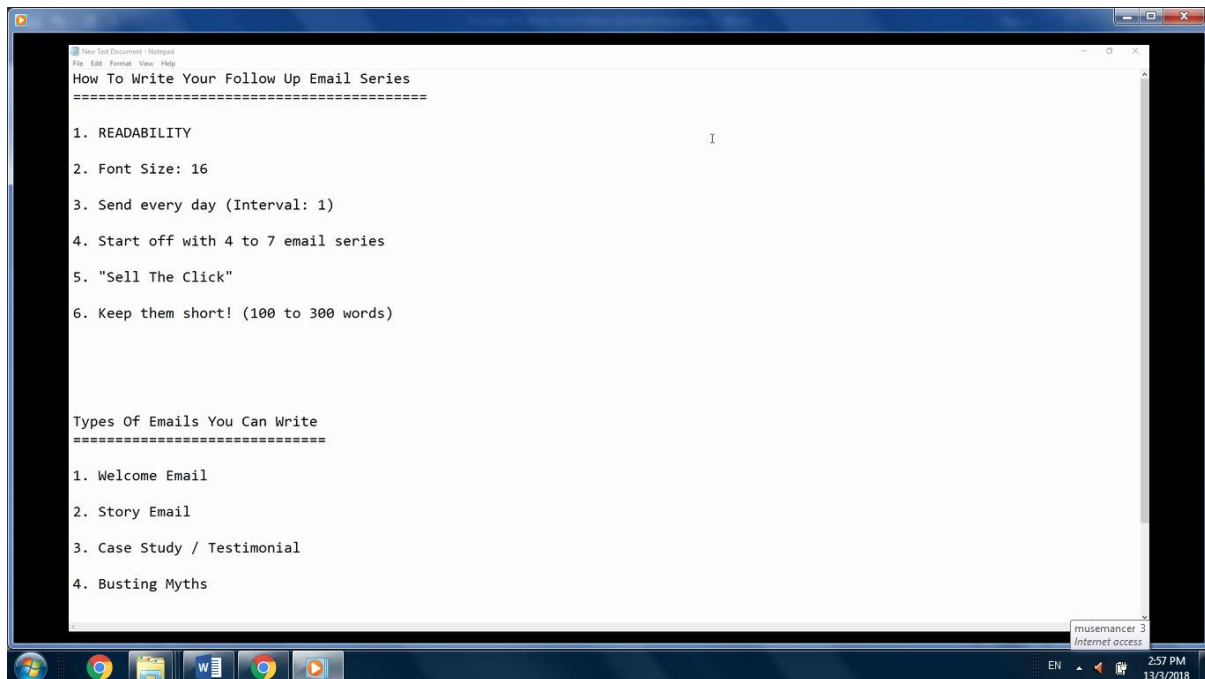
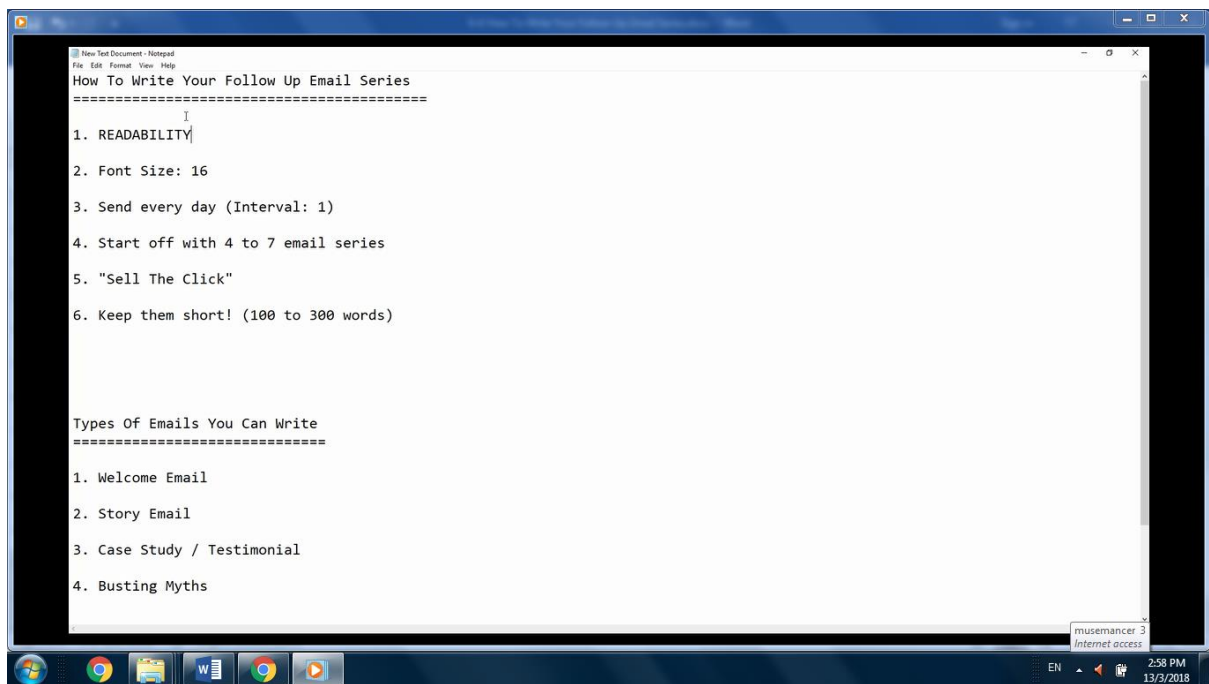


