

Email System - Action List

Send Login Info via LastPass.com

- ☐ Current Email/CRM system Login Info
- ☐ Website Login Info

Freebie Funnel Content (New/Updated Content)

- ☐ Freebie Content (PDF, Video, Audio)
- ☐ Optin Page Copy
- ☐ TY Page Copy
- ☐ Delivery/ TY Email
- ☐ Any Additional Emails (post delivery)

Indoctrination/Welcome Sequence (New/Updated Content)

- ☐ Email 1: About Your Biz/ Expectations
- ☐ Email 2: About You/ Build Your Clout
- ☐ Email 3: Best of Content & Additional Resources/ Solidify Your Expertise
- ☐ Email 4 (optional): Segmentation (click the links that best describe you)

Re-Engagement Sequence

Phase 1: anyone on your list who has NOT opened or clicked one of your emails in the last X (45-60 is typical) days. Once they click on a link in this series they are re-engaged and move to Phase 3.

- ☐ **Email 1:** Check In & Offer a few links to popular posts. P.S. w/ a tip and link somewhere.

This email is intentionally takes a more "subtle" tone and doesn't make a big deal out of the fact that they haven't opened an email in a while.

- ☐ **Email 2:** Request to Update their contact record P.S. w/ highlights of the past with links to popular posts

This email is a bit LESS subtle, so DO reference it's been over x days since they opened an email, but put the blame on outside forces.

- ☐ **Email 3:** Where are you stuck/How Can I Help

This email switches gears away from the "why don't you love me anymore" stuff into a survey siphon to encourage re-engagement.

The survey itself isn't as important as the act of re-engagement, so feel free to ask them anything. But keep it short and simple. In fact, we typically deploy a one-question survey IN this email.



☐ **Email 4: "I" need help**

This is the second email in the survey siphon campaign. It's essentially the same offer, just positioned more as an "I need help" message than the last email.

Phase 2: At this point the re-engagement campaign has ended, so if the prospect still hasn't responded it's time to turn up the heat. Remember, once they click on a link in this series they are re-engaged and move to Phase 3.

☐ **Email 1:** This email offers a "mystery gift" if they click on the link.

The "gift" could literally be anything...a video...a special report...a product...literally anything your prospect will see as valuable. (NOTE: Discounts and free trial offers typically aren't seen as highly valuable. There should be no strings attached to the gift or it will lose its power.)

Also, make sure you setup a special page where you will deliver this gift as opposed to just sending them off to a random download page.

You need to acknowledge the fact that they took this step, and show appreciation for the fact that they re-engaged with you after being "gone" for so long. So when they arrive on the "free gift" page, make them feel loved and appreciated. Make them feel like they were truly missed. It sounds cheesy but it works.

☐ **Email 2:** We're still going with the "mystery gift offer", but... The pace has quickened!

For the next few days we'll be sending them an email each and every day with the goal being either re-engagement or unsubscribe.

Yep, I said unsubscribe (if the subscriber isn't engaged they aren't a "real" subscriber anyway)!

☐ **Email 3:** This email is very much "more of the same" BUT it's time start to countdown to the take-away... the forced removal or unsubscribe from the list.

☐ **Email 4:** We're still offering the mystery bonus, but it's no longer the emphasis of the email. At this point it's all about "click or unsubscribe".

☐ **Email 5:** Click now or you will be automatically unsubscribed tomorrow.

Phase 3: This campaign is simple... it should be sent to ANYONE who reengages with your messages by clicking any link in any message in Phases 1 or 2

☐ **Email 1:** The goal of this email to make sure the engagement "sticks"...

So think of this as a 1-email version of your indoctrination/ welcome sequence. Welcome them back while you re-establish rapport, highlight some past content, perhaps give them another freebie, and remind them to follow you on social media.

