

A person is shown from the side, sitting at a desk and typing on a laptop. The room is dimly lit, with light coming from a window in the background. The person is wearing a light-colored top and blue jeans. The laptop is open, and the person's hands are on the keyboard. The overall atmosphere is focused and professional.

## Session 3 – Email style and purpose

- ▶ Email Style
- ▶ 4 email lists
- ▶ Email Writing Checklist

# Nurture email series

- ▶ Understand your prospect's needs.
- ▶ That's why it's important to define your buyer personas to reach your target audience effectively. Otherwise, your emails get left unopened or deleted.
- ▶ Lead nurturing introduces a tightly connected series of emails with a coherent purpose and full of useful content. In this context, lead nurturing offers more advantages than just an individual email blast.
- ▶ Be sure to create different types of promotional nurturing emails to suit the needs of your users based on where they are in the marketing funnel. This ensures you're providing directly useful content to all prospects, at the right stage of their buying journey. The overall goal here is to guide them through the sales cycle to move them through your funnel.

## "SADDLEBACK SAM" - OUR TARGET THE LIKELY MR. SOUTH ORANGE COUNTY

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# Nurture email series

- ▶ According to studies, email response rates decline over the age of the lead
  - ▶ Take advantage of the freshness of the relationship
  - ▶ Don't wait to contact them!
- ▶ Nurture emails are sent automatically according to your schedule as new leads come in
  - ▶ High return on a low investment
- ▶ Tie a series of emails to a specific activity or conversion event
  - ▶ Follow-up based on actions a lead has taken
  - ▶ Know their interests in the topic and show them what they might need next
  - ▶ Lead nurturing emails can highlight reconversion opportunities that tie back to their earlier interests

## "SADDLEBACK SAM" - OUR TARGET THE LIKELY MR. SOUTH ORANGE COUNTY

3



How to fail fast – and forever!

Hey there FIRSTNAME

One of my favorite football coaches says, "Never waste a failure! There's much to be learned."

But there's one sure way to waste a failure and ensure that you continue spiraling down fast and forever...

What is it?

Try to do everything at once with no real plan of attack.

You'll have thoughts like these:

- I need to learn how to build a funnel.
- Oh wait, I before I do that, I need to learn how to create high converting landing pages.
- But dang, I don't have any really good lead magnets yet.
- Ok, I'll just write some blog posts first to build my list.
- Arghhh... I don't really know what to write or how to write the bost to generate leads or sales.

Ok new plan.

# Relationship

DAVID PERDEW

## How to leverage the Steve Job's reality distortion field in your own marketing

📧 TroyBroussard x

**Troy Broussard** via [n.convertkit.com](#)  
to me ▾

Fri, Mar 26, 6:52 AM (8 days ago)

Steve Job's was infamous for his "reality distortion field". The topic comes up many times in his biography and is readily discussed online as well.

What was this 'reality distortion field'?

Simply put, he was relentless in his demands... so much so that they were completely out of the realm of reality... People that worked for him would tell him how impossible his demands were, but he wouldn't relent.

So the only option they had was to try and accomplish "the impossible" and in so doing, many times they actually did... distorting their own beliefs about what was possible. Thanks to Steve Jobs, his perception would distort the impossible, bending reality.

# Engage

TROY BRUSSARD

Deal of The Year! ▷ @SaneArchive ×

**Anthony McCarthy** anthony@legendsofthedigitalworld.com [via](#) emsd7.com  
to david ▾

Tue, Jul 14, 2020, 3:28 PM

Tomorrow you will only have 90 minutes to take advantage of Matt Bacak  
and my biggest deal of the year...

...after just ninety minutes the discount of 96% OFF is gone for good.

To ensure you don't miss out - [register here](#).

This is your opportunity to set yourself up for a whole new level of success  
AND save thousands of dollars doing it.

Best Regards

**Anthony McCarthy**



**Anthony Mc Carthy**  
Founder of Legends of Digital World  
[irishmarketer@gmail.com](mailto:irishmarketer@gmail.com)

# Churn and Burn

TONY MCCARTHY

## Hidden Secret Behind High Ticket Offers ↳ Inbox × Terry Dean ×

**Terry Dean** via [aweber.com](#)

to me ▾

I have a client who has sold \$10,000 workshops in a 'hobby' market.

