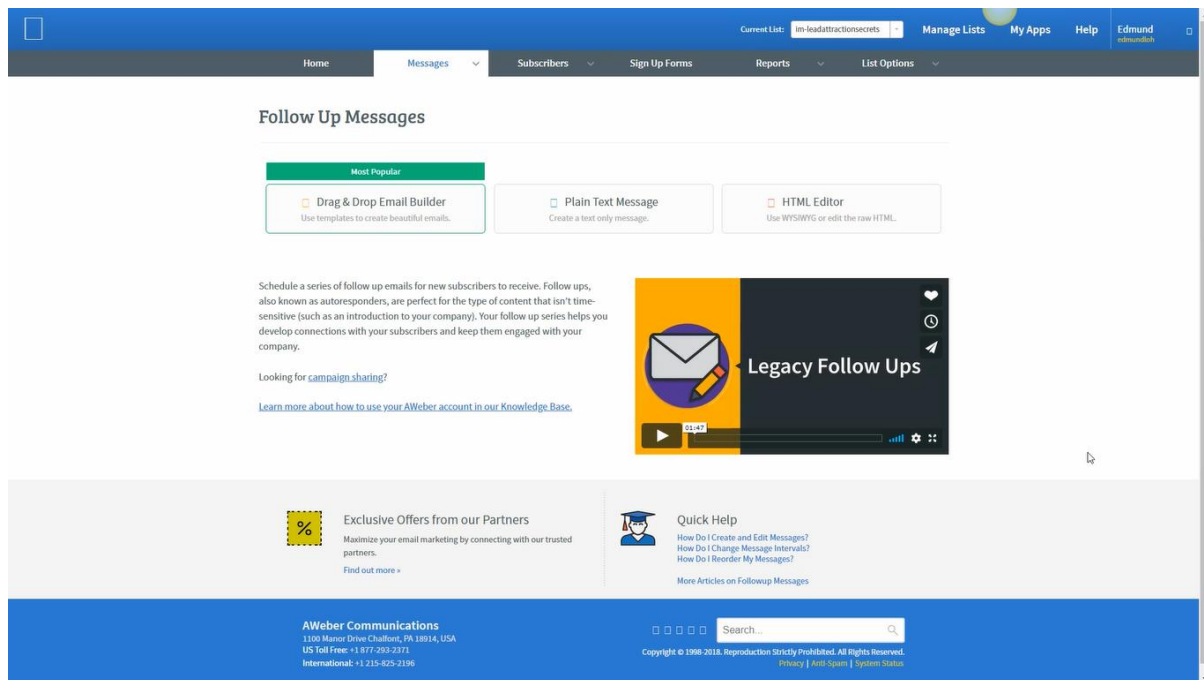
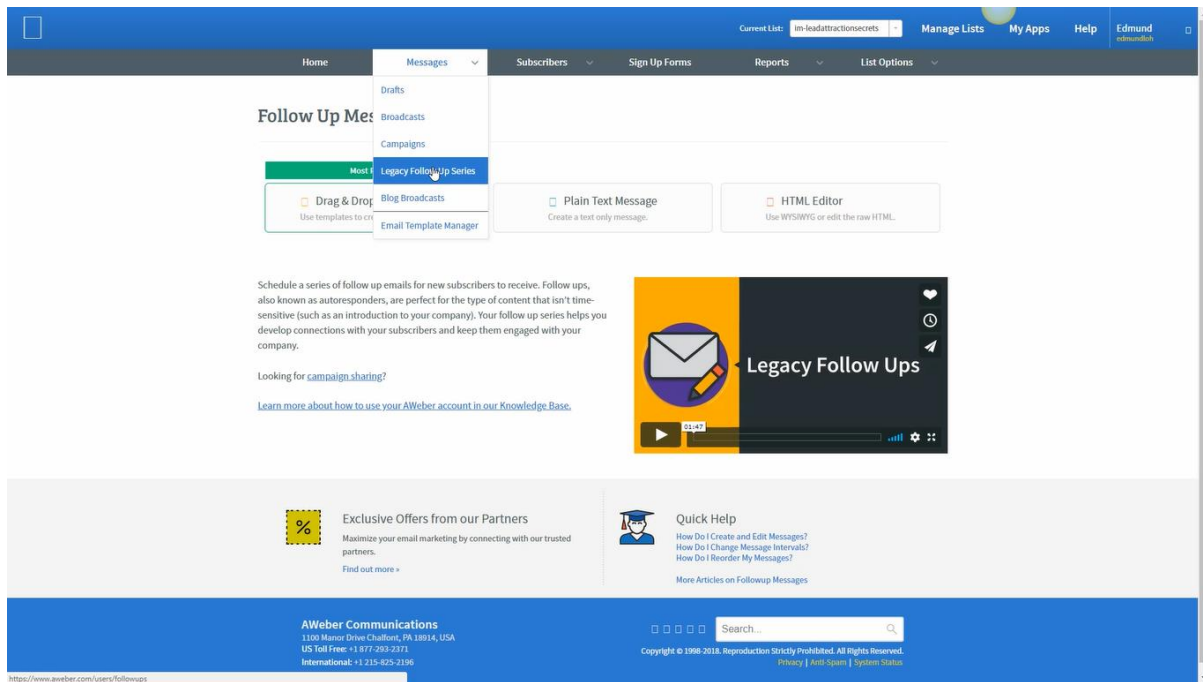