6-0 How To Write Your Follow-Up Email Series

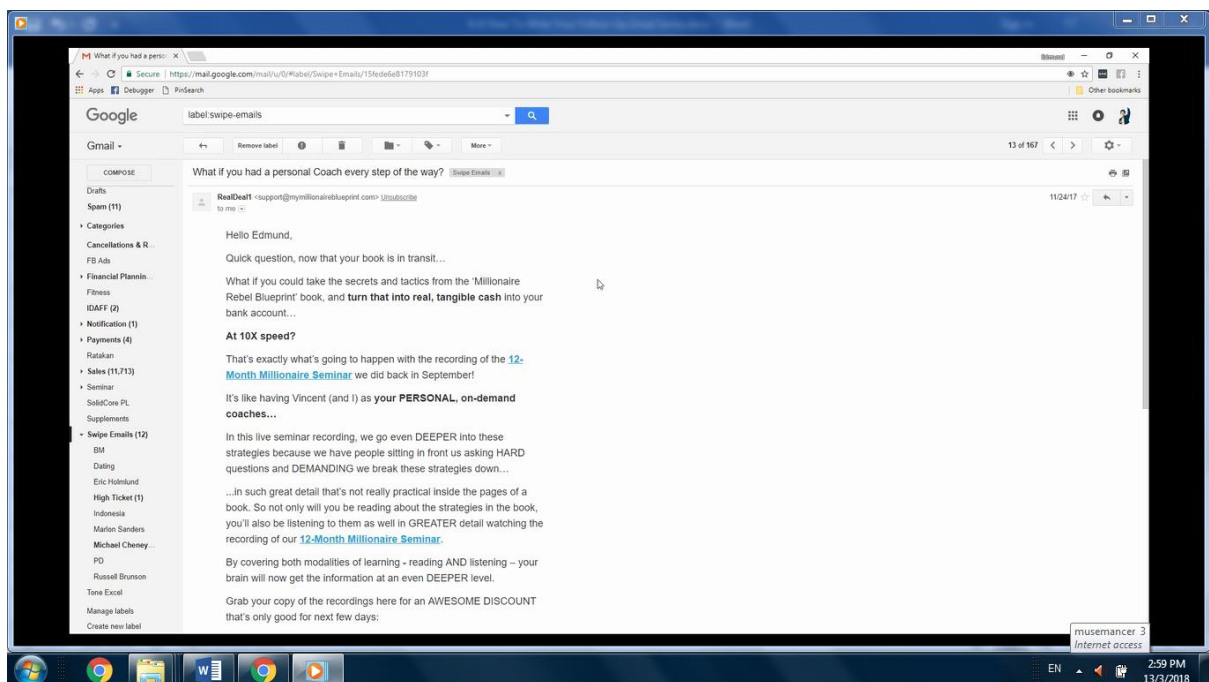


S1: Now I'm going to show you how to write your follow-up Email series. What I am going to do here is this particular video tutorial is going to be divided into 2 parts, the first part is where I am going to run through with you some school of thoughts when it comes to writing your E-mail series, and then in the next half, I'm going to go through the types of E-mails you can possibly write.

So, let's get started. When it comes to writing your E-mail series, it has got to be purposeful and intentional. In no particular order we will go through it each step by step.



S2: So, the first and foremost thing here is readability, very, very important. Now, when most people start writing their E-mail series, they just leave it as default. Now nothing wrong with that, but check this out.

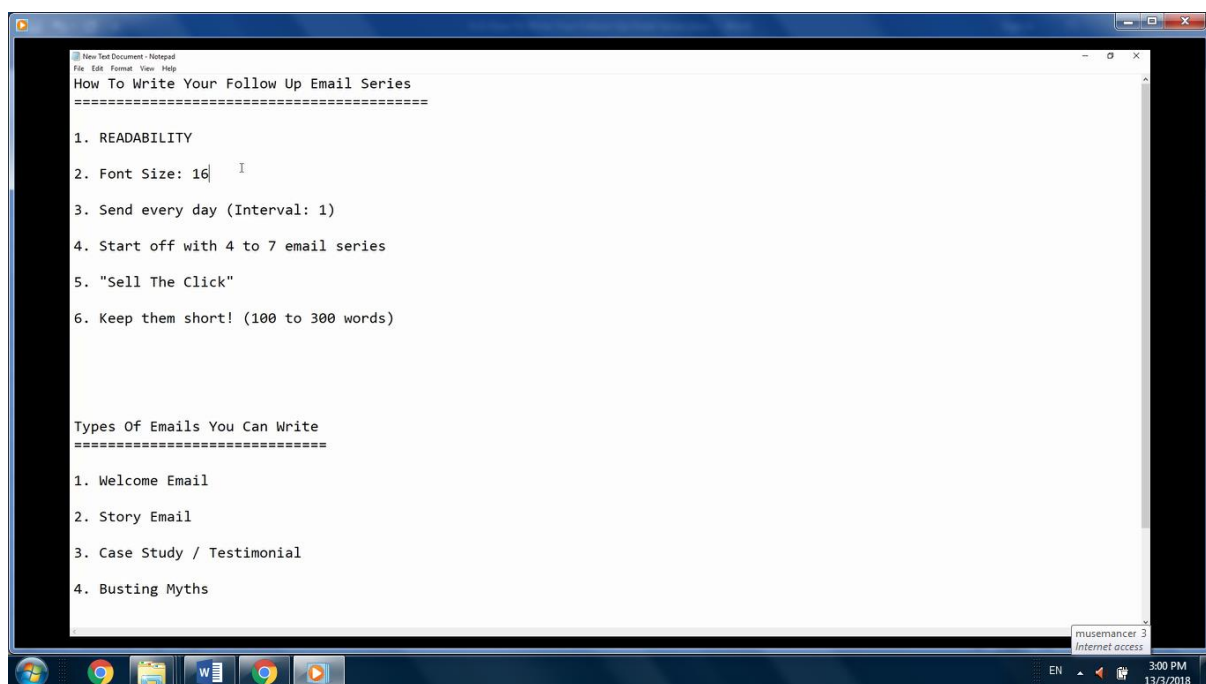


S3: Now this is an example of an email, where as you can see the readability is pretty good. This is because it is neatly spaced out, the fonts are comfortably

big enough, and you notice that every paragraph, there's no more than 5 lines, it's only about 3-4 lines per paragraph tops.

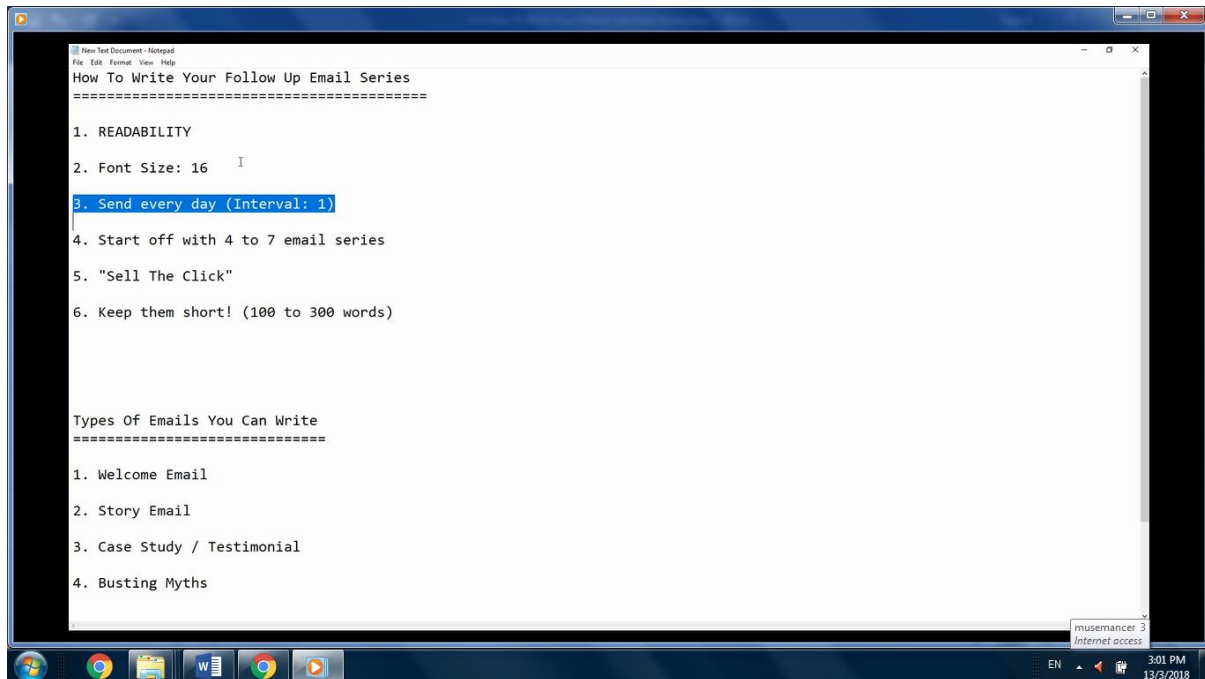
So this is an example of an E-mail with very good readability and you have to understand that they are getting more and more viewers on mobile these days, so expect to get quite some subscribers who will be reading your E-mails through mobile phones or tablets for that matter, like iphone, ipad, android, you name it.

