

**SKILL 17**

**YOUR  
EMAIL  
SEQUENCE**

**Market Your Genius**  
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# STAGE II: PLATFORM

## MODULE F: EMAIL AND FUNNEL

### SKILL 17: YOUR EMAIL FOLLOW-UP SEQUENCE

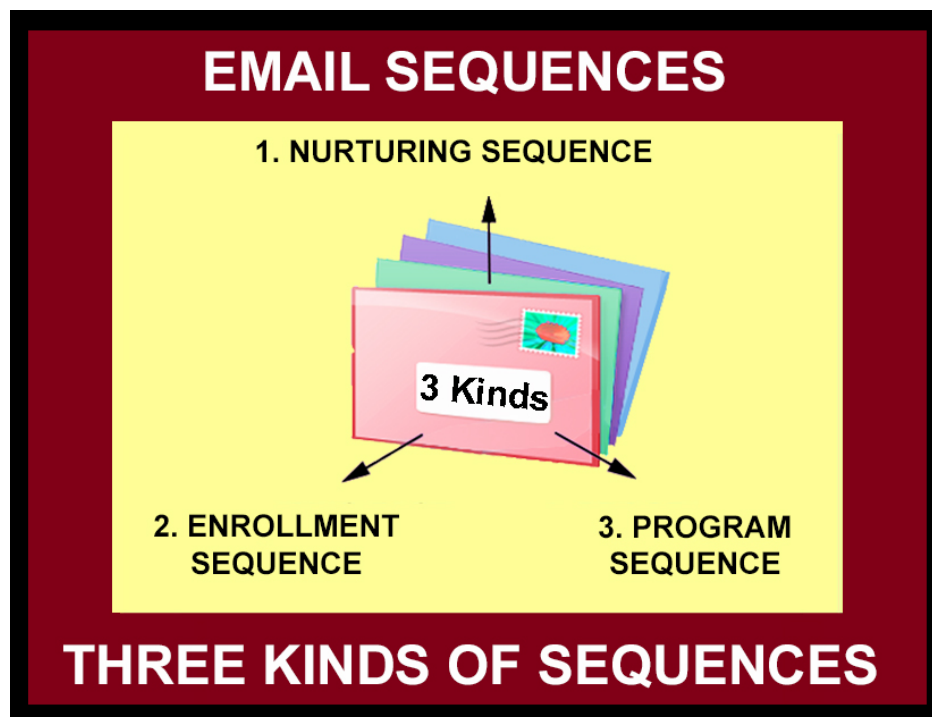
You want to move potential client from the “prospect” side of the ledger to the “buyer” side. One of the most powerful tools that marketers use is an Email Follow-Up Sequence. With the right prompts, new subscribers will often take action, even if they’ve just met you. Email Sequences can help you:

- Meets the Needs and Desires of your Audience
- Build the “Know, Like and Trust” Factor
- Establish you as a Leader in your Market
- Provide Proof of your Content
- Turn Browsers into Buyers

The key is to present an appealing flow that leads naturally from one step to the next. Your reader will a connection.

They will forward to next email they will purchase products services without thinking twice. All

because you designed an email follow-up they would foolish to ignore.



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# THREE KINDS OF EMAIL SEQUENCES

There are three kinds of Email Sequences:

## 1. NURTURING EMAIL SEQUENCES

A Nurturing Email Sequence nurtures and builds relationships. These are your promotional emails. They take clients on a journey through your funnel, gently encouraging them to step up. There are three steps Nurturing Email Sequences tend to move potential clients through:

1. **LEAD MAGNET (FREE GIFT)**
2. **ENTRY-LEVEL PROGRAM**
3. **ADVANCED PROGRAM**

Nurturing Email Sequences are the kinds of Emails you generally receive from coaches. They are building a relationship with you from the ground up.

See the section on copy, for writing a Nurturing Email. Make it personal, name a problem people are having, offer a solution, establish authority, talk about benefits and make your generous offer (Call to Action).

## 2. ENROLLMENT EMAIL SEQUENCES

Your potential client has visited your Landing Page. They have signed up for a free webinar, a course or other offer. Your tracking shows that they didn't attend your event, visit your sales page or opt in for the next level.

There are three possibilities here. Each involves sending a different automated email sequence (all of this is automated by your CRM Software):

1. **They Bought your Program** (Advance to Program Email Sequence)
2. **They Attended Your Event** but Didn't purchase your Program
3. **They Signed Up** but They Didn't Attend Your Event.