7-0 How To Write Your Follow-Up Email Series

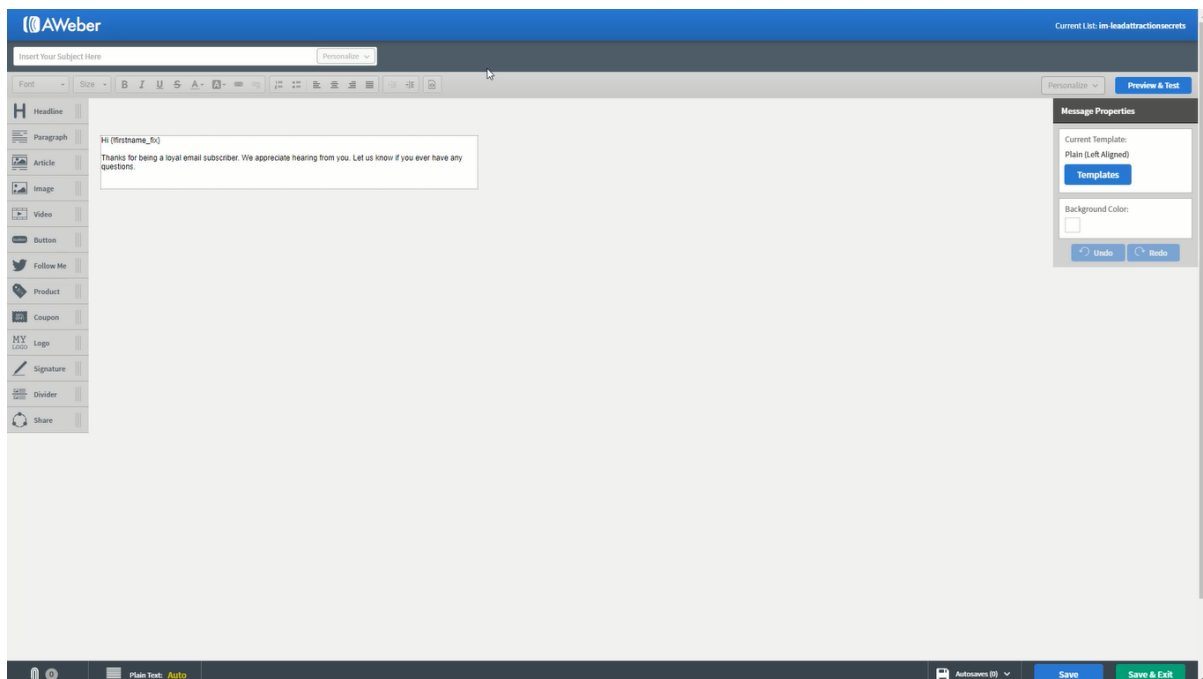


S1: Before we get started, it is advisable that you prepare at least a few of your written emails series in advance, preferably in a Text notepad. So, all you have to do is just copy and paste them into your follow-up email series in your autoresponder. In this video we're gonna be using Aweber, and I'll show you how to start adding your follow-up messages in a way that would get them read, and increase your open and click-through-rates (CTR).

So, first and foremost, be sure that you have already created your list, and even if you are using other autoresponder services, you will find that the setup is quite similar despite the different names for the features. So, let's get started.

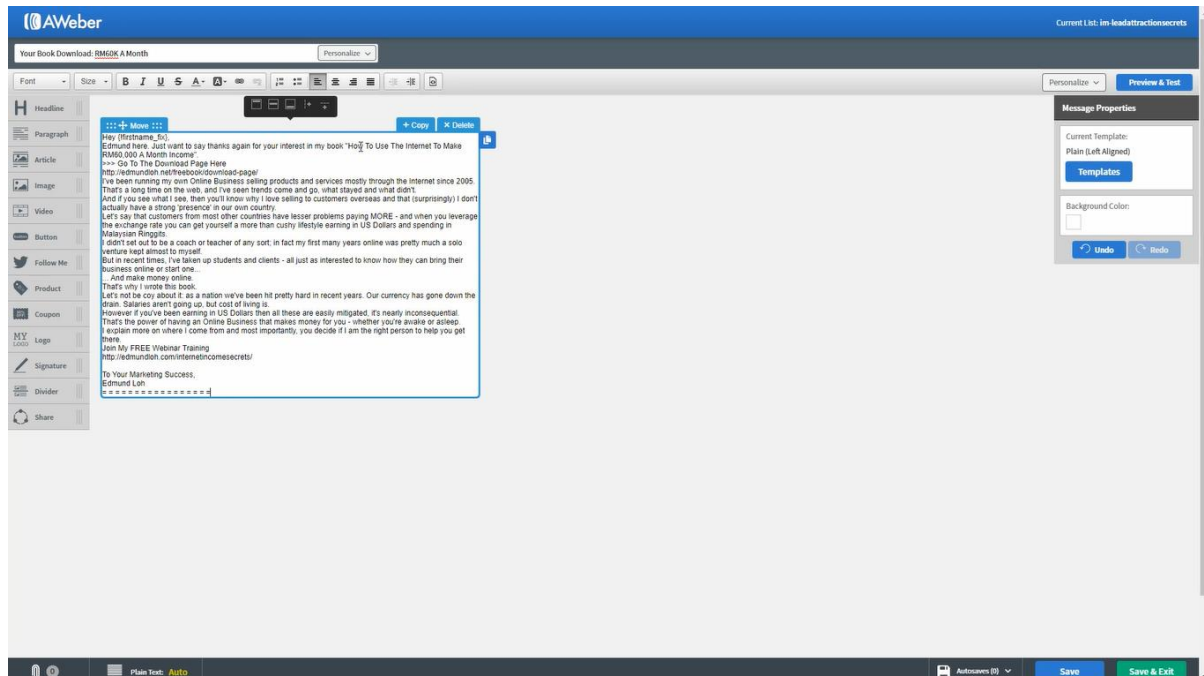


S2: In AWeber, go to messages, and click on "Legacy Follow-Up Series". Now, if you have nothing going on just yet, you're going to see that there is nothing here, except three options for you, and we're gonna choose "Drag And Drop" email builder.

