

How To Write An Insanely Profitable Email Sequence

As we discussed in the [Fast Email Formula Cheat Sheet you downloaded](#) when you registered for the [Fast Email Formula Webinar](#), every email promotion you send should consist of a strategically developed sequence of messages that turn your promotion into an EVENT.

But how do you create an email sequence that gets the maximum results while building and nurturing the relationship you have with your readers?

Here's a step-by-step guide that shows you exactly what to do...

Email #1 (this can be optional) – Let your readers know you're working on something for them. Jeff Walker calls this initial message "The Shot Across The Bow".

You can do this in a PS to a content email, or maybe put up an audio or video with a small note on the page telling them something's coming.

If you haven't been mailing your readers regularly, you can do this in a stand-alone message letting them know you have something cool coming up for them in the near future.

You can allude to the story behind the story. The goal of email 1 is two-fold: to build a little anticipation and to increase the open rate on Email #2.

Email #2 – (Sent one or two days after email #1) this is the most important email of the whole sequence because it is the glue that holds the whole promotion together.

The layout is...

1. Start With **The Story Behind The Story** – Remember your goal is to Entertain & Educate your readers!
2. Segue into the product or introduction of what you are offering and why it's something your reader should own.
3. Tell them about the NAMED BONUS they will get if they decide to buy during this special promotion.
4. Explain WHY you have to limit your NAMED bonus.

Email #3 – *When* you send this depends on how fast and heavy sales are coming in. You should send it *when sales start to taper off greatly*.

Often, it is two or three days after I've sent Email #1.

When you send this 3rd Email, you'll start to see sales start pouring in again. This is often referred to as the Walker W - a reference to Jeff Walker's Product Launch Formula.

The layout is...

1. Give some entertaining and educational information away that is FROM THE PRODUCT or service you are promoting. If that's not possible, reveal some insider tips for getting even more benefit from the product or service that most people will never know about.

This gives people a feeling of the ownership experience. Help them see what it will be like when they own the product.

2. Tell them where it came from and the back-story of how you came to be selling it.

3. Remind them of your limited, NAMED bonus... and do it in a fun way.

4. If sales are brisk, let them know how many bonuses are left out of the original number.

5. IMPORTANT: In your PS, copy and paste Email #2 and simply say - If you missed my last note I have included it again for you below.

Email #4 (Optional) - This message is also sent once sales taper off, two or three days after email #3.

Send this message if you are getting great feedback on the campaign and have plenty of room before reaching your bonus limit.

This strategy is what Frank Kern calls STACKING THE COOL!

1. Announce a NEW BONUS that is in addition to your NAMED bonus! (Nobody has EVER complained that I contacted them again offering ANOTHER bonus.)

2. Explain what the new bonus is, why you're adding it and remind them that this is in addition to the original NAMED BONUS.
3. Remind them again that these bonuses are limited and how many are left.
4. Again in the PS repost a copy of Email #2.

Email #5 (Critical) – Send this message early in the morning on the last day of the event. Email #5, will be by far your most profitable message of the whole sequence. That's because you are giving people a **final notice**.

We are now changing from a limit deadline to a **time deadline**.

A time deadline is one of the most effective motivators you can use when you want people to take an action. You can make more sales and money from this single message alone than most marketers ever make from a one hit 'promo' email.

1. Use the Subject Line: FINAL NOTICE (This creates the urgency and tone of the entire email.)
2. The best way to start the email is usually with -

Hey I'm just stopping by to give you a courtesy notice that I have to end this NAMED BONUS at MIDNIGHT TONIGHT.

I usually give a 'reason why' the sale is ending, such as I have to have my staff send all the bonuses to customers at the one time.

3. Remind people what the bonus is and why AND how they can get their hands on it.
4. Repeat the TIME DEADLINE.
5. Again paste Email #2 at the end of the message in the PS.

This whole sequence typically takes place over a week or so.

It *may* look something like this -

Sunday – Email #1

Tuesday – Email #2

Wednesday – Monitor may send Email #3

Thursday – Monitor may send Email #3

Friday – Send Email #4

Saturday – Bad day to send, so I don't send on that day.

Sunday – Send Email #5 when the sun raises. You should find Sunday evening is a peak time when people like to get on the computer.

Now you can be flexible with this and it's not set in stone. If sales seem to be running steadily on Sunday morning then you might want to hold off on Email #5 until Monday or Tuesday so you don't cut the promotion (and the profits) short.

The timing is very much like keeping a small fire going when you have limited amount of fuel.

When you see the fire dying out, you send another part of the sequence. At the same time, you don't want to throw all your fuel on the fire at the same time because you'll get a lot of heat really quickly, but you'll be freezing your butt off again tomorrow.

I hope you find this strategy to be as profitable as I have done.

I know if you do even a half-arsed job of implementing it, you'll want to use it over and over again because it simply works so well. And of course, you'll get better every time you use it as well.

If you have any questions about how to use this kind of email sequence in your business, there will be time for you to ask me on the upcoming [Fast Email Formula Webinar](#). I'm really looking forward to seeing you there.

Thanks for reading this Report,

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