So, on the other hand another example of a really bad readability will be having all this bunched up together, or very, very long paragraphs with small, tiny words. So, to me, the litmus test is quite simply this; if you can read this E-mail and it's comfortable on your eyes, then it passes the readability test.



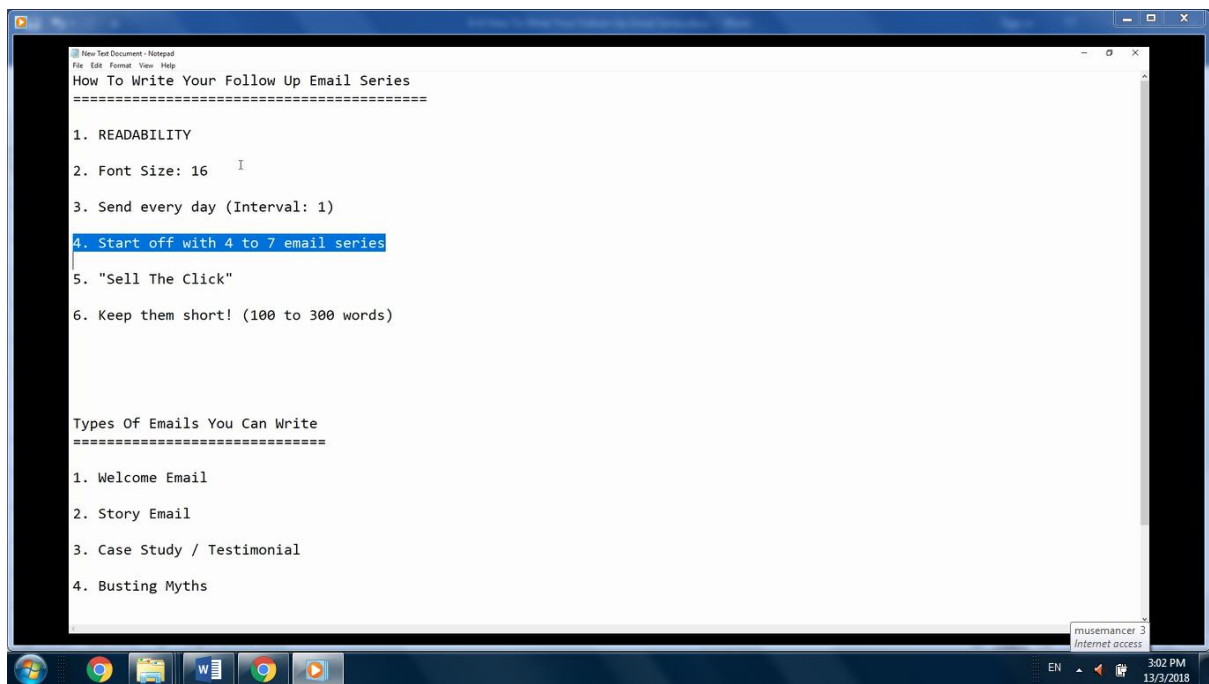
S4: So that brings us to the second point here. I like to have the font size at least 14 to 16 although ideally 16 is better, so, it doesn't have to be too big, but at the same time you don't want it to be too small. Especially if your target audience are usually around the middle age, you don't want them having difficulties screaming their eyes or having difficulties reading your E-mails, so

normally I put it at about size 14 to 16. 16 would be the most ideal and this also depends on what kind of autoresponder you are using. I use Aweber most of the time, and I use font size 16.



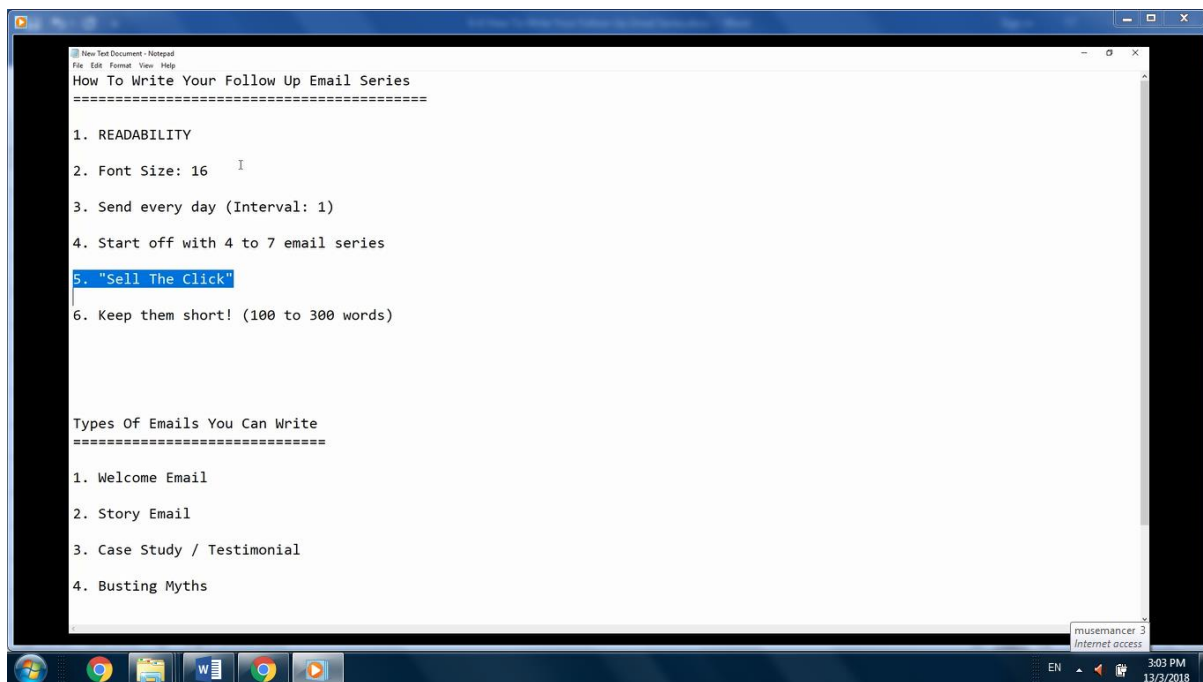
S5: The next point here, this comes out as a regular debate even to this day, among new E-mail marketers. How often to try and send an E-mail to my list. I am going to cut to the chase here, you are going to send an E-mail to your list, every single day. That's right. Or, you are going to put a daily interval going on here, and here is why.

