

Offline Ninja Tactics: Evergreen Email Gold

By Kerry Knoll

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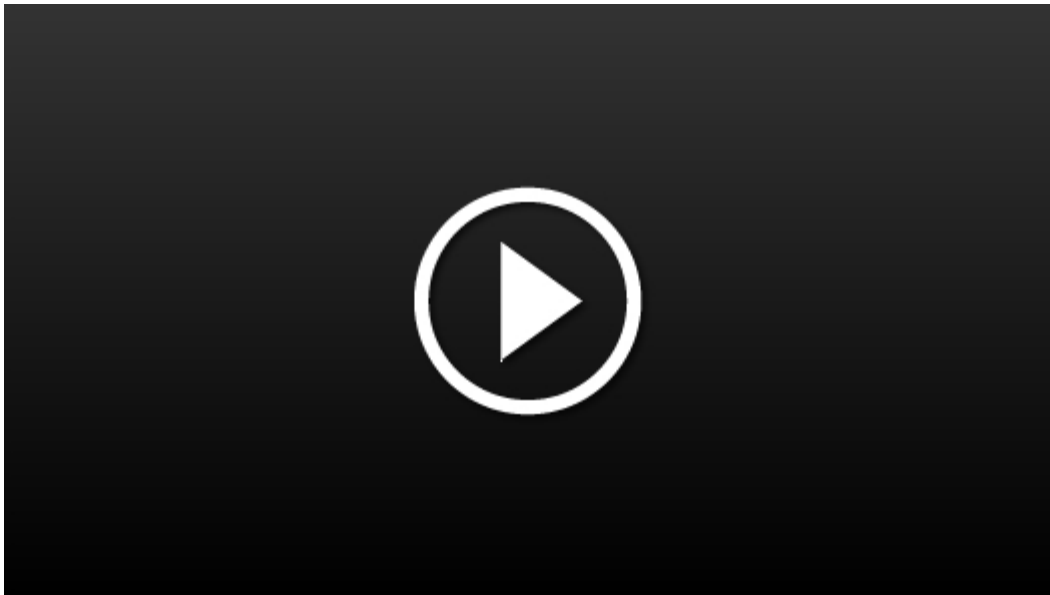
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Ninja Tactic: Evergreen Email Gold

Build an email sequence that maximizes the success of your marketing goals.

Watch the video below or skip it and just read the recap and then review the video to get more clarification. Your choice!



[MindMap](#)

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First thank you for purchasing Offline Ninja Tactics: Evergreen Email Gold. I truly hope this information can help you and your offline clients maximize your potential goals whether they be more sales, more customers, or a combination of the two.

So let's get into it shall we?

Evergreen Email Gold is comprised of 6 steps. Each step is very logical and will be essentially a blueprint to help guide you through building out your email marketing campaigns for your own business and your offline clients.

There's really two key factors that are critical to the success of the email marketing campaigns you create.

1. Present one or more problems your readers/list can relate to and solve them!

2. Scarcity. Scarcity. And Scarcity!

The bottom line is that we're trying to relate to our target audience with problems and solutions that they may also be experiencing within whatever niche your email list is for. It's a natural flow and human nature for everyone to decide if the information presented applies to their situation or not. If it does then they will continue to open the subsequent emails for the offer and at that point decide if the offer is applicable to their problems and whether they believe it will be the solution they ultimately need.

At the same time there has to be some REAL scarcity (not fake) to help encourage the reader take action by either:

- A. Limiting the time the offer is available or...

- B. Limiting the quantity available.

With all of that being said, below are all 6-steps laid out for you.

Step 1: Introduction

In this step you will want to present at least one problem and one solution that step 2 (the offer) is about. Now this may seem difficult at first, but I assure you it isn't. One little trick I use to figure out what problems and solutions to write about is to simply go to the offer and see what features and benefits the offer is providing. From there you can easily frame your problems and solutions that you will be writing about to your readership or email list.

We also want to be sure to give the reader a benefit of why it's important to be one of the first "action takers". So what are some benefits to encourage your readers to take action right away?

Maybe it's a bonus or several bonuses. Maybe it's an early bird offer to get in at the lowest possible price. Maybe it's scarcity (only 20 available or you only have 72 hours).

Any one of those will work and there's probably a few more ideas you can come up with on your own.

This step can be one email or several emails it really depends on two things: how much time you have leading up to the availability of whatever your offer is for and how many problems/solutions you want to provide.

Step 2: Offer

This step is very simple... it's when the offer you're promoting is available to the reader and for them to take an action whether it be to purchase, sign-up, schedule an appointment, redeem a coupon, etc. for you or your client's business.

Step 3: Feedback

With this step we're looking for customer/client/patient testimonials about the offer. Or possibly report how successful the offer has been by providing stats such as number of copies sold/offers taken. Or if there's scarcity, maybe you want to report how many units of the offer are still available. This can also include the amount of bonuses or bonus packages that are still available.

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This should be one email that's sent out maybe 6 or 12 hours after step 2 or possibly not until the next day. It's completely up to you.

Step 4: Reminder

This is the easiest step, you have the option to not send any email or just send a single email that's meant to be a "gentle nudge" about the offer.

