

MONEY ONLINE BLUEPRINT

The Email Sequence Blueprint

**The Ultimate Blog Training Package
How To Quickly Make A Full Time Income Blogging**

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In this document, I am going to show you what you need to set up as your initial email sequence that your subscribers receive when they opt in to your email list via your optin forms on your site. Later in this document, I will cover your main campaign and also, what I call, interruption email mini campaigns.

By now, you should know and understand the emphasis I am making about why you should be capturing the email addresses of your subscribers. If you don't make this your main goal, and you don't provide ample opportunity for the visitors to subscribe by having the optin ad & form in a prominent location on your site and in multiple locations, then you will be leaving the majority of the potential income you could achieve, on the table.

Assuming you are collecting email addresses, you will need to set up an initial email campaign. The 1st email will be a welcome email where you thank the subscriber for joining your newsletter and where you say to them what they can expect to get from you by being a member of the newsletter.

The initial email is an important one. It is really an email where you are selling the features and benefits of the subscriber being on your list. In your welcome email, you should tell the new subscriber what you will be sending them tomorrow. The email you send tomorrow needs to deliver something very interesting. It is down to you to create something very interesting and compelling.

EMAIL 1 – Day 1

Welcome Email

As I said, this is where you tell the subscriber what they can expect to receive from you by being on your list.

The next 3 or 4 emails can be an email sequence that tells your subscribers about you. You should give thought to this, because these initial 3 or 4 emails will either captivate your subscribers or switch off your subscribers. The emails must not be boring. That is very important. Who wants to read a boring email? You need to lay these out in an ongoing story format for best results. This format is known as a soap opera email sequence. Typically, the 1st soap opera email introduces you to your subscribers extremely briefly before going on to layout a High Drama/Dramatic point in your life. This point is to lead on to your niche by the way. The goal here is to captivate your subscriber and compel them to find out what happens in the next email. The final point of the soap opera email sequence is to sell your product that you had in your sales funnel that the subscriber went through when they subscribed to your list.

EMAIL 2 – Day 2

Soap opera sequence email #1

Begin your email with a very brief introduction of yourself. Then go straight in to a Dramatic point in your life that is to do with the niche you are in

EMAIL 3 – Day 3

Soap Opera Sequence Email #2

This tells the continuing story of the previous email and tells of where you hit a brick wall. An obstacle that prevented you from achieving what you wanted in your niche

EMAIL 4 – Day 4

Soap Opera Sequence Email #3

This email continues from the previous email and tells of the breakthrough – an epiphany that enabled you to succeed in what you had previously said you had not been able to achieve. At this point, you can link to the product you had promoted in your optin sales funnel. This is your first opportunity in the email sequence to sell that product. You can say how that product was the answer to you being able to get past the brick wall.

At this point, I need to say that you need to give thought to the product you create or the affiliate product you select. That product needs to be in line with what you are talking about in your email here. You must inject continuity and relevance, or you will just confuse your subscribers.

EMAIL 5 – Day 5

Soap Opera Sequence Email #4

This email continues from the previous email. You should talk about different factors of the email. Try to introduce scarcity or price increase (if that is true). Give a reason for the subscriber not to delay if possible. If it is not possible to give such a reason, you should emphasize the opportunity they are missing out on.

It is important in this email that you present a good reason for the subscriber to purchase

EMAIL 6 – Day 7

Email About Your New Video / Post

You should be creating videos as part of your blogging business. If you haven't already done so, you should create a post on your blog and create a video that supports that post and embed the video at the top of the post. This post and video must be a pillar post. Your most powerful content rich post.

Your email should say that you have created a video. Talk briefly about what the video achieves and tell the subscriber to check it out. When the visitor is there, they will also read your post.

By the way, in your email, ask them to comment at the bottom of the page.

EMAIL 7 – Day 9

Email A Free Gift

Now you need to give your subscriber something that they would deem as valuable, and you need to give it away free of charge. This can be a Free eBook. A report or a sample product. If it is a physical product, give them a coupon, but make what ever you give to be something of value. That means something that is so good, that a person might purchase it. It must deliver value and ideally have a wow factor and not an “ohh, that was lame”.... Factor

EMAIL 8 – Day 10

Email To Promote Your Optin Sales Product

In this email, you go back to the product you are selling. You come at it in a different angle. This time, you provide testimonials about the product. You may well not have any, so if that is the case, list typical problems people have that your product solves. You can ask some friends to take a look at your product and write a review style testimonial for example. They can be basic or simple testimonials such as.....

“I just got Jenny’s new book about how to surf on a paddleboard. It is amazing. The techniques really help and make it easy”

Just use your imagination on how to put across a real buzz about your product. Don’t give false testimonials though. It is not ethical and is not good business practice.

The purpose of this email is to sell more of that product

EMAIL 9 – Day 12

Email A Free Gift

This is another email where you promote your video you did for another Pillar Post. You link in the email to the post on your blog. As I said earlier, you should be creating videos as part of your blogging business. If you haven't already done so, you should create another pillar post on your blog and create a video that supports that post and embed the video at the top of the post.

I should stress again, that this post and video must be a pillar content video / post. These are your most powerful content rich posts.