If you send your E-mail here only once in a while, guess what? You are going to lose your subscribers attention and I think this is very crucial, if you are shy in marketing to your prospects, guess what? Your prospects are going to end up buying from the competitors who are not shy or they are just shameless in marketing to them because they are more daring and they are more outgoing. So, this is not up for debate, send an E-mail every single day throughout your E-mail series. Okay, got it?



S6: Next point, now I understand that whenever you start a new E-mail campaign, or a new list, you do not want to be writing several E-mails like dozens or hundreds right off the bat. That's going to be not a very good use of your time, so, normally I recommend you just start off quite humbly with anywhere from 4 to 7 E-mails series, but have them sent off every single day from the moment your visitors joins your list.

So, start off with 4 to 7 E-mail series, and after that you can consider adding more afterwards. So, to this day I have E-mail series that go anywhere from 4 to 7 and some like 20 to 30 and above. But the most important thing is to get started with just a few, and you can always test out from here.

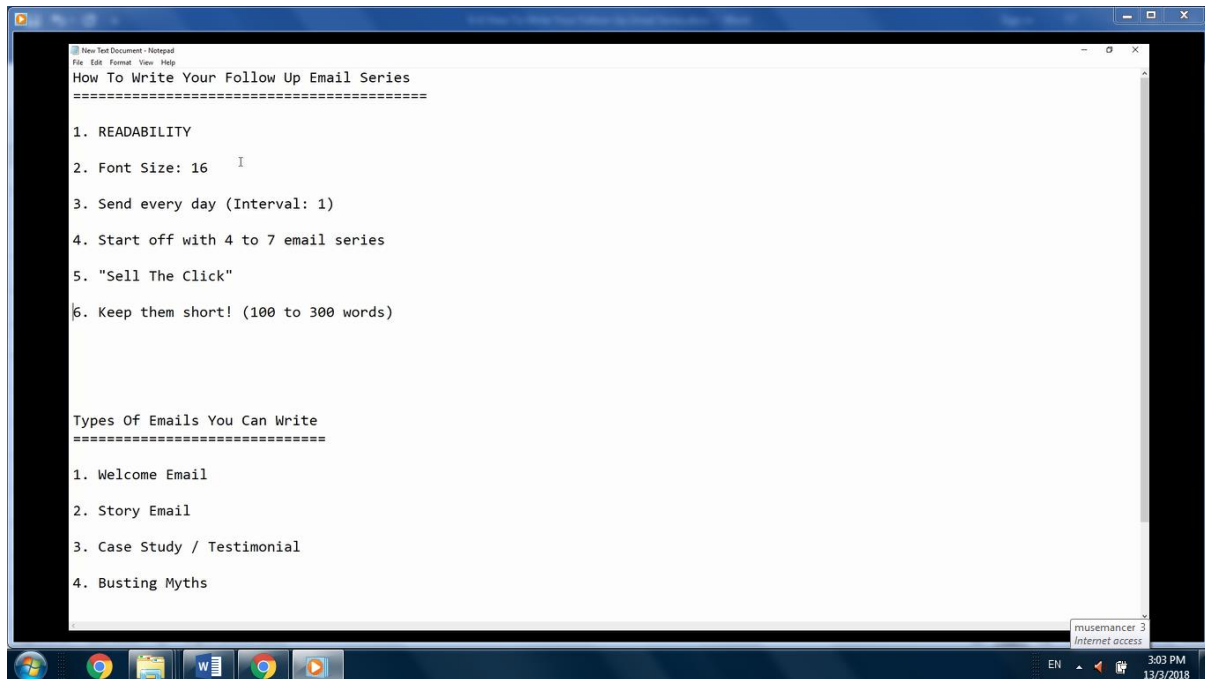


S7: Next point, number 5, is to sell the click. Very important. Do not do the selling in your E-mail, and what this means is quite simply this. Let's say you are promoting a product and you are selling it at a certain price. Would you want to mention the price of your product in your E-mail?

Most of the time you should not, because even if it is affordable, or even if it's cheap, you do not want to mention it. However, you can give hints, like this is going at basement price, there is an early bird price going on right now. There is an intro launch special, and this goes only for an investment of dinner for two.

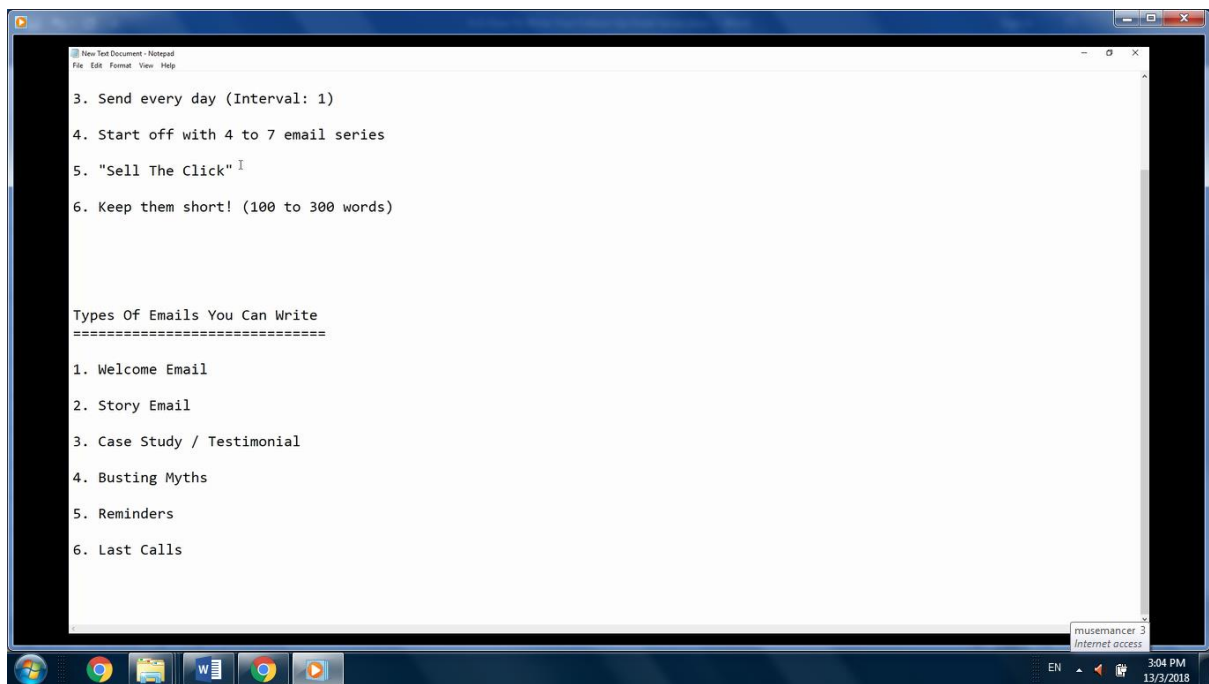
The most important thing here is that whenever someone opens an E-mail the purpose is that you want them to click on the link to go to the website. So, you can be selling your own product or you be an affiliate, but never ever mention the price of the product. Although you can drop hints, but the intention of every E-mail set up is to send people to another website, and that's what you are going to do.

