

THE 7-PART EMAIL SERIES

That Readily Turns
Subscribers into
Customers



Creating a Follow-Up Email Series to Ensure More Subscribers Become Customers

In the last lesson we talked about creating your thank you email. You learned the importance of using the words “thank you” in your subject line. We gave you over 30 examples of opt-in freebies. Then we showed you what to include in your thank you email. It needs to have the headline congratulating subscribers on taking the first step and thanking them for registering. It should have the download link or where they can go to get it.

The thank you email is where you want to give that first special offer. It can be added below the freebie link. Use a simple sentence to grab their attention, like “but before you go” with a compelling benefits headline, a description of the offer and a link to it. You don’t want to just stop at the one email. You need to add some follow-up emails. Some people will buy right away, others will need to see your message a few times before they’re ready to buy. If you use an autoresponder like AWeber or GetResponse, make sure when subscribers come into this free offer that they only get the follow-up series to start with.

You don’t want them to receive any other broadcasts you might be sending the rest of your list while they are on that follow-up sequence. The follow-up should be focused on the product or service that you are selling.

It can be educational as well. You want them to feel like they are getting a benefit from hearing from you, even if they are not buying right there and then. If they are buying, they are going to feel like they have even more value.

Here are the basic seven emails that we do. They are sent over 7 consecutive days. You can test out different intervals to see which works best.

You could replace some of the emails with case studies or FAQs. There are lots of different ways you can educate your potential customer so that they feel like they have learned something and are now ready to buy.

We’ll go into more detail in a moment, but the 7 emails are:

1. Start with the thank you email that introduces the product and benefits. We completed this in the last lesson.
2. The second email is to make them imagine the possibilities of that product.
3. Email three gives them ideas for making most of the product – they are thinking about it more, how it can work for them.

4. The fourth email is common mistakes in solving the problem they have and how to avoid them. That is valuable to anybody, but also it gives them the confidence to start solving that problem and buying that product from you.
5. Email five is a tips email but again, you can mix it up. You can do a case study. You can do a FAQ and all that different stuff. But our samples have the tips.
6. The last two emails are basically reminders – last 24 hours and then your last call.

Email 2: Imagine the Possibilities

With email two, you are going to help them visualize what it is like to have your product, maybe do the math for them. For example, if it is a marketing product, tell them how much they have to sell to earn a certain amount of money. Or for weight loss, losing two pounds a week adds up to whatever by a certain date. Or a financial program, saving however much money on their monthly budget means they will be able to do whatever it is your target customer wants to be able to do.

Think about when you do this, what is the benefit of the benefit? Not the features, the benefits. An example would be saving time, saving money, or whatever it happens to be. But that is just a main benefit.

You need to go further. For example, if your product saves time then that is the main benefit. What would your ideal customer want to do with that time? How would their life be different? Take it that extra step. If you have a target audience and you know who they are and what is important to them, then help them visualize that.

Would it mean less work hours and more time with their kids, more time to strategize and plan their business? Whatever it happens to be, give them that extra thing where they can see how it would apply to their own lives.

Want to see the power of simple membership sites? Let's do a little math....

* If you had just 40 members at \$11.99 per month, that's \$480... that's a car payment each month.

* Increase that number to 200 members to make \$2398...that would cover most mortgage payments and even more.

And that's on the low end. With a higher membership fee (and it's very possible when you deliver value), it's even easier to get to more profits for your debt or bills.

* For example, 20 members at \$27 per month would get you \$540 in recurring income...again, that would take care of your car.

Above is an example from affiliate emails that we put together for our affiliates for a membership site training we were working on. We asked them what they would do with an extra \$5,400 a

month. We break down the math for them, as you can see. *“If you had just 40 members at \$11.99 per month then that is \$480. That is a car payment each month.”* We are helping them visualize exactly what that money could mean. So even if they don't have a car payment, they can still imagine how valuable that could be. *“Increase that number to 200 members to make \$2,398. That would cover most mortgage payments and even more”*

Then we are talking about them selling their membership at a higher price or something, and then *“20 members at \$27 would be \$5,400. That would probably cover your car, mortgage, utilities, groceries, and then some.”*

Email 3: Ideas for Making the Most of Your Product

Email three gives people ideas for making the most of your product. Give them ideas on how they could use the product in their life. For example, for a portable exercise product like an under the desk elliptical machine, tell them how they can skip the gym on those days, bring it to work and use it under their desk. They don't have to miss their favorite TV program because they can exercise at work or something like that.