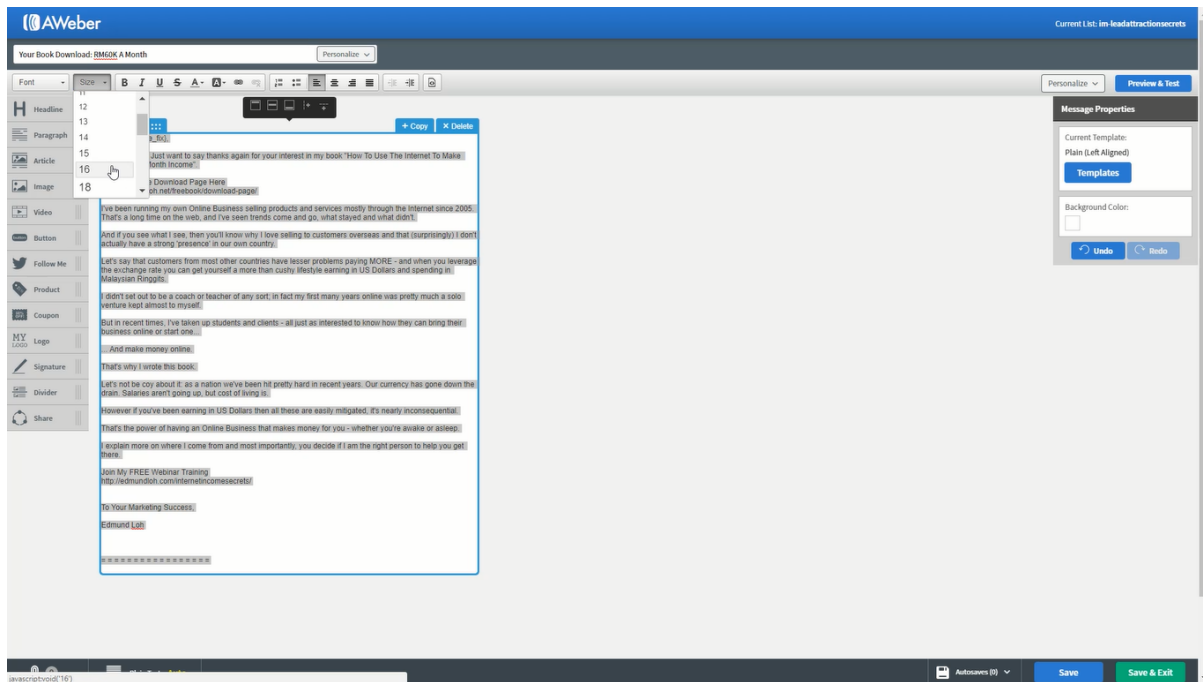


S3: You see that the email builder is here. Again, it is advisable to have your

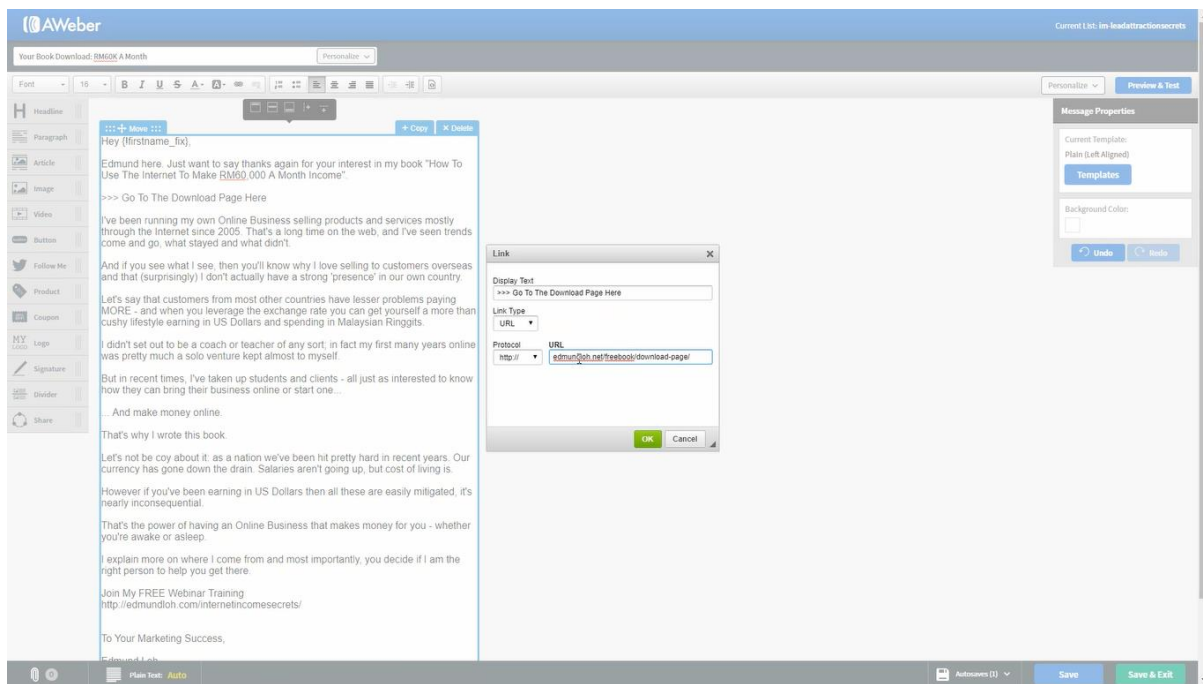
email series written in advance so that all you need to do is just copy and paste them and that makes it so much easier.



S4: What I just did here is that I basically took a copy of my email that I've written on my Notepad, and I just pasted them here - see how fast that was? This is why I like doing my content on Notepad first before I actually put it into autoresponders or even Microsoft Word, so that it just makes me a lot more efficient there. When you see that doing this saves a bit of time because you know when it comes to programs nowadays - they take a bit of time to load up, and edit on them takes a bit of time as well. This way you actually work a lot smarter. Now bear in mind though, at least in AWeber , you'll find that the contents are pretty much put together, so you will have to space them up quite a bit.