Even if you are giving away content for free, do not do it in an E-mail series. Have them go to your blog, or your website, and this creates more opportunities for you to promote or backend sell anything else.

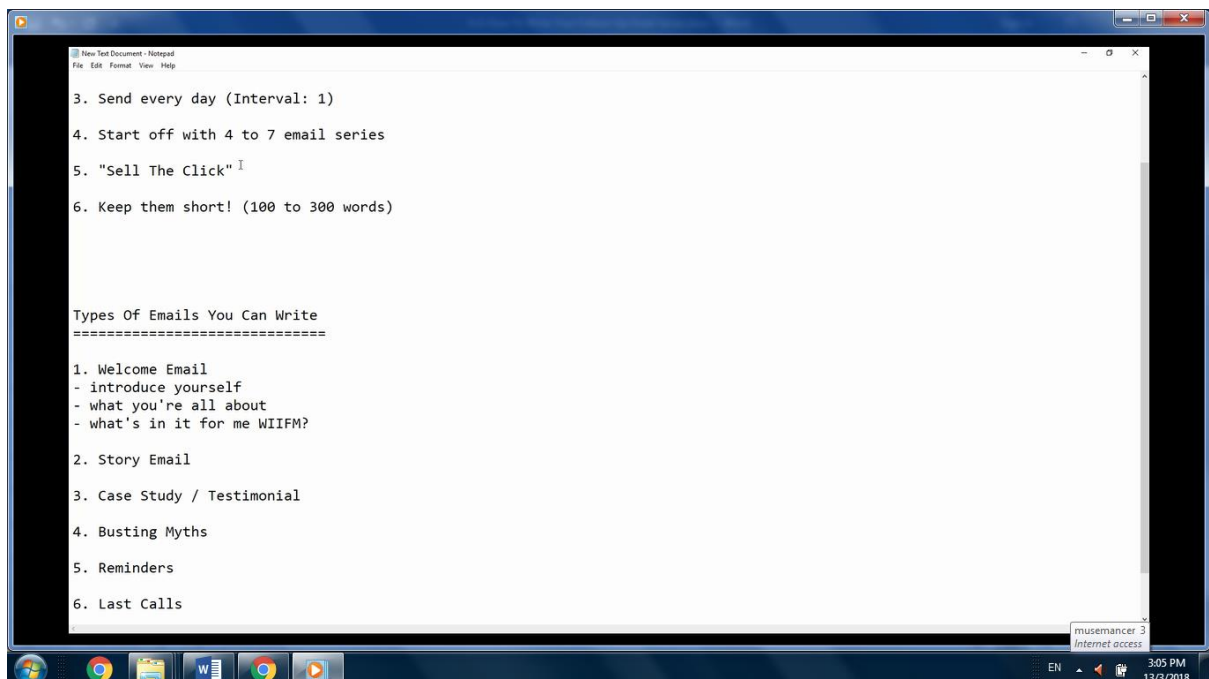


S8: Next point, keep your E-mails short. Now I'm not fussy about word length, but I would say I'll keep it anywhere from 100 to 300 words. And even then, there are times when I have written some shorter E-mails. Now the most important thing here is that you want to get people clicking on the link, whenever they open their E-mail.

So do not tell everything or give everything away in an E-mail because if you do that, your subscribers will have difficulty processing what's going on, and those who are not interested, guess what they do? They just trash your E-mail away. So, this is the premise of E-mail marketing, and the reason why you do follow up E-mail series.



S9: And that brings up to another part of the E-mail video training. What kind of E-mails can you write, to get people compelled and along the way build yourself as an authoritative figure? Now there's no definite formula to it, although in my experience, you can come up with any combination of these types or E-mail.

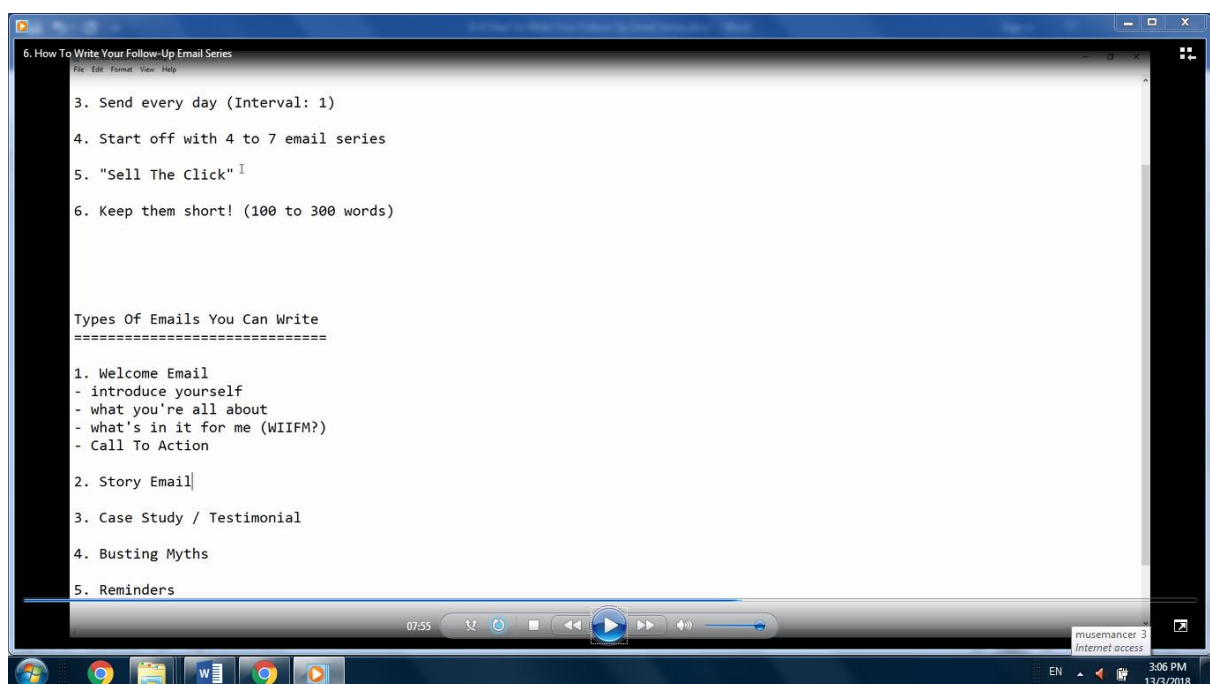


S10: Now the first type will be a very obvious one; a welcome E-mail. There's

nothing much to it really, so normally you would like to take this opportunity to introduce yourself, what you are all about, and what's really important is what's in it for me? Or WIIFM.