Here are a few ideas and examples to get your brain working...

*Community based membership – This involves setting up a protected Facebook group or forum for your members. The value comes from the private access only given to paying members. You can feature exclusive information, members-only challenges or contests, and more. Ron and Alice's Elite Writer's Lab is one example of a community membership site.

*Content memberships – If you have a topic you enjoy writing about, why not set up a simple membership site to pass your knowledge onto others? This can be set up so that the content is given to your members in small increments – perhaps one new article each week.

In our example above, we are talking about the membership site. We are giving them real ideas for how they can start doing it. If people think about the idea of creating a membership site but they are not sure. They might be like, “I don't really know what to start a membership site about.”

Here we send them an email that tells them they could do a community based membership and it gives some real ideas and tips on how to incorporate that. We would link where it says, “Ron and Alice's Elite Writers Lab”. This allows them to click over and see the example. It is showing that we are doing what we are teaching. It is giving people the confidence. It is always relating back to, if not the product, at least the people who are doing the training. We are always educating them but also still talking about the product at the same time.

Email 4: Avoiding Common Mistakes

The fourth email is about avoiding common mistakes. Nobody wants to make mistakes, right? This email always gets a lot of attention because people want to know how to do things correctly. You can outline three common mistakes people make when trying to accomplish what your product does. Even though it is related to your product, it is informational because you are talking about the problem they are trying to solve.

So, tell them how to avoid those mistakes but also show how your product helps them avoid it effectively. Here is our example.

Mistake #1: Not Planning for Ongoing Content:

A lot of membership site owners, start strong out of the gate, but then their ideas fizzle as they run out of content to provide their members. The key to this is to strategically plan a membership where your members need your ongoing support and that's exactly what Ron and Alice show you how to do.

Mistake #2: Not Having a Continuous Marketing Plan

This is a big one. You see a lot of people launch their membership site with a big bang. They get a ton of new members and they work hard on delivering content, but suddenly, as members drop off, the income dries up. The good news is, Ron and Alice have a unique "Membersite Live Marketing Method" they're going to show you to continue to bring new members without a lot of hard work, so you can truly experience consistent and reliable income.

You can see, it all relates back to the product. But it still gives the reader ideas. Let's say they are going to run with the membership site on their own and not take the training; it still gives them useful information, but they keep getting the reminders about the product, and as the emails go on, then those people may sign up as well.

In all these emails, there is a coupon. This email, though you can't see it, also talks about the coupon deadline. If you are giving them seven days or maybe you want to make it shorter, you can include how much time they have left and try to create that sense of urgency.

Email 5: Tips Email

Email number five is the tips email. It gives readers some great tips they could use on their own that would be even better if they had the product. This puts them in the mindset that they can accomplish what the product is going to help them do. Let's look at our example.

Here are a few ideas to get you rolling:

1. Glossary – This could be a list of terms, as well as a list of resources for the members to better understand the terms used in the content, information products, videos, and forum. Let them know up front everything that you can.
2. Message Board or Group – The most popular membership websites have a message board or group for members to speak to each other as well as to the leaders and coaches who are running the membership site. It builds community, and some people will stay long past using the other resources just for the message board if it's active.
3. Permanent and Temporary Content – Include both permanent and temporary content to continuously flow through the membership site. Some content should be around all the time and some should drip in based on where the person is in the membership or offered on a calendar basis. This will keep people at your membership and wondering what's coming up next.
4. Checklists – People love having checklists that they can follow along with to get things done. You can include checklists about how to use the membership as well as checklists about how to do something your niche wants to do. There are so many options for you to fill your membership with useful things for your audience.
5. You – The most important resource to include in your membership site is you. Be directly involved with the community, creating content and as a cheerleader for your members. That's why they are joining, after all.