Enrollment Sequences (and templates) will be covered under **SKILL 18**

## 3. PROGRAM EMAIL SEQUENCES

Your Program Sequence leads your people through your program, once they are enrolled:

1. **Welcome Email.** Includes a Link to your Program.
2. **Reminders** and Links to Call-Ins
3. **Up-Sell** to Next Level

# CRAFT YOUR SEQUENCE

## 1. KNOW YOUR CLIENT

Before you can design a follow-up sequence that compels your readers to take action, you need to know who your readers are. Are your initial offers and subsequent follow-up messages aligned with their needs and interests?

Your initial offer should be integrated into your first email follow-up, which presents the next logical step for readers to take. At each step (or email) along the way, the next logical move is a clear “no-brainer.” This entire sequence is designed to appeal to the person who most needs and wants the information you have to offer. Consider these criteria:

- **FINANCES:** Can he or she afford your services and products?
- **GOALS:** What are their current goals? Are they a brand-new business owner, or a seasoned and experienced entrepreneur?
- **MOTIVATION:** Are they committed? Are they ready? Will he or she take the necessary actions to move to the next step?

## 2. WRITE CLICKWORTHY SUBJECT LINES

Skill 14 introduced you to headline. Getting your emails opened is the biggest hurdle you’ll face with your follow-up sequence. Some studies claim that the average adult received 147 emails per day. Email systems such as Gmail filter incoming mail, so users can quickly see which emails are promotional and which (presumably) they really want to read.

This type of auto-filtering can make it very hard to get the attention of your subscribers. Even though they’ve asked to receive your emails, the combination of filtering, over-zealous spam controls, and an overflowing inbox means your subscriber won’t always see your email. And if he or she does, there’s no guarantee that they will open it. You can tip the odds in your favor by:

- Avoiding spammy words and phrases such as “free” or “\$\$\$” and excessive exclamation points.
- Using a reputable email management system with good delivery rates.
- Keeping it short - fewer than 60 characters.
- Make it personal. Talk friend to friend.

Create intriguing headlines that your reader simply cannot resist:

- Ask a question (“Which email provider performed the best?”)
- Personalize your subject with a first name (“Hey Susie, did you grab this yet?”)
- Leave them hanging (“This is my best tip for better branding”)

- Make it time sensitive (“Ends Thursday: 50% off on all my social media courses”)
- Use multimedia (“How I organized my office in an afternoon – before and after pictures inside!”)
- Make it a list (“Three ways to land your first client this week”)
- Use a direct call to action (“Register today”)

### 3. CREATE A “SWIPE FILE”

A swipe file is a collection of content (in this case, email subject lines) that inspire you in some way. Copywriters use this technique to avoid writer’s block, and to create better sales copy, calls to action, and subject lines.

While you’re reading your email every day, don’t just hit delete. Read the subjects. Read the first paragraph of the copy. Which ones work for you? Which ones make you want to click? Start a list and turn to that when you’re writing your own subject lines. Headlines (or Copy) That Made Me Click

### 4. STRIKE A BALANCE BETWEEN CONNECTION, INFORMATION AND OFFERS

**Connection** is a starting point (Skill 14). But, if you want to be known as the go-to authority in your niche, you must provide rock-solid **Information** that’s valuable to your subscribers. If all you offer is information, however, some of your subscribers will lose interest.

The fact is, you must “train” your subscribers to expect — and even appreciate — periodic **Offers**. If you establish a pattern of all information, all the time, they’ll begin to think this is the norm for your list, and will resist any offer, regardless of how useful it might be.

You must also be careful not to go too far in the other direction, either. Offer after offer will quickly burn out your list. The secret is to strike a balance between offers and information. Some markets will joyfully accept a higher percentage of offers compared with information. Other markets will resist every attempt to “sell them” something. Know your people.

What tips, strategies and stats do your people need to have throughout your follow-up sequence? Start with the questions they’re most likely to have as they read each email. Then determine if the answer can be conveyed in an email, or if it requires something larger—such as your “free gift”.

If every question requires a paid product to answer, chances are your follow-up sequence is too broad. Consider narrowing your topic before continuing.

## 4. CRAFT COMPELLING CALLS TO ACTION

Not every email needs to have an offer. But, every email should have a **call to action**. Never leave your readers without something to do “next.” Your calls to action should be:

- **CLEAR AND BOLD.** Tell your reader exactly what they need to do. Watch the video. Download the checklist. Register for the training.
- **BENEFIT DRIVEN.** Why should you do this? What’s in it for you?
  1. Watch the video to learn design secrets that will save you time.
  2. Download the checklist to learn the exact strategy I’m using.
  3. Register for the training for easy-to-follow, step-by-step advice.
- **LIMITED.** Make one call to action per email. Two calls to action are only acceptable if they are both free offers.

Exercise: Create Your Email Call to Action Offer.