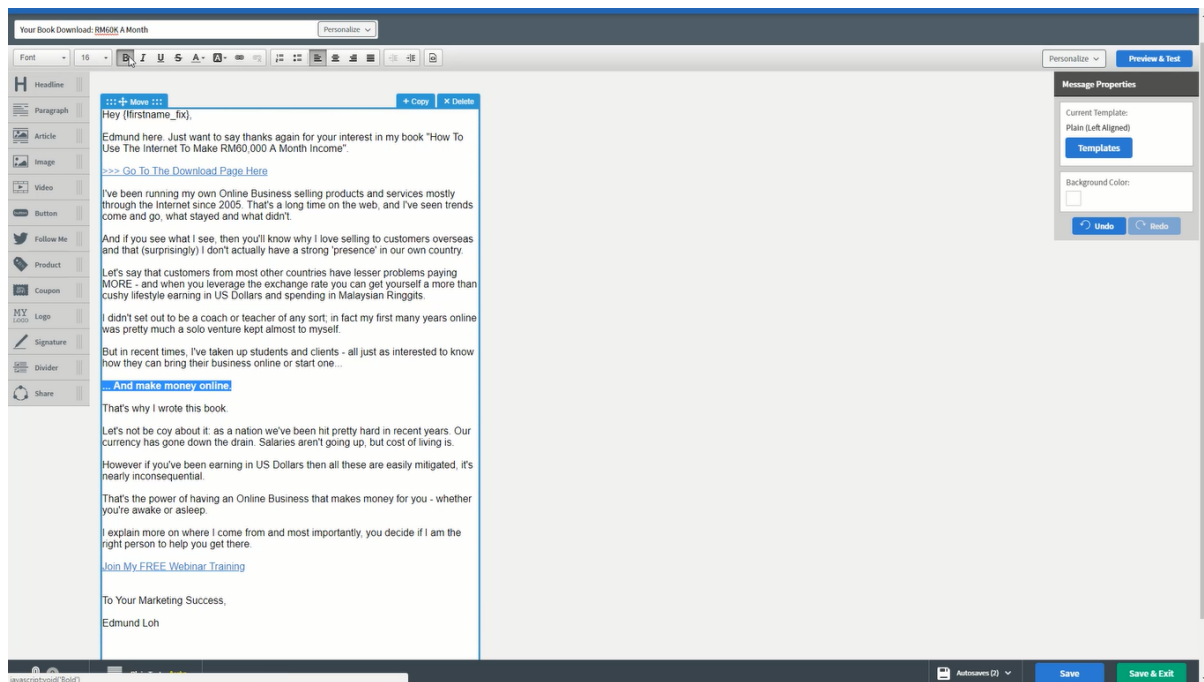


S5: Now okay, here's what you're gonna do next - you're gonna select everything and you're gonna change the font size. And it's advisable to change it to at least size 16. It is proven that having your font size at around 14 - 16 gets your emails opt-in rates better and CTR better as well. Here's why. Because with this, the readability is better, and it will appear better as well when people or your subscribers open this in their mobile phones or tablets. So, have this at font size 16, and the goal here is to make your email as readable as possible, and easy on the eyes.

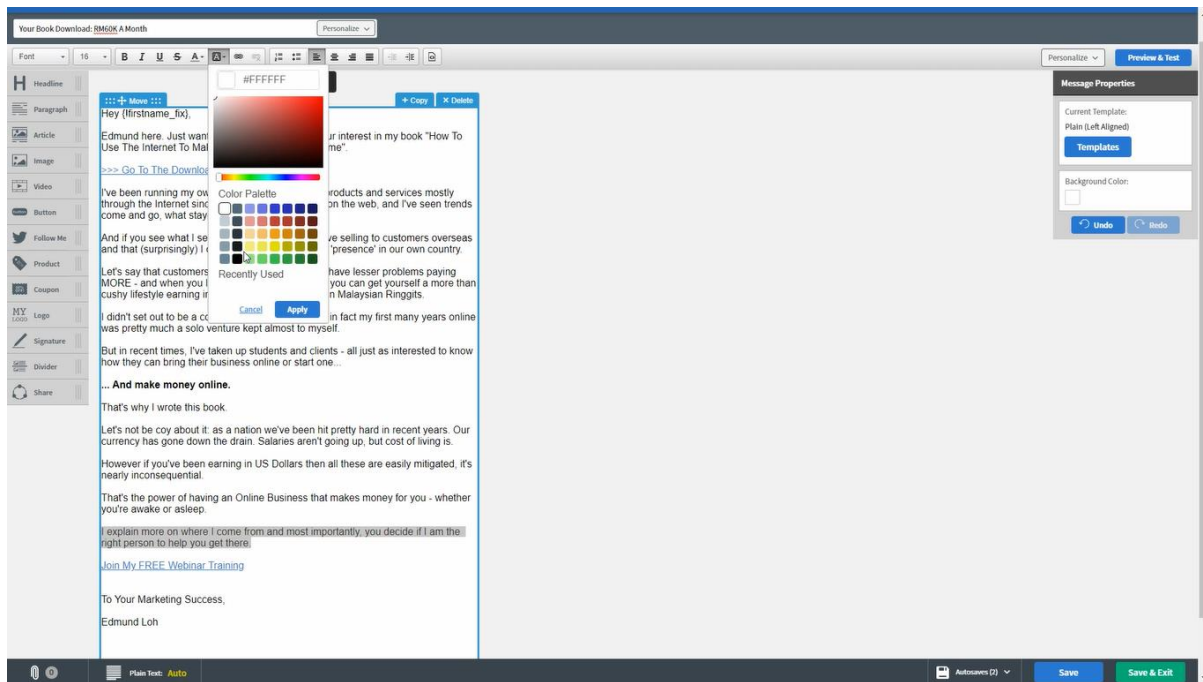


S6: What I do here is that I take the link and hyperlink the text. I highlight this whole thing, and I click on this icon here or you can also click on "Ctrl"+ "K" (on Windows) or "Command" + "K" (on Mac). I paste the URL over here. So, whatever site you're putting here, whether its "Download A Free Book" or "Download Page" or to a affiliate link... whatever. You'll will want to hyperlink it. This is a lot better than just pasting up your link like this, so this will help your CTR as well. You will also notice that in the same email I basically have 2 to 3 links but they usually go to the same site 99% of the time. And here's why, because when people open the email for the first time, you want to have one link at least above the fold that they can clickthrough right away. And as any of them choose to read on, they'll still get another reminder - call to action at the bottom , so you wanna have the email stuffed with 2 to 3 links going to the same website. I think 4 is kinda pushing it. Anything more than 4 is not good because there's a very high chance that your email will get caught in spam. And also as a gentle reminder - be mindful of the kind of choice of words that you use in your emails, you want to avoid hype-y words like "Guarantee", "Make Money Fast" and things like that. Because all this is going to fit into the profile