This isn't a B2B market where that kind of price point and higher is common.

There wasn't any 'profit motive' for the attendees.

Instead, there was another powerful motivator.

It's a buying trigger that isn't talked about nearly enough, but it constantly influences buyers' thinking patterns.

Can you guess what it is?

It's a hidden element in most high ticket offers.

Luxury goods and loyalty programs both take advantage of this.

When a brand pays big bucks to a famous celebrity to endorse their product, they're tapping into this.

And once you hear it, you're going to spot it everywhere...even when it's at its most subtle.

I'm talking about status.

# Educate

TERRY DEAN

I don't ever want to get this phone call again...

Hey there firstname

When the phone rings at 6:30 in the morning, chances are I'm still in bed.

I was on this day too.

But the phone was ringing. And it was Jen, my daughter and the person who runs the day-to-day.

She said, "I know you're not up yet, but we've got a problem. Everything on the S3 server is gone."

Now, I was awake.

I jumped out of bed and said, "Let me check."

There's no way that everything that we'd built in the last 15 years for NAMS - all the content, all the courses, 4,000 videos - there's no way that could be gone.

It was.

Still in my robe, I called Jen back and said, "Ok. We implemented a new backup strategy yesterday. That has to be the issue. Get her on the phone."

The server person had the same reaction as me. Impossible.

She called Amazon and confirmed our worst nightmares... It was gone...

Fifteen years of content and my entire business was dead...

# Story

DAVID PERDEW

Affiliate Marketers' best friend...|

Hey there FIRSTNAME

This is super exciting!

I recently got review access to this incredible software called AffiliateSuite that launched at 11 AM ET, Feb 26th.

The early-bird price is available all day!

And after going through this tool, I had just one question: Why didn't anybody create something like this years ago when I started Affiliate Marketing?

It solves such a huge problem!

Before I give you the link to check it out, let me tell you why it's so good...

AffiliateSuite helps you make money from affiliate marketing more consistently and easily.

In fact, the beta testers call it "the holy grail of Affiliate Marketing" and everybody else can't wait to get their hands on it.

Frankly, I was skeptical. As I usually am.

When something creates automated content – in this email sequences and product review scripts, it's usually crap.

Not this!

# Affiliate Marketing

DAVID PERDEW

gotta email list? > @SaneArchive x

**Matt Bacak** matt@internetmarketinginsider.com via emsd7.c...  
to David ▾

This Wednesday at 2 pm EST...

I'm going to reveal the ultimate  
list building plan for 2021.

I will share everything with you  
on Wednesday, Feb 3rd...

[To get your spot go HERE.](#)

See you there.

Matt Bacak

P.S. Register now because  
there will be no replays.

# All Sales

MATT BACAK

# Sales emails

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- ▶ What's your style?
  - ▶ Hard sell
  - ▶ Soft sell
  - ▶ Persuasive story
  - ▶ Short ad



# Sales emails

## ▶ Samples

- ▶ Straightforward
- ▶ Educational
- ▶ Storytelling
- ▶ Short ad

gotta email list? >> @SaneArchive x

How to leve... marketing

Troy Broussard via...  
to me ▾

Steve Job's w...  
comes up ma...  
as well.

What was this...

Simply put, he...  
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So the only op...  
impossible" a...  
their own beli...  
perception we...

Of course ma...  
He never acce...  
"bend" reality

In many ways,

**Matt Bacak** matt@internetmarketinginsider.com via emsd7.c...  
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# Transactional emails

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- ▶ Transactional emails are triggered by a specific actions your contacts have taken and help them complete that action.
- ▶ Examples:
  - ▶ Webinar registration yields access info
  - ▶ Optin sends confirmation
  - ▶ Purchase triggers receipts
- ▶ Transactional emails have high CTR
  - ▶ Recipients look for these emails to complete an action.
  - ▶ Leverage this prime real estate with coupon, discount or opportunity
- ▶ Follow through by the prospect can be a problem.

# Email lists

- ▶ Prospects
  - ▶ Haven't purchased anything yet, but are interested
- ▶ Customers
  - ▶ Have bought something
- ▶ Best Customers
  - ▶ Spend more and get special treatment
- ▶ Partners
  - ▶ Affiliates and jv partners



# Email Writing Checklist