

ESBA

EMAIL FUNNELS

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My number one takeaway from this video

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FUNCTION & SCALE

Did you know that your email list is said to be worth 63x more than social media followers?

2 fundamental elements of email lists is they are

- Predictable
- Scalable

To drastically increase your email captures, use headlines that contain humor, questions or stats

What are some stats you would like to share about your topic / industry / business?

What are some of the things your avatar finds humorous?

What questions does your avatar typically have about your topic?

What questions does your avatar typically have about your business model?

This component is about the business, structure and system of controlling what happens to your audience when they come through your email service provider (ESP). In a separate training you'll learn about building out these sequences in a software system and then later, you'll learn how to nurture your email list and build relationship through good copywriting and authentic voice.

Essential components of creating an email list:

- ☐ Create opt-in or content
- ☐ Capture email address (e.g., from site or Facebook)
- ☐ Compile (package your knowledge into products or a service)
- ☐ Connect (grow traffic & creates raving fans)

When subscribers come into your email system, you need to have a few funnels in place to connect with them, nurture them & (eventually) sell to them. Depending on your products line, services and marketing efforts, new subscribers may come in as having already purchased.

For example, from your authority in a niche, you will have cold subscribers whose first interaction with you is a transaction. It's important that you convert those subscribers into raving fans through a nurture sequence.

Second example would be someone who has been referred to you by a trusted source and their first interaction with you is to book you for your services.

These interactions then are broken down into system tags for your business.

Tags to consider for new subscribers:

- Referrals - ready to purchase but need more information >>> nurture sequence
- Opportunities - have raised their digital hand as wanting more information on a certain subject >>> establish Brand authority >>> sale >>> nurture
- Newsletter >>> nurture >>> find out the product or service they're most interested in >>> add appropriate tag
- Client >>> more than 1 purchase >>> follow-up for feedback and communication >>> consider discounts >>> raving fan
- Purchasee >>> already purchased but is first purchase from cold subscriber >>> establish Brand authority >>> nurture >>> f/u for feedback & communication
- Nurture sequence

Remember, readers need to get you & like you.

Most important is that you need a voice your audience wants. Do they need a voice that is humorous, authoritative, confident, reassuring, knowledgeable, experienced?

- Start with question: how can I make _____ even more valuable?
 - Here are 3 things I've done...
- Welcome email subject line: 104% BOOM!
 - This is how you get traffic & convert it...or get started with ...or can I ask you something...
- Get back at least 3 hours each week by switching to...
 - Motivation = time acquisition
- Reword: are you losing 3 hours/week with Quickbooks? Switch today!
 - Motivation = loss aversion
- Add color, pattern, texture in your word choices:
 - Longer vs shorter sentences,
 - Save a little green vs save money.
 - Punctuation changes, capitals, ellipses, alliterations, rhymes, etc.

Sample topics to be woven into nurture and Brand authority sequences:

- Services & prices
- What I've learned after 10 years...
- About Me & the business
- Case study
- Articles, blog, social media – most popular
- Things to know – free resources
- Online courses or products
- Refer a friend, get a discount, etc.
- Remember, people don't want to be sold. Their inbox is full.
- The price vs the cost

- Being here after the sale
- Endorsement
- Latest innovation plus how to keep up with current regulation pressures
- What's your biggest problem? Let's talk!

Breaking down the Welcome Campaign:

Allow your readers to experience your experiences.

This happens in one of three ways:

- Climax of story
- Solution
- Middle of recent problems

Funnels

10 tips for building your funnel

1. What is your starter offer?
2. What is your free or trial offer?
3. What is your core offer?
4. What is your members-only offer?
5. What are your add-ons to increase value?
6. What is your "make it easy to switch" offer?
7. What are your strategic partner pairings?
8. Assess the effectiveness of your content
 1. Is it shareworthy
 2. Is it quality
 3. Is it targeted
 4. Is it geared to get them closer to a result or solution

9. Impact paid and earned media by increasing brand reach

1. Who are your brand ambassadors?

1. Do your customers talk about you? If so, why? If not, how can you get them to?

2. Who is your target?

1. Is your message going in front of the right would-be customer?

3. Are you encouraging engagement?

10. Start (& keep it) SIMPLE

11 things to avoid when building your funnel

1. Being complicated out of the gate
2. Not having a view of the entire system/macro view
3. Not having a clearly defined funnel blueprint
4. Making it too hard/complicated to buy
5. Focusing too much on acquiring new customers
6. Not maximizing revenue during the buying process
7. Fail to uncover your hyper responsive buyers
8. Using online marketing only
9. Lack of segmentation
10. Failing to introduce continuity offers
11. Failing to have Thank You Pages work for you