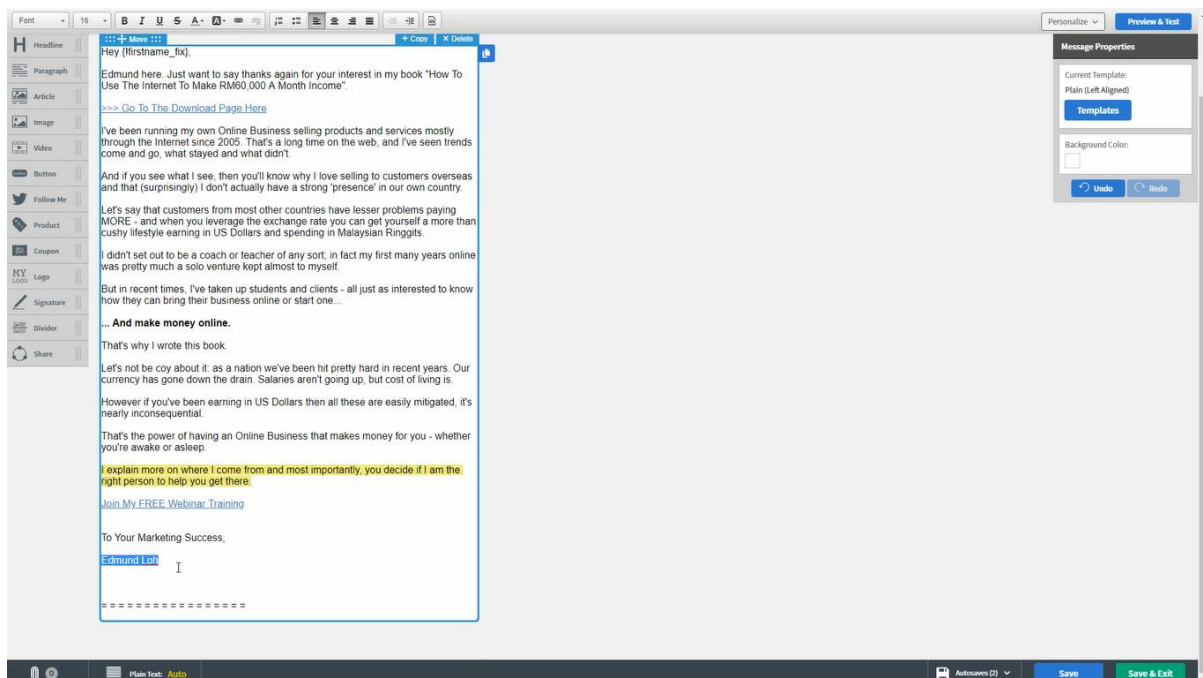
of a spam email. Even if you're using a trusted autoresponder service like Aweber, you can still have the email go into spam, because of all these words. So, don't hype your emails up.



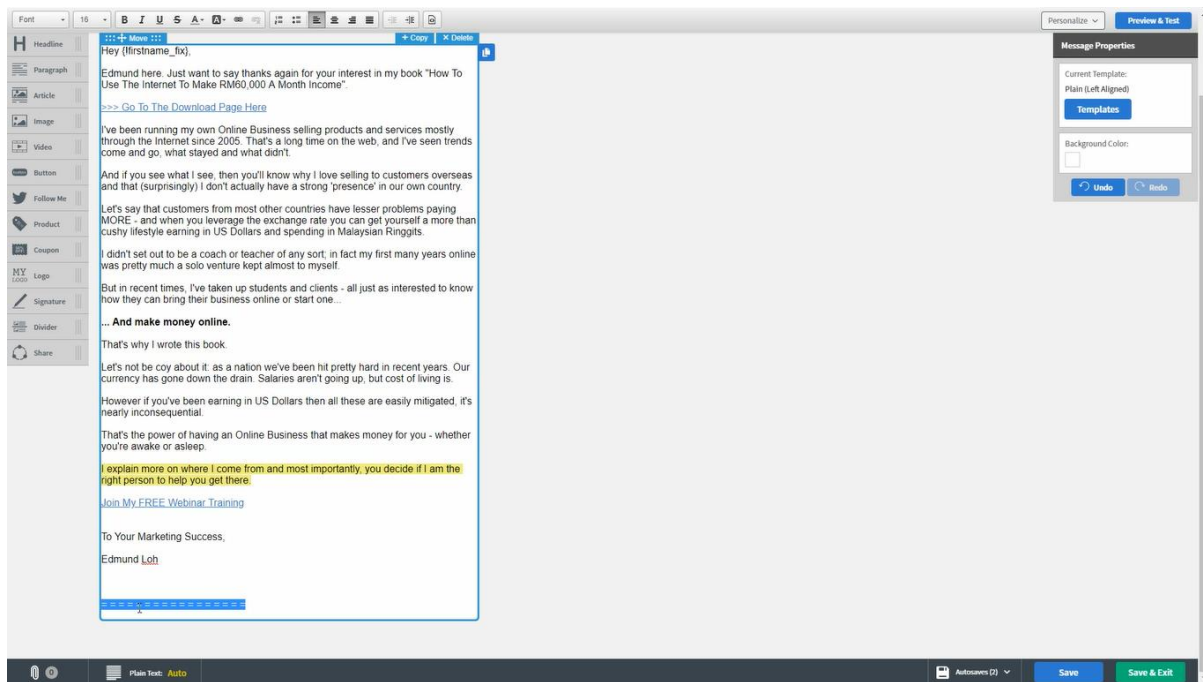
S7: Now, over here you can have some words in bold if you'd like to, let's just say I want this text in bold, I just click "Bold".



S8: If you want some highlighted you can do that as well. Just for the fun of it, you can select the highlight - I like to put yellow most of the time, at least it makes the email more readable.



