



JONBRICKLEY.COM Sample Email Engagement Series

Email 1: Here's A Great 7 Day Email Follow-Up Sequence Template

Hi %FIRSTNAME%,

I learned this 7 day follow up template from traffic/media buy superstar Justin Brooke a while back...

It's a great follow up template since it's easy to customize to fit any type of offer.

Just plug in your own info, brainstorm some attention grabbing subject lines and you're ready to rock.

And there's nothing carved in stone, so don't be afraid to think outside the box...

But if you're not sure how to even write an email follow-up series, this basic template is a good starting point.

Email #1:

Here's who I am, here's what I do and here's why I'm better than other companies/ here's why you should choose me instead of another company

Here is the link to the [Lead Magnet]

BTW - if you want to make sure you receive the additional emails I'll be sending, then you need to make sure and take these steps to whitelist us.

PS. I reply to every email I receive. Go ahead and hit 'reply' on this email and tell me what your biggest question is about [TOPIC]

EMAIL #2: Tell Your Story

How did you get here. how did you go from before to now?

Tell your story and how it relates to the prospective customer that makes them want to hire you

Why would they trust you as an expert? why do they want to buy from you and not someone else?

Tell them how you got from where you were to where you are now as a provider of solutions to this market

Telling this story will help your prospects connect with you and help you to stand out from all the others

EMAIL #3:

What do you stand for?

Establish a common enemy. Create an Us vs. Them.

Tell them this is what I stand for, this is what I stand against - that lets them know you are on the same team.

EMAILS 4,5,6 Content - keep them thinking about your topic

- demonstrates your expertise
- soft pitch at end

EMAIL #7: hard pitch the free ride is over

Go all out and let them know why they need to buy from you.

this is why my service is the best

here's the testimonials that I have

here's what I do for you.

I've given you what you wanted

I've told you who I am

I've told you what I stand against

I've shown you that I'm an expert at this

now it's time to buy

If your One-Time-Offer was a special discount, then you can create scarcity in the next few emails by telling them the discount and bonuses are about to disappear.

Give this template a try if you're not really sure what to write for an email follow-up-series.

And if you want a more in-depth emailing strategy, just hit reply and let's set up a time to chat.

Your fan,
Jon Brickley.

Email 2:

- **Creating the "Right" Offer in any niche (Quick Formula)**
- **How To Make An Offer Prospects Can't Refuse**
- **A Quick Formula For Creating The "Right" Offer In Any Niche**

Hi %FIRSTNAME%,

So here's a good way to break this down...

Regardless of what you're selling—and even if you're giving something away—there are four things that go into creating a really effective offer. If your offer doesn't have any one of these, chances are it's not going to generate the results you're after.

1) You need to offer something your client wants, not just something you think they need (or something that's easy for you).
Keep in mind, of course, that what people want and what they need are rarely the same thing.

2) Prospects must be able to understand, right away, why they would want it (This is that "What's In It For Me?" or WIIFM factor us marketers talk about all the time). After all, if there's no clear benefit to them, why would they bother taking the time or spending the money?

That's why just offering a free newsletter isn't very effective anymore. We're all far too busy to go for those generic offers. You need to promise something more compelling.

3) It has to have more value than risk.
Part of this is price. But this is also where bonuses, free reports, cost comparisons, free trials, and money-back guarantees come in. They all either add value or reduce the risk. And they're all part of the offer.

4) They need a good reason to take action now.
People are super busy. So if they don't take action right now, they're likely to procrastinate then forget all about your offer. That means you need to give folks incentive to act immediately. Think limited availability, limited time offer, early bird rates, special bonuses, emphasizing why waiting would be worse, etc.

Just make sure if you do a promotion with limited availability or a limited time offer that it's true. If you don't stick to the promise made in your offer your credibility will go out the window. And the next time you say you only have five available it'll be like the little boy who cried wolf.

A classic example of a highly effective offer...

Remember the old Ginsu knives commercials? Those knives seemed like a pretty good deal all on their own...But wait, there's more. For one low price you also get the knife holder, the sharpener, the insta-chopper, and the kitchen sink.

That's called stacking the value...

AND - if you act right now, they'll even throw in a special salad spinner as a special bonus.

As if that wasn't enough to convince you, they also included a money-back guarantee.

Talk about a lot of value for little risk, and a good reason to act now. If you were in the market for a new set of knives, how could you resist?