11 must-have email sequences

Welcome Emails

1. The Welcome Email

- Make a good first impression

- Thank visitors for joining your newsletter
- Pace expectations
 - What's coming
 - How frequent
- Insert your personality
- Aim for originality
- Design for simplicity

2. The Curation Email

- Allows your subscribers to choose what they want to learn about
- Products, articles, tools, etc
- Allows you to segment based on interest (use tagging in your email marketing service)

3. The Engagement Email

- You need to get your subscribers to engage with your email if you want to gain visibility in their inboxes
- Give your readers a reason to engage w/ your campaigns and make it memorable

4. The Referral Email

- Make it easy and clear
- Add some humor/personality
- Bombas example

HERE'S WHAT WE THINK YOU SHOULD DO:

1. Refer Bombas to people you know
2. Those people place orders
3. Those people get a discount on their first order
4. You get free socks*
5. Every time, as many times as you want

No catch. Just people helping people discover the most comfortable socks in the history of feet.

HIGH FIVE!

REFER A FRIEND HERE

*FREE PAIR VALUED AT \$11.00

Trigger Emails

5. The Discount Email

- Effective, but strike a healthy balance
 - Do often and your profits will suffer
 - Do infrequently and your competitors can snatch them
- Offer to visitors/customers who are already engaging with your campaigns

6. The Cart Abandonment Email

- 69% of people abandon their cart
- Address the customers objection
 - Extra costs (shipping, taxes, fees)
 - Site wanted account to be created
 - Too long / complicated checkout process
 - Total order cost not shown up-front
 - Lack of trust with site to enter CC info
 - Delivery too slow
 - Returns policy not satisfactory
 - Not enough payment methods

- CC declined
- Ask for feedback
- Can always convert, but you should make the effort to reach out and learn why

7. The Order Confirmation Email

- Conversio claims every order confirmation email earns eComm stores \$0.25 of extra revenue
- Outline the delivery process
- Remind shoppers that by purchasing from you was the right decision

8. The Upsell-Cross-Sell Email

- Upsell -> get a customer to purchase a more expensive item to make a more profitable sale
- Cross-sell -> when you recommend a related or complementary product

Retention

9. The Re-Engagement/Win-Back Email

- It costs 5 - 25x more to acquire a new customer than it does to retain an existing one.
- Remind your audience they're still important to you
- Your list will naturally degrade by about 22.5% every year
- Give them an enticing offer to get them to re-engage with you (include scarcity)

10. The Survey/Review Email

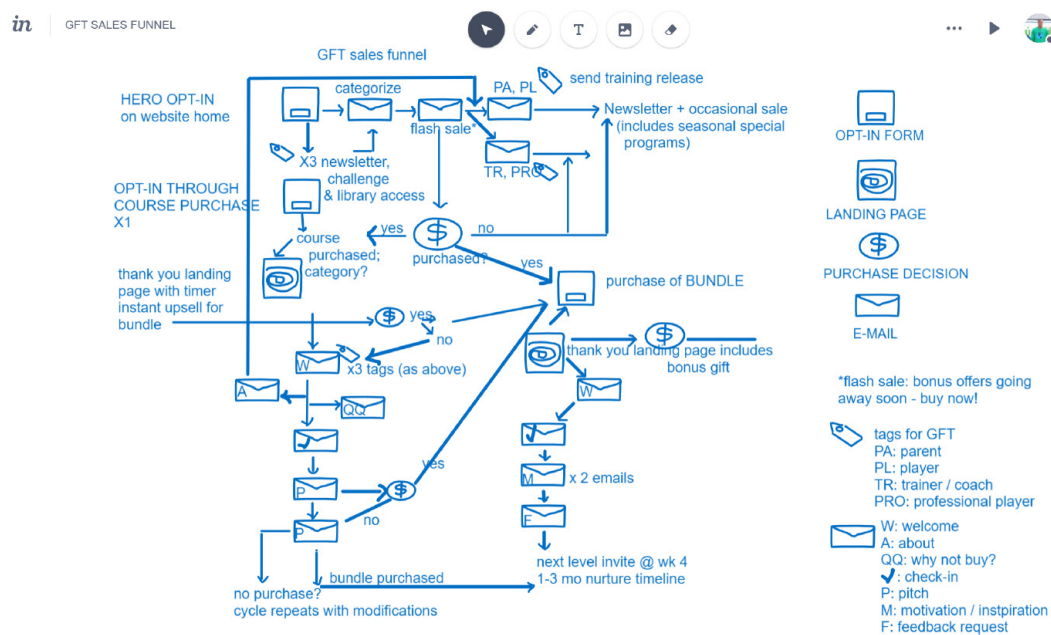
- If you don't ask, you don't get
- Survey to get insight into their goals, desires, and pain points
- No one size fits approach