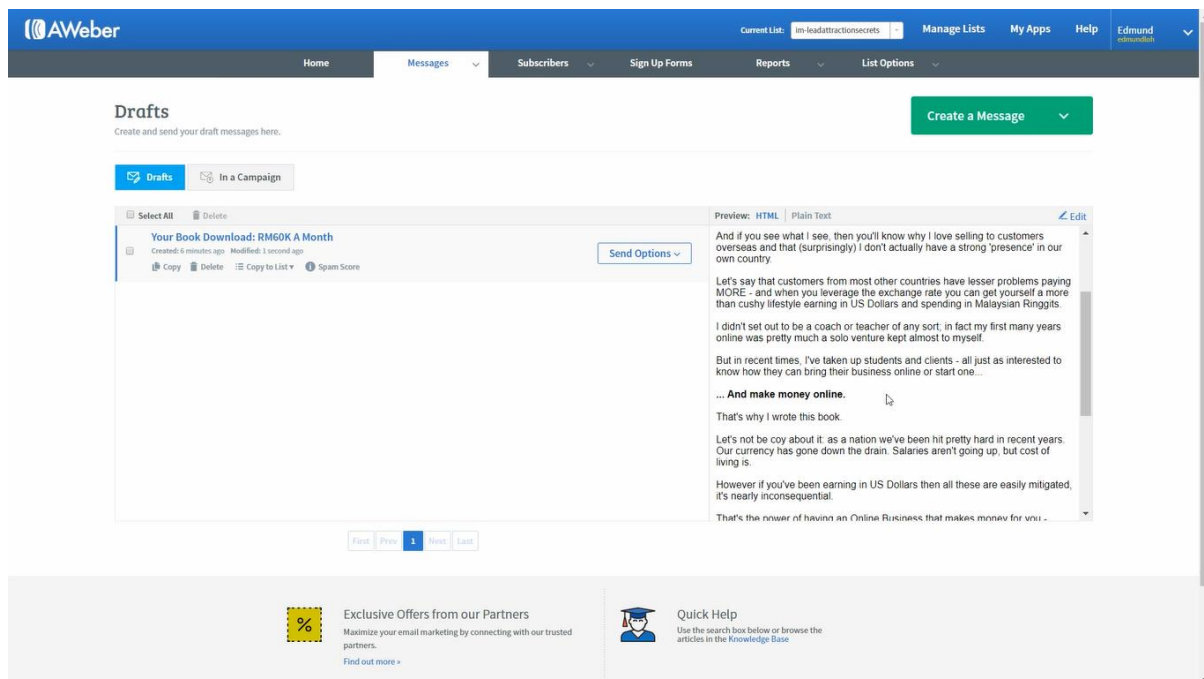
S9: And finally, you will sign your name over here.



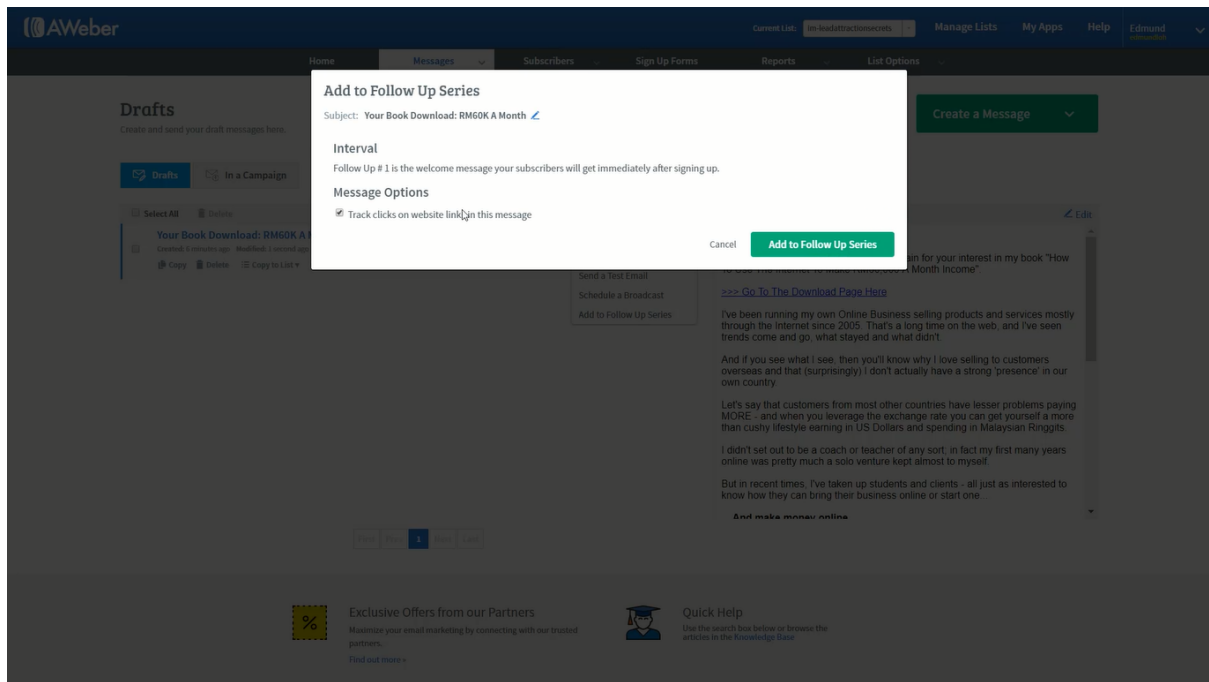
S10: You might have noticed that the bottom of the email here there's this line breaker - you can do that, because what's gonna happen by default is that when this email goes out to your subscribers whenever they join your list, there's gonna be a CAN-SPAM footer at the bottom. What CAN-SPAM basically is is that all your unsubscribed details and your mailing list details are listed below by default. So, you don't want it to be too close to your signature here, it's not going to make it look nice, so this is why I kinda space it out 3 lines here, and a line breaker over here - so it doesn't get too close. Anything more than 3 lines is kinda killing it, and Aweber, or any autoresponder service for the matter will not like it.

in 1 here, and at least the email looks neater right now, and at the same time it's a breakaway from the CAN-SPAM footer at the bottom.