If you want some help coming up with a kick-butt offer that will help you generate more monthly revenue in a hurry then contact me via email right away to set up a no-cost 30 minute strategy session!

As a member of my subscriber list, you can claim your strategy session any time you like.

Reply to this email and we'll set up a time to jump on skype and talk about how to increase the revenue you are getting from your marketing efforts.

Talk soon.

Your fan,
Jon Brickley.

Email 3: 7 Simple questions to create Marketing Messages that Work

Hi %FIRSTNAME%,

It seems like every time I hear some Internet-famous 'Super Coach' say that you need a clear marketing message, they never quite tell you what the actual ingredients are...

They act like it's some weird, mysterious thing...

But there's no secret to creating a clear and compelling marketing message.

Plus, you don't have to get everything perfect since your marketing messages will change and evolve over time.

In other words, you'll get way better at it the more you do it!

I just use these 7 simple questions to start forming a clear and compelling marketing message...

#1 - Who Is Your Ideal Client?

What group of people you are targeting? Try to think of 4 or 5 traits your ideal clients would all have in common, just so you are clear on who you are talking to. And it's okay to have 2-3 ideal client profiles for your business or offer.

#2 - What Is The Main Problem?

What's the primary day-to-day problem that causes people to look for answers? The primary problem is usually way simpler than we'd expect... and your ideal client has to already know it's a problem.

#3 - What Is Your Big Promise?

What's the desired outcome, transformation or result that your clients get as a result of working with you? This is what they want RIGHT NOW!

#4 - What Are Their Biggest Frustrations, Fears And Worries?

What are the top 3 frustrations, fears or worries for your potential customer? (esp. when it comes to doing business with you).

#5 - What Are 3 Big Benefits To Your Product Or Service...

What are 3 things you offer that your ideal customers would want?

#6 - Is There Anything Unique About Your Product Or Service?

What can you point out that sets you apart from others in your space? Is there something your ideal customers would think is unique about you?

#7 - Niche 'Lingo'/Communication?

Do you know how to communicate with these people? Because they'll smell a phony from a mile away...

Just look to your target audience for the answers.

They'll basically tell you what they like to hear, what they don't want to hear and how they like to be marketed to.

And through experience/trial and error you'll find out for sure what actually works best.

Want some help creating your offer, marketing message or with the tech stuff?

Let's go over it on Skype!

I will help you devise a marketing strategy that is right for you.

And yes, it's a No-Cost strategy session call I offer to all my subscribers, on the house, as my way reaching out and getting to know those of you who actually take me up on it :)

So if you're interested, just reply and we can set up a time.

Sound groovy?

Yah mon...

Talk to you soon.

Jon Brickley

Email 4: The "Secret" to Opt-in Offers that convert

Hi %FIRSTNAME%,

Well, there is no secret... it's just a matter of boiling everything down.

Here's the rundown:

What are the goals of your optin offer?

Get them on your list

Start them down the path toward purchasing something

Start by asking:

What do your potential customers really want?

What do your potential customers need help with?

What's a huge problem they can't crack?

What a good trick, tip, or insight your audience would like?

Good optin offer bribes:

Secrets

Insights

Resource Lists
Step-by-Step Guides

Actionable advice is key.

Also, the headline should be total click-bait (meaning people are engaged by the title alone).

The headline alone should clearly explain the benefit to the reader.

But Be Warned: Click-bait headlines can backfire if you don't follow through.

If people don't feel you delivered the eye-opening resource you promised, they'll make a point of DIS-liking your brand.

And no one wants that...

So just make sure you're offering something of value.

And from a marketing STRATEGY standpoint...

Ideally, the optin offer should give them a taste of what your paid offer is all about, and get them wanting to upgrade to the paid version.

Sometimes it can be hard to do that...

But if you can swing it, the ideal optin offer would be:

Something they want to know...

Something they could potentially take action on immediately...

(Ideally) It gives them a taste of what is in the paid version and primes them up for your paid offer.

Are you still stuck on creating a great offer?

If you want to get together and hash out a strategy plan to double, triple, even 5x the monthly revenue your business or marketing funnels are currently generating, click the link below and pick a time that's good for you to sit down and have a 30 minute no-cost bonus strategy session via skype or on the phone, whatever you prefer...

I guarantee you will walk away with more clarity about how to do what you desire, AND... It's Fun!!