## MAP YOUR FUNNEL

### 1. KNOW YOUR FOLLOW-UP GOAL

You may have long-term goals and objectives. For instance, you may want to get people into your high ticket VIP program. But, every email will have its own smaller goal. Each email will be designed to move subscribers deeper into your funnel. For instance, you may offer a free webinar to show attendees the power of podcasting for business. After the webinar, you’ll reach out with a sequence of five **Nurturing Emails** which:

- Restate the importance of podcasting;
- Provide proof of concept through case studies;
- Offer tips and strategies not covered during the webinar;
- Give links to supporting documents and additional resources;
- Finally, you’ll offer your paid podcasting program, which subscribers can purchase at a discount if they do so within a set period of time.

In this example, the paid podcasting program is the goal for this follow-up sequence. It isn’t your big, end-of-funnel VIP program. It’s one step along the path to that VIP program, retreat, or high-end private coaching program.

### 2. HOW TO MAP YOUR FUNNEL

1. Compose your Landing Page copy first. You did this in Skill 14.
2. Once your customers have opted in, what offer (paying program) are you leading them towards?
3. Now, create an email sequence that leads directly to your offer.

You are now **mapping your funnel** (Skill 18). You can now create a step-by-step process that will lead your subscriber into your funnel. Each email in your sequence will build on the previous emails, providing more resources that your reader can use. This achieves several purposes:

- It helps your subscribers to achieve their goals.
- It establishes your expertise - you become the go-to expert.
- It conditions your subscribers to open your emails because they know that they will receive valuable content from you.

You can't expect a math class to learn algebra if they don't know how to add and subtract. You have to give them the prerequisites first, before asking them to move to higher-level subjects.

- What are your prerequisites?
- In what order do they need to be learned?

Compose your initial welcome and download email message first. Decide what subscribers will need to know next, and how this information can flow logically to be of maximum benefit to them. Use the templates at the end of this section to plan your entire email series.

Email Prerequisites and Learning Objectives: The First Seven Steps:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

### 3. AUTOMATE YOUR EMAIL CAMPAIGN

The beauty of a Follow-Up Email Sequence is that it works even when you aren't there. A follow-up sequence goes out on a schedule that you've pre-determined. Your follow-up emails go to everyone who subscribes. More people are seeing your best emails and offers over a longer period of time.

This gives you the opportunity to create a recurring stream of income by offering products, services, and even affiliate programs, to everyone who subscribes to your list. For example, once a new subscriber signs up, they're immediately funneled into

one of two sequences. Existing customers are sent down a different path from customers who are new.

Offer better support to your potential and future clients by giving them exactly what they need at the right point in their journey with you. The key to this lies in smart automation. Be sure that you're offering the next logical product, based on where your customer is in the funnel.

You need to know that you're not continuing to offer a product they've already purchased. It is very important to avoid sending the same emails, especially ones that lead to purchases already made by your customer!

Most email systems today allow you to tag and move subscribers from one campaign to another, based on their behavior. However, it takes some forethought and planning to ensure that the flow is natural and that your subscribers don't accidentally receive random, unexpected messages.

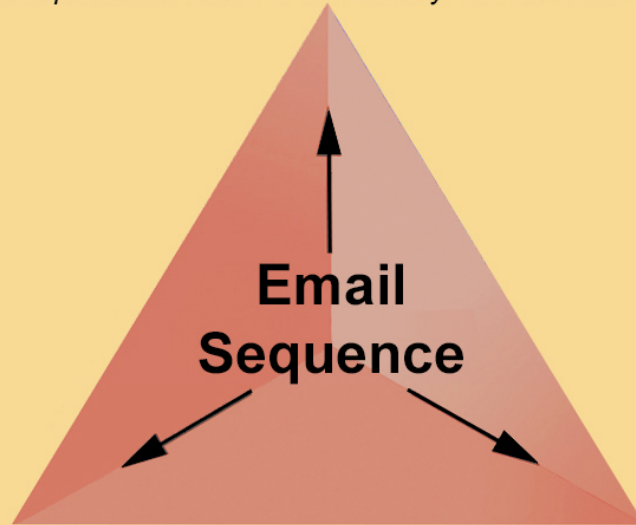


Exercise: Map Out Your Automation. Spend some time mapping out exactly what will happen to subscribers as they move through your funnel. If a subscriber does ABC, then DEF Should Happen Next.

# YOUR EMAIL SEQUENCE BUILD A RELATIONSHIP

## 1. CONNECTION

*Start by buiding a connection with your audience (MODULE 14).  
Make it personal. Share a vulnerabilty. This builds trust.*



## 2. INFORMATION

*Establish yourself as a “go-to” authority in your field or niche. Give new information with each subsequent email.*

## 3. OFFER

*Make a call to action. Get them to do something. Make your offer irresistible. A free gift that they can really benefit from.*

# THREE COMPONENTS

## P R A C T I C E

Your Email Sequence is the first contact that you will make with your future clients and customers. Remember the first time you met a significant person in your life? It's a magical moment. Your dream client will never see your product, if your copy doesn't reach them.

