a limited amount of time to take advantage of your offer, the prospect will be compelled to take action.

Email 3

By now the lead should be problem aware – now it's time to bring them to solution awareness.

This email, sent out on day 3, is directing your leads to a Facebook link with up to three pieces of content you have made. If you'd rather post this content to your own website or blog, that's also an option instead

of Facebook. All the content you're giving them should feel personal and conversational. It should make you feel more like a real person.

People are less likely to buy from someone who feels artificial, "salesy", or more like a brand than a person.

Before writing this email, create 3 pieces of content that feel personal. If you can, come up with the content yourself instead of using PLR.

Using personal experience or filming a video of you talking can help to make you feel more like a real person rather than a faceless brand.

With the content you're giving them, you are accomplishing steps 3 and 4 of the awareness generation process:

3. Educating them about the problem.
4. Educating them about the solution.

The first piece of content sheds light on problems that the product solves and what happens if they don't resolve problem right now.

The second one provides possible solutions to these problems.

The last one goes over either your product or your bonus as the best solution to these problems.

These three sequential pieces of content seamlessly guide the reader from awareness of the problem being experienced, cultivates a desire to solve these problems, and directs the lead to being educated about your product as a solution.

Email 4

The fourth email, sent out on day 4, is continuing to educate the lead about the solution.

This email is directing the reader to a YouTube video that you embedded on your site. The video can be about anything relevant to your offer, just as long as it's not directing attention away from your product and onto another.

Find any relevant video on YouTube and look for the "Embed" link. It will give you a bit of code you can copy and paste into any page editor, like WordPress for example.

On the same page as the video, write some sales copy educating the lead on your offer and how it's a solution to the problems you're describing. Be sure to link to the offer you're promoting on the page at least twice. Once below the video and again below any sales copy you put on the page.

Email 5

This email, sent out on day 5, moves onto step 5 of the process: making them aware of how good it can be after they solve the problem.

You do this by directing the lead to another video or other piece of content on your site. In the content, it should give examples or talk about what things are like after they have solved their problem. The end of the video should relate to the product and how the prospect can use it to solve that very problem.

The page below the video should include sales content, directing the prospect to purchase the product after they watch the video.

By now, your leads should be around Level 3 of Awareness – Solution Aware. Solutions exist to solve the problems they are experiencing. Now it's time to focus that awareness on your singular product.

Email 6

Email 6 is sent out on day 6 of the sequence. Its main tool of persuasion is scarcity. By now, the offer should be nearing its end. In the template, you use “48 hours until TOTAL shutdown...” or some variation of that phrase as your subject in order to deliver the message that the promotion is over soon.

In the body of the email, follow step 6 of the awareness generation process: Enlighten them about the various products & services that solve the problem. Now it's really time to discuss the offer and the benefits that it offers. This is the time to discuss the features available with the product.

Emails 7-9

Email #7 email is sent out on day 7 with the subject line: “Deadline is TONIGHT!” – scarcity is a key factor here. This is where you can start being a hard seller. If you've followed this manual closely, by now the leads should be warmed up enough so that you are able to be direct in what you want them to do.

The last few emails are on step 7 of the process: Help them with their decision-making to achieve their goal of solving the problem. You're

trying to bring them to level 5 of product awareness, the area where they will make a purchase from you. This is where the hard sale is made.

At this stage in the campaign it is okay to be somewhat blunt and pushy in your language, especially with the scarcity aspect. Push the idea that it's now or never – if they don't act now to solve their problem with your solution, then they may never solve their problem.

Emails 8 and 9 are sent out later in the day after email 7. These are the last few attempts to contact the lead and expose them to your offer. The last day, day 7, should be where you get the most sales. This is due to a number of reasons. Firstly, you've been warming them up over the past few days. They're now familiar with you. They're now very aware of your product, more comfortable with you and your brand, they have more trust in you. Another reason this day is important for sales is because at this stage you can be very pushy. You're hitting them with 3 emails in one day, sending them the message that it's now or never. "Take my offer now, or you may never solve your problem..."

The Final Product

By the end of this sequence you will have two final products:

1. Sales!
2. A suggestable list

The leads who come through this sequence to the very end will have either bought your product or at least become familiar with it and who you are.

They've been exposed to you every day for a week straight – you are now a familiar face with some degree of authority.

They will enter your list as people who are very likely to work with you in the future, whether or not they bought your initial offer.