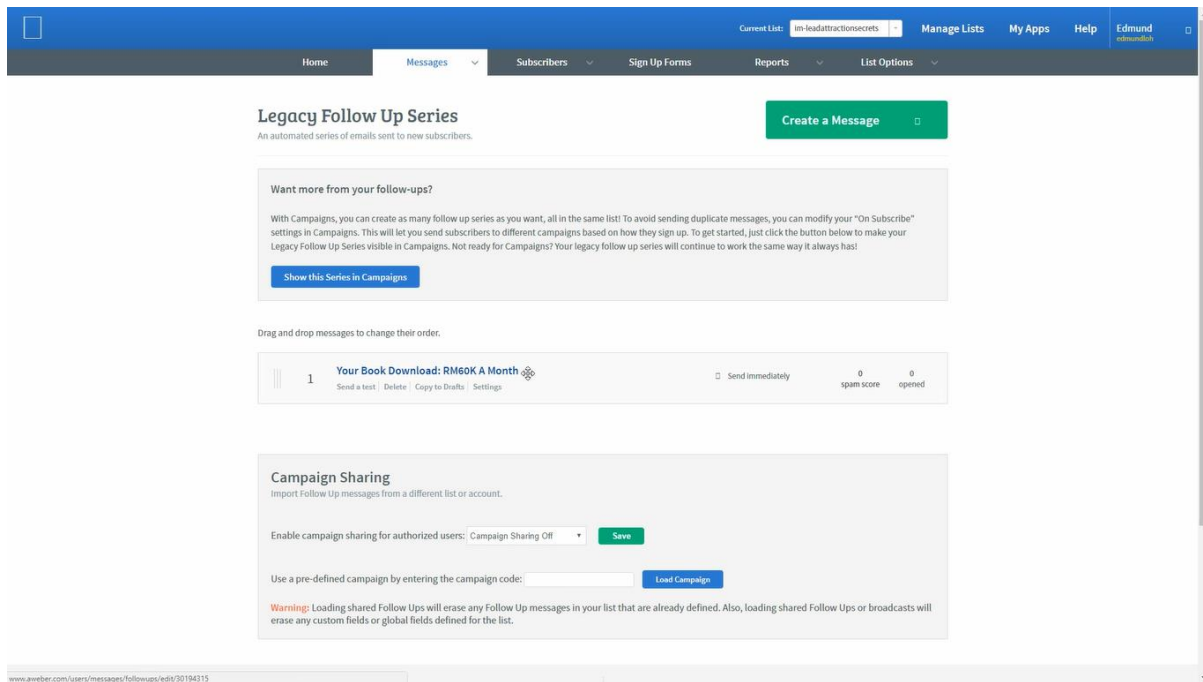
Let's review this email really quickly. Looks good. I think we can leave it alone. If you want to be fancy, feel free to - but in my experience, it's better to leave your email as simple as possible, keep it simple, professional, straight to the point. And have very good readability. So you notice that I don't even stuff a lot of lines into the paragraphs.



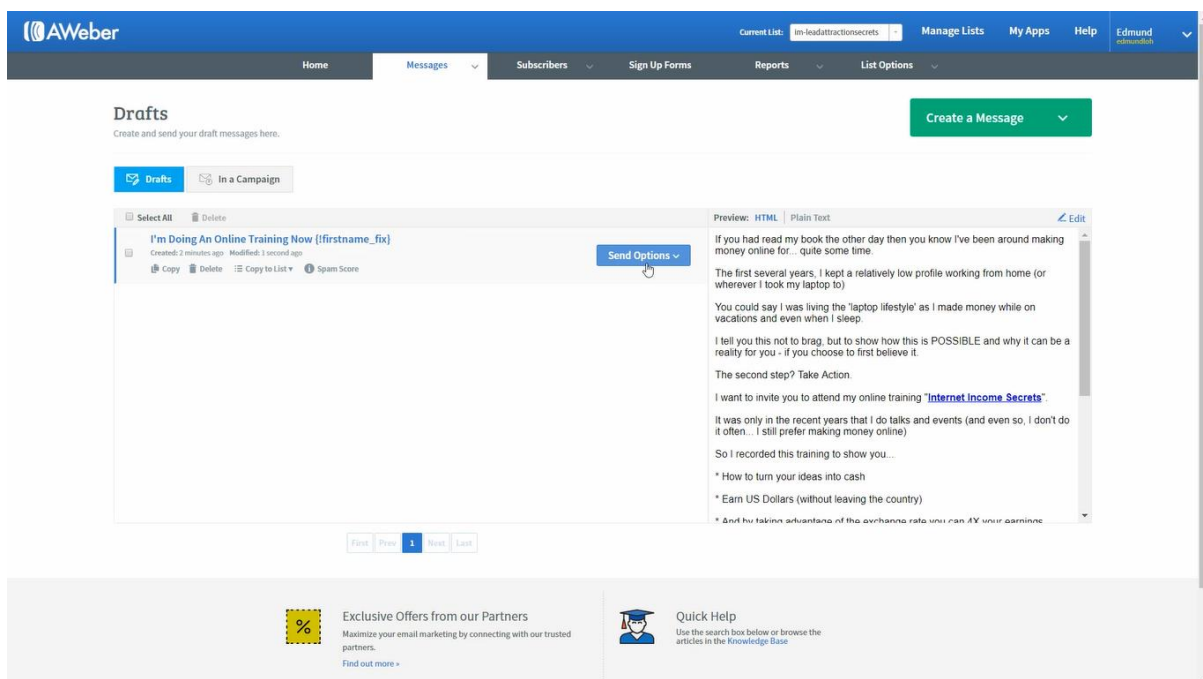
S13: You'll be taken to a drafts page. Review it again, looks good? Click on "Send Options" and click on "Add To Follow-Up Series".



S14: Since this going to be the first email of its kind, you're gonna see that there's no other options except this one. Track clicks and websites, yes. Just leave it at default. And that's good because this can give you some good statistics where people start signing up to your list, so click on the green button - "Add To Follow-Up Series".



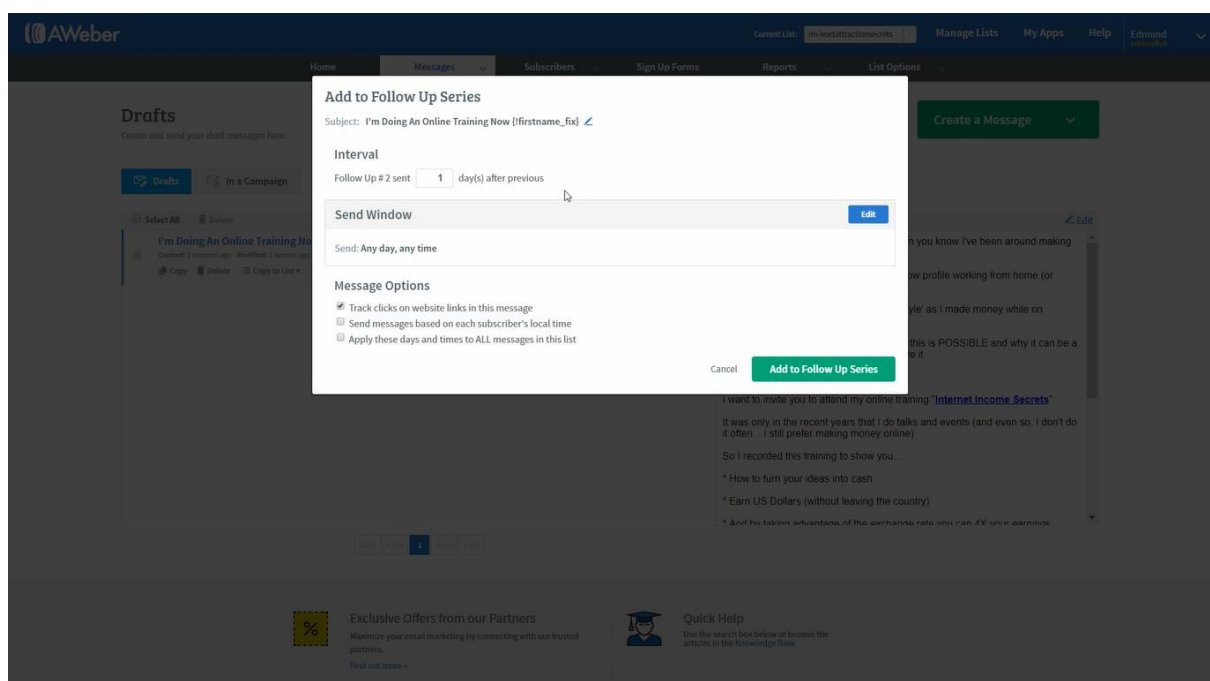
S15: And there you go - see how easy that was? I'm going to add another email, let's try this one more time. Practice makes perfect. Click on "Create Message" > "Drag And Drop Email Builder" and let's do it again.