We're covering copy in depth, during Module 14 (Landing Page Copy) and Module 17 (Email Copy). There is some overlap between the two Modules. Even if you hire a copy writer, it's important to understand copy so you can 1. Choose the best copy writer because you know what to look for; 2. Give them sample copy in your own voice. Copy is a collaborative process. Your copy needs to sound like YOU.

## MAP YOUR EMAIL SEQUENCE

Before you compose your emails, it's useful to map out your Email Sequence. The check list below is designed for you to plan and map out your email strategy. Start out with a small email sequence and gradually build towards a more comprehensive sequence. You are beginning to Map your Funnel.

### I. LEAD MAGNET

- \_\_\_\_\_ Lead Magnet: Nurturing Email #1
- \_\_\_\_\_ Lead Magnet: Nurturing Email #2
- \_\_\_\_\_ Lead Magnet: Nurturing Email #3
- \_\_\_\_\_ Lead Magnet: Nurturing Email #4
- \_\_\_\_\_ Lead Magnet: Nurturing Email #5
- \_\_\_\_\_ Lead Magnet: Landing Page

### II. ENTRY LEVEL PROGRAM

- \_\_\_\_\_ Entry Level Program: Nurturing Email #1
- \_\_\_\_\_ Entry Level Program: Nurturing Email #2
- \_\_\_\_\_ Entry Level Program: Nurturing Email #3
- \_\_\_\_\_ Entry Level Program: Nurturing Email #4
- \_\_\_\_\_ Entry Level Program: Nurturing Email #5
- \_\_\_\_\_ Entry Level Program: Sales Page
- \_\_\_\_\_ Entry Level Program Email #1: Welcome
- \_\_\_\_\_ Entry Level Program Email #2: Program
- \_\_\_\_\_ Entry Level Program Email #3: Program
- \_\_\_\_\_ Entry Level Program Email #4: Program
- \_\_\_\_\_ Entry Level Program Email #5: Up-sell to Full Program
- \_\_\_\_\_ Entry Level Program Email #6: Up-sell to Full Program
- \_\_\_\_\_ Entry Level Program Email #7: Up-sell to Full Program

### III. FULL PROGRAM

- \_\_\_\_\_ Full Program Nurturing Email #1
- \_\_\_\_\_ Full Program Nurturing Email #2
- \_\_\_\_\_ Full Program Nurturing Email #3
- \_\_\_\_\_ Full Program Nurturing Email #4
- \_\_\_\_\_ Full Program Nurturing Email #5
- \_\_\_\_\_ Full Program Sales Page
- \_\_\_\_\_ Enrollment Email (Attended But Didn't Buy): #1
- \_\_\_\_\_ Enrollment Email (Attended But Didn't Buy): #2
- \_\_\_\_\_ Enrollment Email (Attended But Didn't Buy): #3
- \_\_\_\_\_ Enrollment Email (Attended But Didn't Buy): #4
- \_\_\_\_\_ Enrollment Email (Attended But Didn't Buy): #5
- \_\_\_\_\_ Enrollment Email (Didn't Attend): #1
- \_\_\_\_\_ Enrollment Email (Didn't Attend): #2
- \_\_\_\_\_ Enrollment Email (Didn't Attend): #3
- \_\_\_\_\_ Enrollment Email (Didn't Attend): #4
- \_\_\_\_\_ Enrollment Email (Didn't Attend): #5
- \_\_\_\_\_ Full Program Email #1: Welcome
- \_\_\_\_\_ Full Program Email #2: Program
- \_\_\_\_\_ Full Program Email #3: Program
- \_\_\_\_\_ Full Program Email #4: Program
- \_\_\_\_\_ Full Program Email #5: Up-sell
- \_\_\_\_\_ Full Program Email #6: Up-sell
- \_\_\_\_\_ Full Program Email #7: Up-sell

## DESIGN A 3 TO 6 EMAIL SEQUENCE

Get started! Create a Nurturing Sequence of three to six emails for your top Lead Magnet. Study other coach email sequences for ideas.

**EMAIL#1 TOPIC** \_\_\_\_\_

Subject Line: \_\_\_\_\_

Email Outline: \_\_\_\_\_

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Call to Action: \_\_\_\_\_

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**EMAIL#2 TOPIC** \_\_\_\_\_

Subject Line: \_\_\_\_\_

Email Outline: \_\_\_\_\_

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Call to Action: \_\_\_\_\_

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