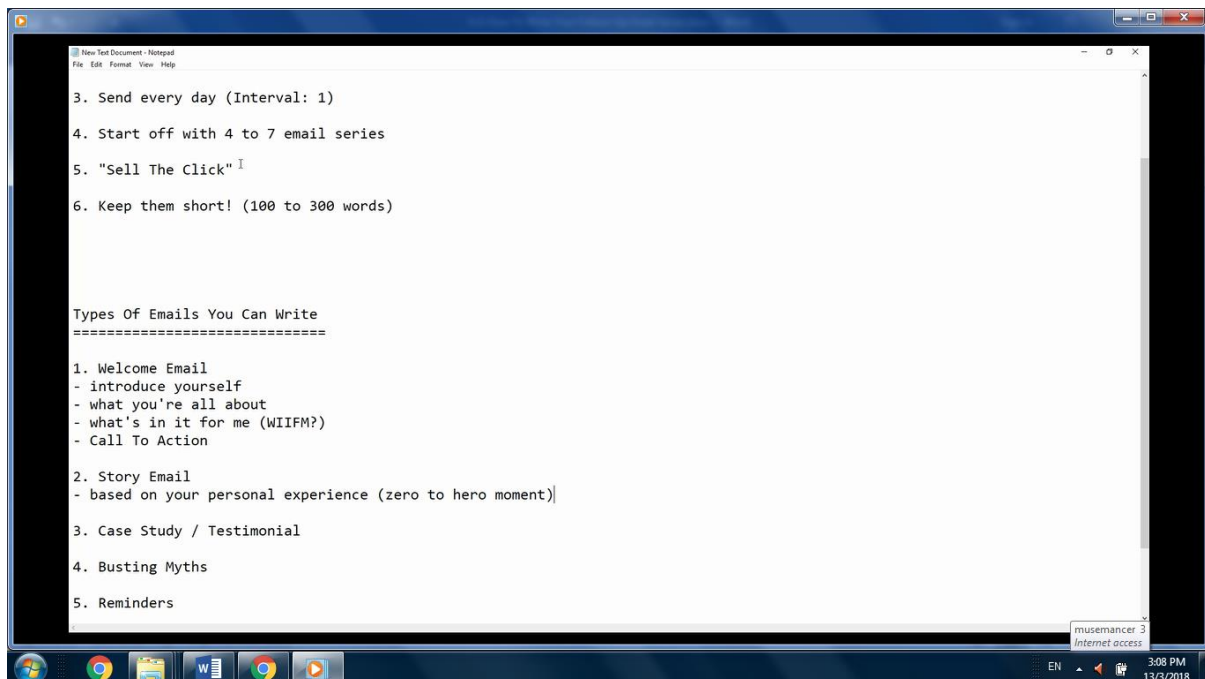
When people join your mailing list they have a certain expectation and you have to manage that. So let's just say for example you are a dating coach for men, you are going to establish your credentials of what you are all about; what your experience is like and what you can do to help the subscriber or the prospect. So, what's in it for me?

So, address this in the first welcome E-mail. Now, normally in the welcome E-mail as compared to the other E-mails the welcome E-mail is usually the longest, however you do not want to write too long, and you know what you do not have to be afraid to start selling even at this point.



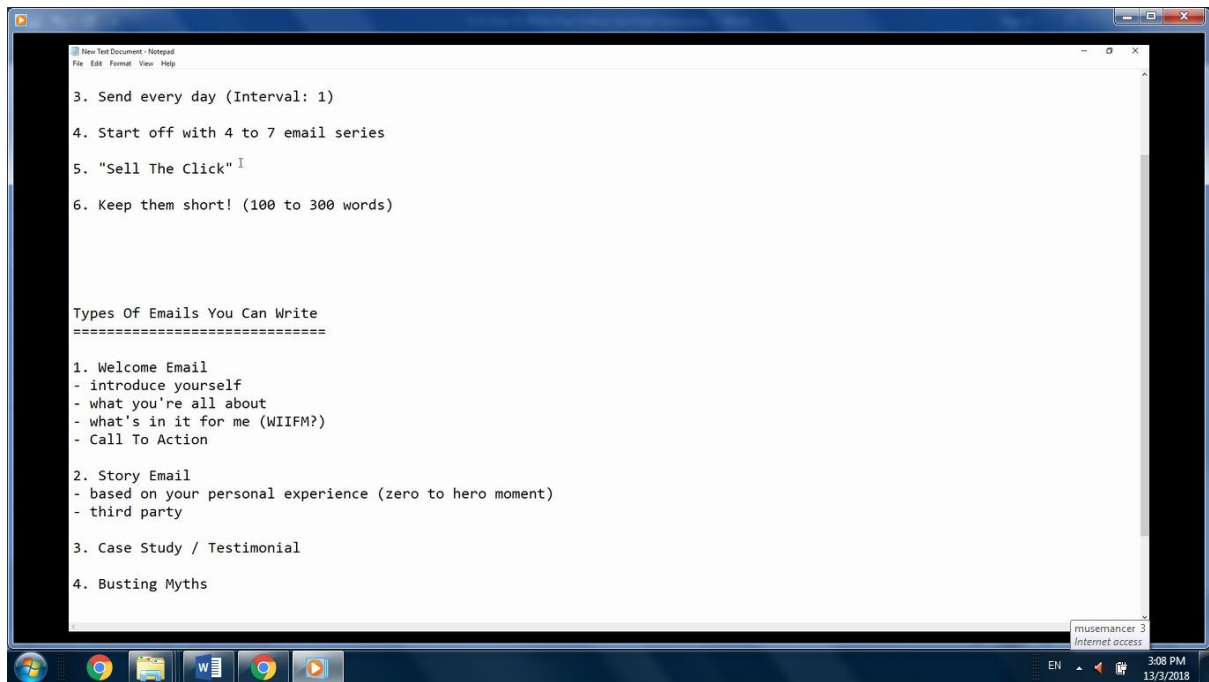
S11: So, you want to have a call to action right off the bat. Because at the end of the day, you do not want to be building a list of freebies seekers or people who are just trained to waste your time. You want to get them to be action

takers and you want them to be customers at the end of the day, or you want them to be your clients for that matter.