Step 5: Pre-Close

In this step, you will send up to 3 emails. One at the 24 hour mark, one at the 18 hour mark, and one at the 12 hour mark. These emails are to ensure the reader doesn't miss out and are a constant reminder to take action for the offer before it's no longer available.

Step 6: Final Close

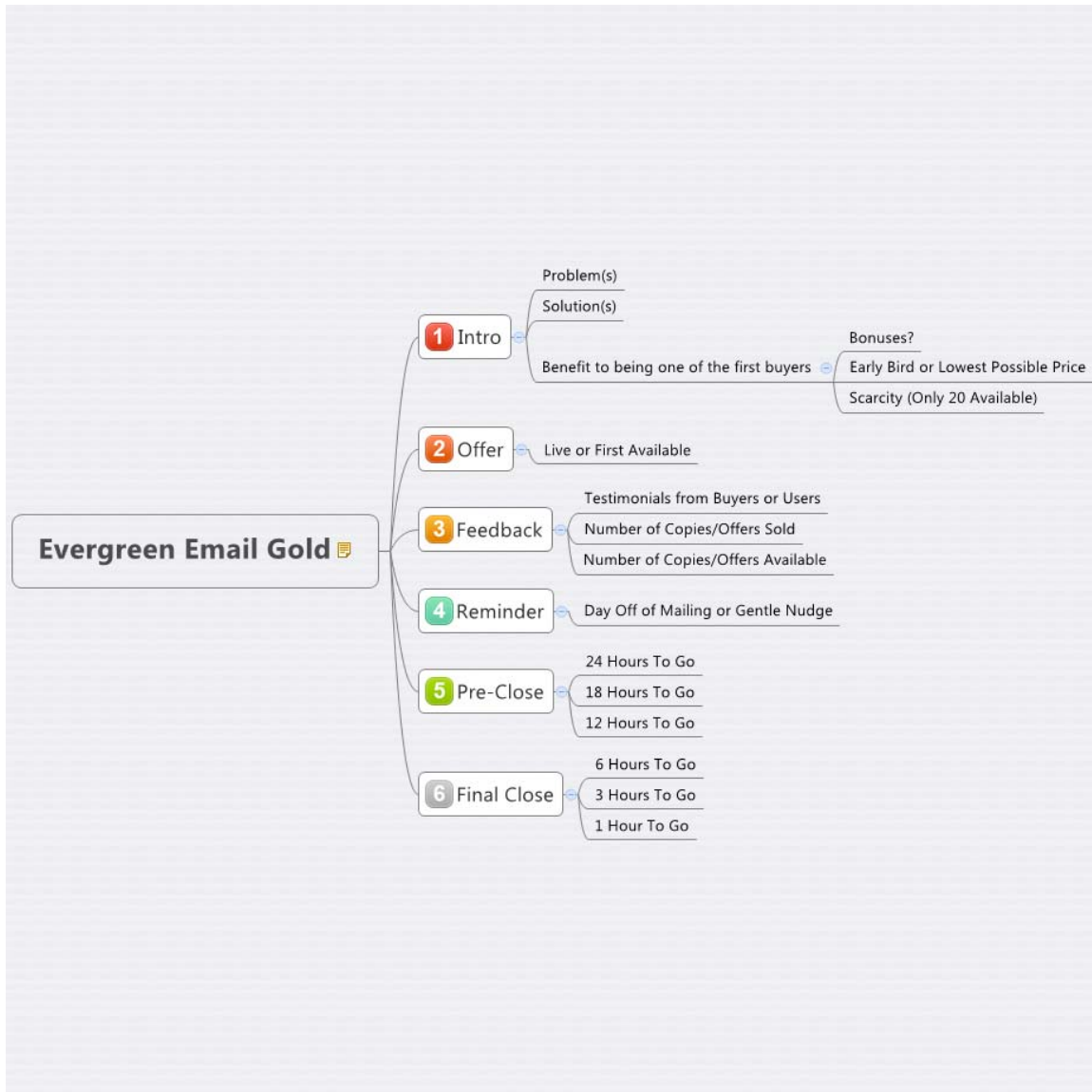
In the final step, you will send up to 3 emails again. One at the 12 hour mark, one at the 6 hour mark, and finally one at the 1 hour mark.

Now if you don't want to send 6 emails in the final 24 hours of the offer, I understand. However, I promise the more emails you send the more the offer will be seen and thus the more action that is taken by your email list.

If you choose not to send 6 emails in the final 24 hours, then I suggest you send the 12 hours to go email, followed by the 6 hours to go email, and finally the 3 hours to go email. This option then reduces the total number of emails sent in the final 24 hours in half to just 3 instead of 6.

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Mindmap:



Above is a mindmap showing you the same 6-steps that we just covered in this guide.

My advice... Commit these 6-steps and/or this diagram to memory and implement this strategy over and over again.

You will see an overall increase in your desired results from your email marketing endeavors using this method.

Conclusion

This system works in ANY niche for ANY product or offer. So open up your mind and think outside the box when it comes to providing your email marketing services to your offline clients!

I promise they will THANK YOU for this knowledge!

That's it guys...It's really that simple!

So take action today!

To your success!

A handwritten signature in black ink that reads "Kerry Knoll". The script is fluid and cursive.

Kerry

Contact

You can always reach me here:

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