Click Here To Claim Your Bonus Strategy Session >>
<http://digitalmarketingspeed.com/#>

Talk soon,
Jon Brickley

Email 5: 5 Quick Tips for Creating Irresistible Opt-in Offers and Headlines

Hey FIRSTNAME%,

These are the types of things I try to keep in mind for opt-in offers and headlines:

#1: Keep It Simple: Avoid useless words. Just get to the point and nothing more. Think concise and snappy.

#2: Know Your Market: Your opt-in headline needs to speak directly to your target market: it should be personal and in the right tone of voice for them. Address the individual with a specific message.

#3: Give Them A Bribe They Can't Refuse: Everyone wants something free, but make sure it's something they would really want... something they would gladly pay cold hard cash for. Create the incentive.

#4: Prove It: You need to prove to them why it's totally worth their time signing up to your email list. Always be looking to get social proof and testimonials...

#5: Use "Power Words": Certain adjectives can add power to your ad copy... Who knew checking Thesaurus.com could be so profitable?

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I can show you some things you might not have thought of yet...

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Talk soon,
Jon Brickley

Email 6: How to create an OTO that actually converts

Hi %FIRSTNAME%,

Okay, so let's say someone found your squeeze page and they opted in to your list.

Goal!

But wait...

The very next page they see after that is your OTO...

Great, does it convert at all?

You're not alone if it doesn't...

For one thing, showing cold traffic an OTO after they opt-in rarely converts unless it's just right or has a boatload of value stacked up.

That whole funnel setup is actually designed for referral (email) traffic, not cold traffic from ads.

So then, how do you create an OTO that new subscribers would want to buy?

1. Make sure your offer is relevant to what they opted in for
The offer won't convert if it's not related to the big promise on your squeeze page.

If your free gift on your squeeze page is about Twitter strategies then make sure your upsell or one time offer is about Twitter strategies too. Or something closely related. That's why they opted in and what they are expecting to hear about.

If you will like to discover my complete 200 subscribers/day listbuilding traffic sources report

2. Offer the 'advanced' version

This works great. Give people a more in-depth or advanced version of the offer on your squeeze page.

The most basic way to do it is to offer a Done-For-You service.

Let's say your freebie is a report detailing how to set up a blog. A great upsell would be an offer to do it for them.

For a small service fee, you will upload and set up their blog for them (using the method in your report.)

An upsell like that can work well since the subscriber is excited about the promises made on your squeeze page and now you're telling them that there's a way they don't even have to lift a finger to make it happen.

3. Make sure you give more than you ask for in payment

Give people an outrageous offer.

Make it so they feel stupid walking away from it... since it's clearly worth way more than you're asking for it.

Stack the value!!

Always give more than the amount you are asking for.

That way, you'll have an OTO that converts AND you'll get the relationship with your new subscriber off to a great start.

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Talk soon,
Jon Brickley

Email 7: My funnel doesn't convert, now what? (2 things...)

Hey %FIRSTNAME%,

So most successful marketers say that, "20 percent of your customers will account for 80 percent of your revenue."

Okay, so that would mean that most of our revenue comes from the same people buying from us over and over again...

And if that's the case then we to focus on completely over-delivering on our buyer's first experience with us.

I mean, most of the time they actually WANT to view you as an authority in the niche...

And delivering value will definitely gain their trust as a new customer.

So if you pick something you KNOW you can deliver on, most people will have no problem buying from you again and again.

But from my experience, the most effective thing that really moves the needle on sales is:

TESTIMONIALS and CASE STUDIES

Social proof/testimonials can have a massive impact on sales.

And in my humble opinion, they are by far the best and fastest way to gain trust and confidence in your potential clients or customers.

Getting testimonials and hopefully something you can turn into a 'case study' is the best solution, if you ask me.

So what you COULD do is...

Create a front end "tripwire" type offer that is relevant to what they opted in for, and over-deliver on whatever they would perceive as value for that niche/topic.

Whatever it is... checklists, step-by-step videos, even if it's your own TIME...

Whatever you have to add as a bonus to give them massive value...

And sell it to them for dirt cheap, like less than ten bucks.

Then ask them for a testimonial right away!

That's the critical part. You have to get the testimonial right away...

Just get some real testimonials as proof that you are for real and actually get the job done. It doesn't have to be anything phenomenal, just something positive...

But when people see some proof that you're at least reliable and people have had a positive experience doing business with you, your conversions can start to snowball. That's how it happens. It's super effective.

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I am an expert at this, and I want to reach out and help you.

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