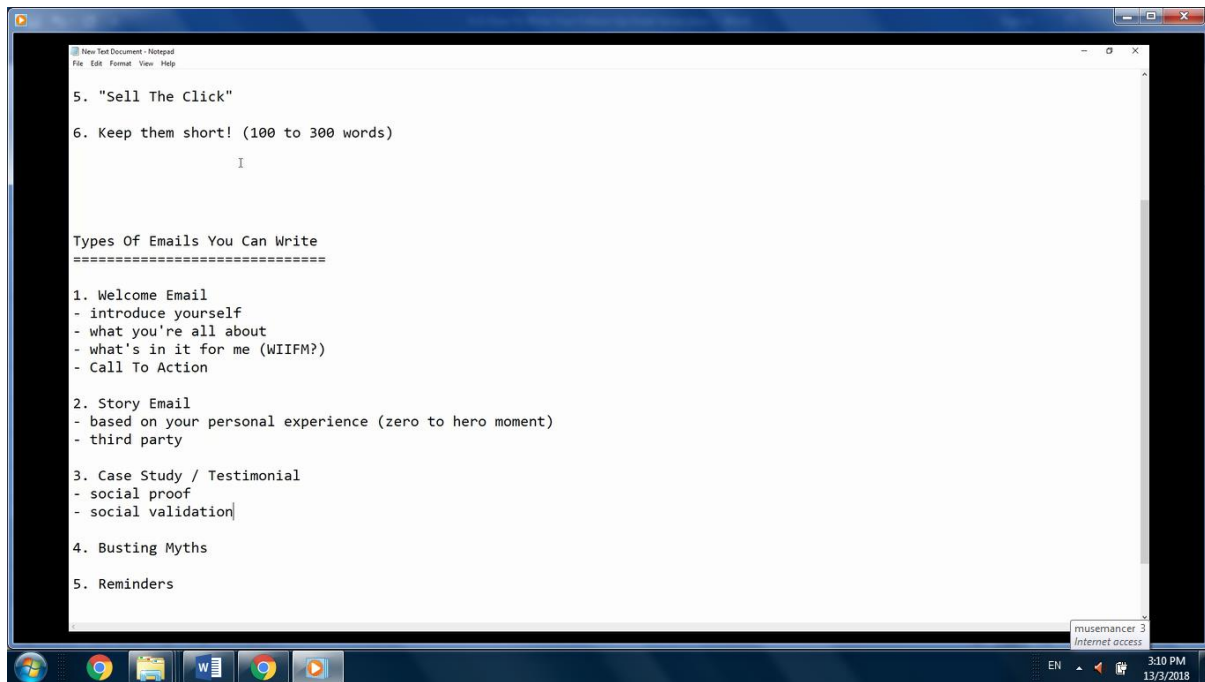
S12: So, after the first E-mail, the next day you are going to be sending another type of E-mail. Normally what I would like to do is I like to follow up with a story E-mail. It could be based on your personal experience, where I like to call it the zero to hero moment. It's about who you were before and how you can relate it to your prospects and where you are at right now, where your prospects have the desire to be in your shoes.

So, it can go along the lines of 'I used to be dateless or had problems in pursuing women like you, today, that changed. After going through an A to Z training or a formula, or a discovery, I am now having these results'.



S13: Now, if you cannot come out with your own story that is totally fine, as you can always do a third party story as well.

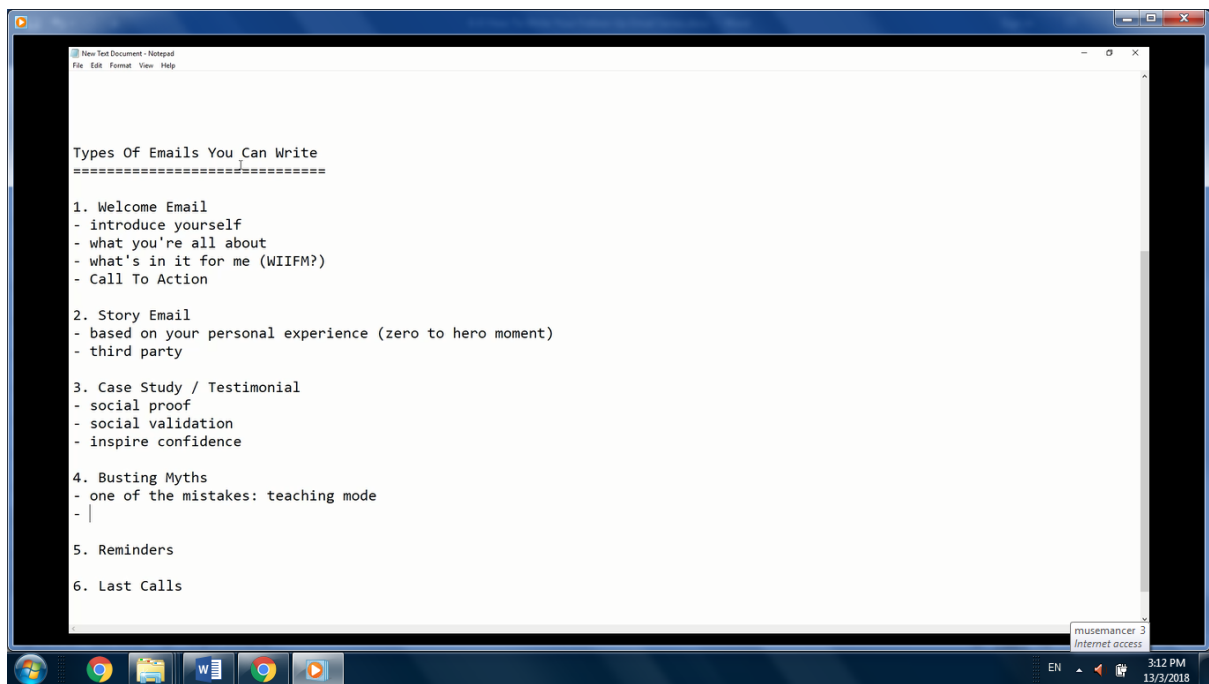
For example, do you know anything about the late Steve Jobs and what he did in his last moments and here is how you can profit from his experience. I'm just making that up by the way but have you noticed that I am using a third party story so if you do not have your own story to tell that is totally fine. There are plenty of stories to tell and you can do it based on a point of view of a third party.