Your email should say that you have created a video. Talk briefly about what the video achieves and tell the subscriber to check it out. When the visitor is there, they will also read your post.

Like I said earlier when emailing your 1st pillar post promotion. In your email, ask them to comment at the bottom of the page.

EMAIL 10 – Day 14

Email A Free Gift

Now you need to give your subscriber another free product. It has to be another valuable product that really impresses your subscribers. The more you impress, the more they will want to remain on your email list and the more they will buy when you are selling something.

EMAIL 11 – Day 15

Email To Promote Your Optin Sales Product

This email should be a last and final offer. Tell the subscribers that this is the last time you will be presenting this offer. Tell them why they need it and that this is the last chance they will have to purchase the product.

Incidentally, you should not have this product on your website. The reason for that is because you will maximize sales if it is not there. I know that might not make sense, but the fact that there is scarcity and a time limit will give reason and incentive to purchase. If it is always on your site, people will think they can order at any time if they want, and they may never order.

You can have other products on your site, but this product should be just for your sales funnel and initial email sequence. Later on, you can always offer the product as a one off, but that would really need to be 2 or 3 months later

INITIAL EMAIL SEQUENCE SUMMARY

Your initial email sequence should ideally be sent every day or every other day as I have indicated above. If you do this, your initial sequence will complete 15 days from the day the subscriber opted in to your email list.

You will have introduced yourself and shown yourself in an interesting entertaining light. You will have given the subscriber a couple of free good quality products and you will have provided them with great value that they will appreciate.

You will have given 2 of your pillar posts continual traffic as people click on your links from the emails. This will provide those posts a rank boost in Google and the other search engines as you get this continual traffic that you otherwise wouldn't have got.

You will have been able to promote your premium product an additional 3 times in addition to the time they first saw it in your opt in sales funnel.

ON GOING EMAIL CAMPAIGNS

The email campaign above was your initial email sequence. Every subscriber will receive these emails in that order. When the subscribers have completed those emails, they should then start receiving your ongoing campaign that you will need to set up and any interruption emails (these are live broadcast messages you want to send every list member). Typically, you might pause your main campaign whilst you send out an interruption email or series of emails.

Your campaign should include the following type of content in your emails: -

Non Promotional Emails

Remember I said to send promotional emails no more than once every 2 weeks or thereabouts. The rest of the time, once or twice per week, you should be sending non promotional email content. This content needs to be really informative that your subscribers really like. They can and should include any or all of the following: -

Email when you have posted a new blog post.

Be really up beat about your new post and give reasons why they should visit and read the post.

Email highly informative information

This can be tactics, loopholes you have discovered, techniques that really work.

Email news in your niche

Something new in your niche or a specific piece of news in your niche where you explain the news and your view on it in your email

Promotional Emails

Promotional emails are emails where you are trying to sell a product, a service or a paid subscription. The best promotions are when you promote your own products. With your own products, you get 100% of the sale cost. However, it is not possible to create new products once every 2 weeks for example, so you should carefully look for high quality, relevant affiliate offers and promote those.

You should add any product you are recommending as a post on your blog where you will have researched the product and you may have done an interview with the product owner. You should really purchase the product yourself and see what it provides. You can use screenshots to show you have purchased it and of course, you can say you have purchased it. This helps give credence to your product review post and you will be giving good information about it. On the post you provide your cloaked affiliate link. I covered cloaked links in “The Blog Money Machine” module earlier in this training.

So your emails will be short and concise with a strong call to action to get them to go to your blog to read the post and some of those subscribers will buy the product.

If the product is a medium to high ticket product, which might be anything over \$100 or \$250 for example, or whatever you would determine a higher cost for your niche, you should do a 2 or 3 email sequence (1 email per day). The first email will point the subscriber to the product review post and give a strong call to action for the visitor to visit the post. Then, in the next 2 emails, you give different angles of what the product can do for the subscriber.

Interruption Promotional Emails

These emails are emergency emails that you send out live. They are not part of your main campaign, but rather, they interrupt the main campaign. You typically pause the main campaign and send out your interruption series of emails. You would use these emails when you want to send out something that might be time sensitive (a main player in your niche might have launched a new product and you want to mail during their launch campaign). Or, you might have created a new product of your own and you want to focus your list on that new product.

The interruption emails can be a sequence or mini campaign of 1 or more emails, so typically, if you are promoting a medium to high ticket product, that mini campaign would be 3 or 4 emails for maximum results.

Email Frequency

Your campaign that follows the initial email sequence will be less frequent emails. Typically, they can be once or twice per week unless you are doing a promotional campaign. A promotional campaign will typically be 3 or 4 emails where the subscriber receives 1 email each day for the first 2 days, and on the 3rd day, they receive 1 email in the morning and a final email in the evening (if you want to send 4 emails), otherwise, just send out the 3 emails (1 per day) every day for 3 days. Don't send promotional emails too often. Once every 2 weeks is frequently enough. Any more than that can be excessive unless it is a one off or infrequent offer campaign email blast. Your subscribers will soon catch on that you just want them to buy something and you will start losing subscribers prematurely.

Your subscribers will expect value from you as well as receiving sales offers, so be sure to provide plenty of value to them. It will help maintain a healthy email list and will maximize your sales in the long term.

All the Best

Chris Cantell