

The Fast Email Formula Cheat Sheet

Step 1



Make Every Promotional Email Campaign You Run An Event

One email trying to flog a product or service does NOT make a marketing campaign. When you use an event based marketing strategy that contains 3 - 5 email messages, you can make thousands of extra dollars on each promotion. And done right, you can also give enormous entertainment value to your subscribers. For both you and your readers, it's also a lot more FUN when you use marketing like this that doesn't look like marketing at all.

Step 2



Dig In And Find The Story Behind The Story

The best way to BORE your subscribers and lose them in droves is to send them boring, hype-filled sales messages every time you write to them. You want to be different, so look the story behind the story. Here's an example - You can either position petrol as a foul smelling, highly taxed liquid that costs \$1.60 a litre, or instead you can tell a story about how for just \$1.60 a litre, you can take your family on an adventure in the mountains, or have a romantic weekend with someone you love. See how it works? Look for the Story Behind The Story.

Step 3



Always come up with a MEMORABLE Offer Including A BONUS

This is really two steps. First of all, HAVE a bonus! And secondly, make it memorable. The easiest way to make your bonus memorable is to give it a NAME that is RELEVANT to the story you are telling. This pushes a bunch of psychological triggers in your reader's mind, and you can get them writing back to you all lathered up about your 'Beach Ball Bonus' or your 'Steering Wheel Bonus'. When you can inject a vivid image into somebody's mind, you have a much better opportunity to ENTERTAIN, EDUCATE and PERSUADE them.

Step 4



Always Put A Hard LIMIT On Your Named Bonus

It's important to remember that there needs to be a VALID reason why you have a limit on your bonus, or it's not believable. You need to come up with a 'reason why' that MAKES TOTAL sense to your reader. A good way to do that is by completing this sentence - I have to limit your ____ bonus to the first ____ people because _____. Having a hard limit like this is a powerful incentive for your customers to respond now so they don't miss out.

Step 5



Have A TIME Deadline In Addition To Your Bonus Limit

NOTHING gets people off their butts like a time limited deadline. This is another extremely powerful technique that most businesses never use. It can increase your sales by 50% or more when done correctly. You should be using it in every piece of marketing you do from now on. For a step by step explanation of how to write each email in your marketing sequence, make sure you read the **How To Structure A Profitable Email Sequence Report** that accompanies this Cheat Sheet. [You can download your copy of the Report here.](#)