- Offer an incentive (possibly, but be careful)
- Get more reviews on your products for more social proof

11. The Customer Appreciation/Thank You Email

- We typically don't thank our customers enough, not just for subscribing or purchasing but letting them know they are the reason you are in business.

Sample GFT funnel map



Writing (or drawing¹) out your funnel is often helpful so that you can see where clients are going in the funnel.

¹ This drawing was created in a free app you can find [here](#). However, it take a bit to master & is not recommended for beginners. Freehand is best & pencil is recommended!

Draw out your funnel here:

Topics and headlines

Once you've seen where you want to take your subscribers, write out your subject topics in a list. Note: this is not your headline, just the topic. We'll use this in a moment.

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When you craft email sequences one at a time, you write only for that moment. You often lose the potential for forward movement in the relationship. That's why it's important that you map out your goals and sequences and then list out your topics and subject lines.

Oftentimes when delayed in reading email, you begin to notice what people are selling (or are not doing a good job of selling). Consider these two real-world examples:

Genius writer

(actual headlines)

You'll never WIN unless you STOP this
(important advice for all young people)

How I write: sales pages, video scripts,
blog posts

The uncomfortable truth about success

Creativity pays. Literally. Here's the
data...

Is email marketing DEAD?

Vs.

Less-than-stellar writer

(no really, these are #forreal)

Hey girl! Why you should never quit
blogging

When today is just too hard

I noticed you didn't open my email the
other day...something wrong?

More questions than answers – sorry
about that!!

Why You Suck at Selling [& the Top 3
Styles for YOU!]

The first writer gives specifics or draws you in with a creative headline and a mixture of capitals, data, drama.

The second writer relies on pseudo-friendship and exclamation points.

List out your topics in the order you want to convey then and then write a catchy headline to go with it.

Topic	Headline
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Tagging

A third important consideration is for tagging. When people come to you for a specific purpose, adding them to your generic newsletter is frustrating and purposeless. If you're an affiliate for someone, you don't want their recipe for the best cocktail in NY. You're there for business.

Consider tagging people by interest:

- Affiliates
- Contractors
- Employees
- Clients
- New subscribers

And excluding groups based on tags:

Affiliates >>> promotions >>> sales copy; x selling, x newsletter

Contractors >>> onboarding process >>> important notifications; x nurture, subscriber

Employees >>> onboarding process >>> check-ins >>> follow-ups; x all other sequences

Clients >>> nurture sequence; x new subscriber, x welcome series

New subscribers >>> welcome sequence; x sales pages

These can be changed by actions the subscribers take in a sequence when given an option but only if you provide that option.

Topic	Headline	Tags

Putting it all together in a well-oiled system²

Products & services + about you + job descriptions / employee cards + processes & procedures + affiliate education + nurture ideas + getting to know your subscribers >>> potential goals of each interaction (e.g., particular product lines, outcomes, nurture) >>> tags, their order, exclusions >>> topics >>> headlines >>> apply tags

List out your products and services here:

Who call can you serve through automated communication?

What do you want employees / contractors to know about your process? How will you educate them about your process? (e.g., customer service, handling orders, dealing with complaints, etc.)

² HINT: When onboarding a new client, employee, contractor or affiliate, record yourself & then have the content transcribed. Any holes in the education process can be supplemented and then plugged into an email sequence. Now you can verify that people DID read your education, notices and more!

What do you want customers to know about how you / your organization work? What they can expect from working with you? Your processes?

What is your goal from each interaction? You can clearly see where you want to direct subscribers through the sequence by listing it here:

Topic	Headline	Tags	GOAL of each communication

Now, combine these steps with your map, clearly identifying what will be talked about in each email, where the client will go with the next steps or decision made:



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