These are five value boosting items for a membership site. Again, they could take this and run with it on their own or if they want to figure out how to implement all this, they are going to go and sign up for the training. We give them those few ideas. There is glossary, message board or group, and a few others there.

But then it ends with, *"Ron and Alice have a ton more ideas for you and they are going to walk you through each step of the process for creating, launching, and continuing to grow your profitable membership site. Seriously, if you don't want to get bogged down in any of the software technology, they will take care of it for you. They are making this as simple as possible."*

It again mentions the registration deadline and all of that stuff to get them in a little faster.

Email 6: 24-Hour Warning

Email six is where we give them a 24-hour warning. I find that if you do, sort of, a countdown it gets attention. I think a 12 or 24-hour warning seems kind of boring, but it is surprising how many people open these messages because they see the time is running out.

It is more difficult to do these in a follow-up series, especially if your autoresponder only lets you choose that subscribers will get one email a day at the same time each day, but it is something to think about for your regular broadcast emails.

In a follow-up series, you might not be able to say there are only 24 hours left to buy, but you could say your last call to buy is just 24 short hours away or something like that.

Give them a few more reasons to buy, add a case study, testimonials or something like that.

Here are just a few reasons to register now:

- * Step-by-step, fully recorded and transcribed coaching sessions to take you through coming up with your lucrative membership site idea, setting up, launching it and keeping your income consistent for the long term.
- * Learn from two marketers with over 20 years experience running membership sites. Ron is a New York Times Best Selling Author who specializes in helping other online business owners grow their audiences. Alice is a sought-after Content Marketing Expert who focuses on helping her customers sell more through the power of information and content. You're definitely in good hands here.

So, our example above has a “*24-hour warning: your last chance for recurring income*”. We give them a few more reasons to register now. These might be reasons that you gave in other emails, but you are recapping it and trying to add a little bit more and give them perhaps some reasons that you haven't mentioned before.

Imagine what your prospect would like. One of the biggest selling points of this membership training was that during the training, we built a membership site from scratch. We let people see us do it and we shared the details about the money we made, all that extra stuff, so they were able to see us do it. If you could demonstrate, then that could be a really good selling point for your product or service as well.

Email 7: Last Call

Your last email is going to be your last call. On the last call email, whether it is a follow-up series or a broadcast, I always keep it super short and simple. There is urgency created by the fact that it is their last call, but I also include some urgency of my own message.

I might tell them “before I log off for the night”, or “I am just about to run off to karate class” and I wanted to send them a quick reminder. It tells them why the email is short, why I am in a hurry, and why they should hurry. Use your judgment how you want to incorporate this but keeping it short, adding that rushed kind of feeling to it often produces some great results.

SUBJECT: Just about to log off, but...

Hey [NAME],

Just one last email before I call it a day.

I wanted to remind you again about Ron and Alice’s Membersite Live coaching program.

If you’re tired of the start and stop income that is common with running an online business, this is definitely for you.

In our example we start with: “Just about to log off, but...” And it gives them one last reason to sign up and the link. Sometimes I do them shorter to just get them clicking through to the link. You have been talking about this product for the last few days, so most likely they are already aware of it, therefore it is decision time. They just need to go and do it.

What you do after this ‘last call’ message is up to you. If you are promoting a specific product throughout the seven emails, maybe it is time move them to your main subscriber list where you send out broadcasts every day or every few days. Or perhaps you come up with another follow-up series to add to the end. Whatever you choose, the key is to not stop emailing them.

What to Do Now

The follow up emails should each have a purpose that offers both information and focuses on the product or service you are selling. The follow up emails need to be the only ones you new subscribers receive from you until the end of the series.

This lesson gave you examples for creating a 7 day series. You can create them using tips, FAQ’s, ideas on using the product or the mistakes to avoid. The last two emails are basically reminders. You want to remind you customer to purchase the product in a certain amount of time.

In the next lesson we dig a little deeper into three more types of emails: The FAQ’s, the testimonial and the Case Study and why you should be using them.