S16: This time you will be adding a second email, and this is the next email your subscriber is going to read, perhaps the next day. And there you go, this is

what the second email is going to look like. Again, take note that I made the font size bigger than what it was to increase the readability. Space it out, and here we go. Click "Save and Exit".

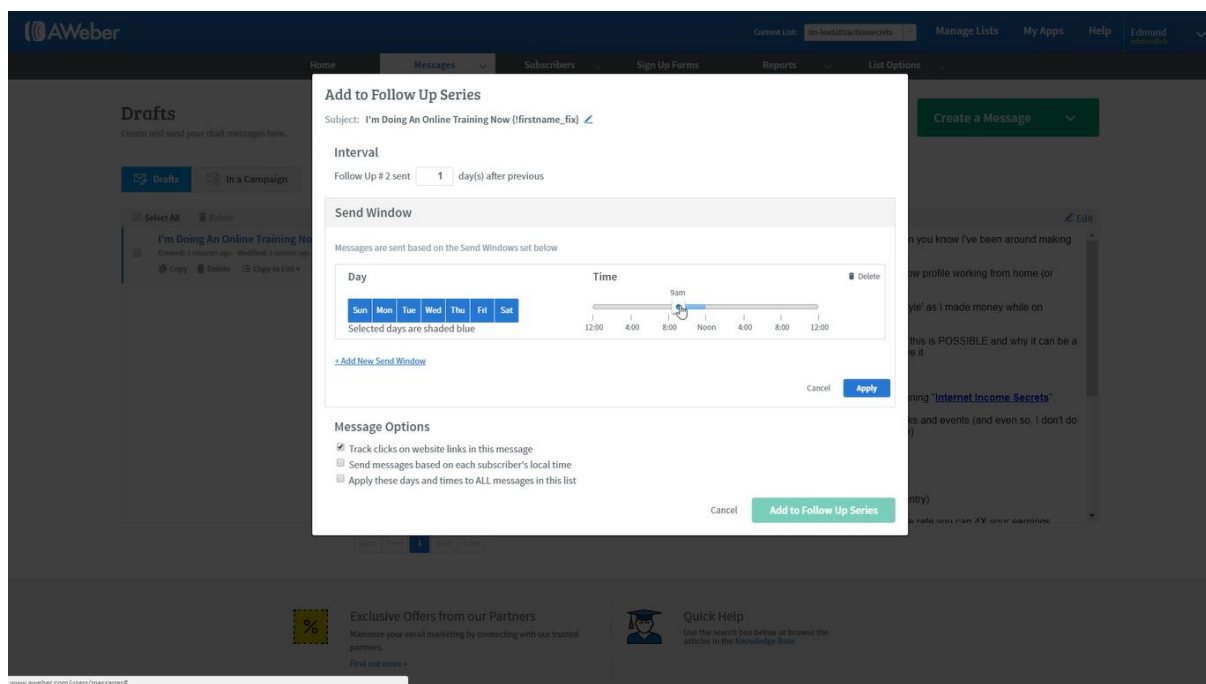
And let us review the email again. As you can see this is what the email looks like, when you put it out with the CAN-SPAM footer at the bottom. Click on "Send Options" and click on "Add To Follow-Up Series".



S17: So, you notice that this time the option's a little bit different from what you saw previously. You see that the interval is now here, you can choose to add it any day after the previous one. Normally I like to have it one day after, because you don't want to lose your subscribers' attention - it's better to send it the next day, and if you're gonna have a seven day series, for example, you'll want to send them on a daily basis, back-to-back.

Next, you see that there is this thing called "Send Window". You can set any day , any time. That means that if you leave this alone, your subscriber will get this literally 24 hours after the time they sign up. So, if the person signs up at 1

a.m. as an example, he will get this email 1 a.m. the next day. Now this might not be a good thing because if you want your subscribers to read it at a time when he/she is awake most of the time, and maybe just by chance he might be awake at that time, at 1 a.m. but not all the time.



S18: So, you can change the time here, like say, 9 a.m. , and have it go every single day. I'm going to leave this alone, and click "Apply". So, every day at 9 a.m. , your subscriber will get this email. So whatever it is, it's gonna be 9 a.m. the next day. For "Message Options" - yes, leave this alone. "Track Clicks On Website" , yes. "Send Messages Based On Subscribers' Local Time" - I would highly encourage you tick this, and you're gonna leave it at that. So, I'm gonna click "Add To Follow-Up Series" and we're done!

You see how easy that was? To get started, I suggest you put in at least anywhere from 4 - 7 emails in your autoresponder to just get things going. Of course, the more emails the better. And don't forget to every now and then, monitor the open rates, and if you find any emails that are not performing, you

either tweak them or even remove them entirely from your list segment. So don't be afraid to split test, and find out which emails work the best. And in the interest of time I normally recommend most people to just get started with 4 - 7 emails, just to get it going, get your feet wet. You can always add emails afterwards. So there you go!