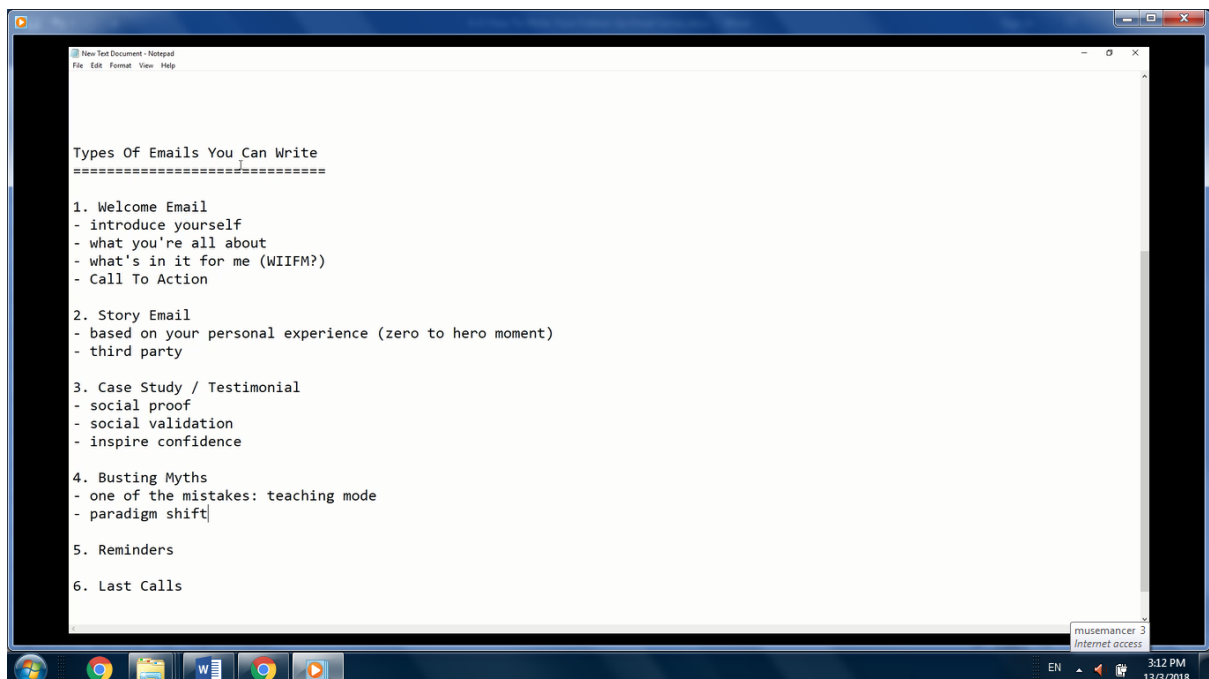
S14: Moving along, if you have trained students or you have past customers who have had success with your products or your programs, you can mention them in a case study and this is really good as it builds up social proof and social validation.

Because here is the thing. Nobody likes to be a pioneer and no one wants to be the first to try. So your customers will not appreciate being a guinea pig, So, they like to naturally know if anyone else had done it before them and what are the results like. This builds up more and more confidence.

The most important thing here is you are going to inspire confidence in the usage of your programs or products. So you can come up with case studies or testimonials.



S15: Another type of E-mail that you can write is the bust myth. Now one of the mistakes that marketers tend to make is that they try to get into teaching mode. They try to teach new stuff. I'm not saying there is anything wrong with that, but I will think that teaching your customers should be reserved in a paid product or a paid training.



S16: What they need is to experience a paradigm shift. They need to

experience a paradigm shift and that is why they are on your list. You need to take this opportunity to be busting myths.

Let's use another example right now. Let's say you are selling a weight loss supplement or a weight loss program. So perhaps you can take this opportunity to bust a very commonly subscribed myth.

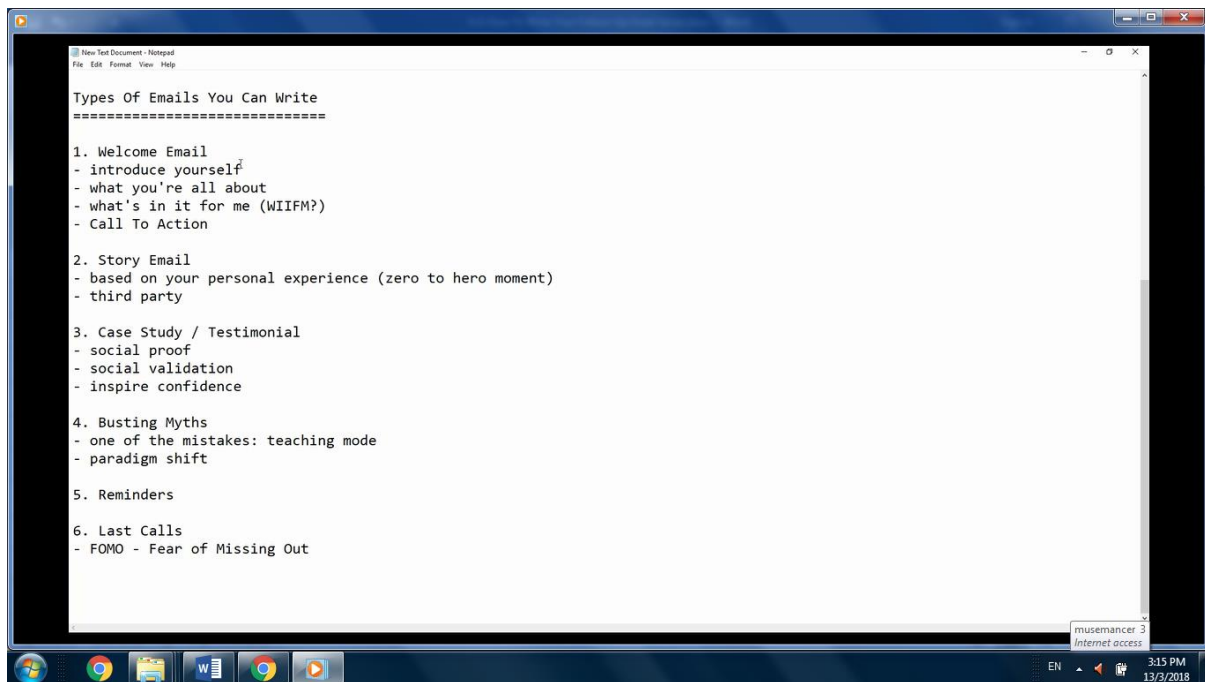
For example, 'Hey did you know that no matter how often you go to the gym or exercise, it only accounts for 30% of your weight loss and fat burn success. Another 70%, you might find it hard to believe but it is actually influenced by the food you eat. And even so, it's not something readily available because you need to undo all the past damages done to your body and reverse the aging of your muscles. This is why I recommend you get on my training or get these supplements.'

See what I just did here? I just busted a myth where most people subscribe to and what you can do is you can take this opportunity to list out maybe 2 to 3 most common myths that allow both beliefs in this market that you are in right now.

S17: Now the next two types of E-mails are pretty much a no brainer already. Sometimes some people just need a reminder and you can say 'Hey, just a reminder in case you have not checked this out just yet, and here is a recap.' There is nothing much to it, and why reminders are very powerful is that because sometimes, some people just don't buy on first contact they might need a little bit of persuasion or reminders.

Or sometimes, they might have been away, or not so attentive when they got your E-mails at that time. Or maybe, just maybe, something in their lives has changed and it is just more urgent. This is why reminders are very powerful.

The next type of E-mail is called the Last Calls. If you are running a time sensitive sale or a special discount that is on for a very short time, last calls should really, really help drive in sales in the last moment. Scarcity is a very powerful driving source and nobody likes to miss out.



S18: So, there is this thing called F-O-M-O, FOMO. Fear Of Missing Out. It's just built naturally to most people. So you can leverage on this. Now there are many more types of E-mails I can get to but with these 6 E-mails alone, you can write many E-mails and put them all in your autoresponder.