- Week 4 -
Building Your Sales Funnel

Important Points To Remember

• Write as though you're writing from one friend to another.

• E-mail more than you think you should.

• Content & promotions weekly are OK.

• Write follow up sequences in batches.

• Format your articles like a newspaper column (narrow)

• The more e-mails you send, the more profit you'll make.

• Always keep building your sales funnel - go months deep if need be!

• E-mails have a similar structure to all other direct marketing promotions.

• The goal: get the click, call or sale!

What is a sales funnel?

A sales funnel is a series of communications designed to build a relationship with your prospects, get leads to buy and customers to buy more.

A Note On Importing Your Leads / Customers

You're only allowed to import your contacts into an autoresponder (ie: ActiveCampaign) under certain circumstances. 1. They are a customer of yours. 2. They've given you permission to add them to your list. 3. They've opted in themselves. You're not allowed to import purchased, collected or scraped e-mail lists.

Subject Line Examples

Remember, people sort their e-mail like they sort their physical mail. If it looks like a corporate letter sent from a company, it will get deleted. Write your subject lines like a friend sending an e-mail to another friend. One of the most well documented, and successful examples of this are the Obama campaign e-mails. You can see a few of the subject lines used below.

Date		Subject
5/10/11	SUBJECT:	Fixing what's broken
6/15/11	SUBJECT:	Dinner?
8/31/11	SUBJECT:	Frustrated
9/14/11	SUBJECT:	Let's meet
9/30/11	SUBJECT:	Stronger for it
12/31/11	SUBJECT:	Hey
3/27/12	SUBJECT:	If you're ready
3/31	SUBJECT:	Hey
4/30	SUBJECT:	Last call
5/11	SUBJECT:	My best friend
5/22	SUBJECT:	Wow
5/31	SUBJECT:	Not going to happen
5/31	SUBJECT:	Hey
5/31	SUBJECT:	Hey again
5/31	SUBJECT:	Aloha
6/11	SUBJECT:	I'm saving you a seat
6/11	SUBJECT:	Meet me for dinner
6/15	SUBJECT:	Rain check?
6/25	SUBJECT:	I will never stop fighting
6/28	SUBJECT:	Say you're with me
6/28	SUBJECT:	Today
6/28	SUBJECT:	Change is possible
6/30	SUBJECT:	To be frank
6/30	SUBJECT:	This is important
7/26	SUBJECT:	Hey
7/26	SUBJECT:	I don't get to tell you this enough
7/26	SUBJECT:	How grateful I am
7/31	SUBJECT:	So
7/31	SUBJECT:	This is critical
8/2	SUBJECT:	Are you in?
8/2	SUBJECT:	Say you're with me
8/9	SUBJECT:	This isn't going to stop

Here are a few others that have worked very well for me in the past:
- hey!
- busy?
- check this out
- Re: or Fwd:
- %FIRSTNAME%
- -> Personal
- Important!

The 9 Word E-mail

"Hi %FIRSTNAME%; Do you still need help with _____?
An incredibly effective way to "wake up" a non responsive list. Warning! Be prepared to respond to a large percentage of your subscribers!

Formatting Rules

• Columns of text are easier to read than wide paragraphs.
• Always use black text on a white background.
• Keep your fonts large - make it easy for your customer to read.
• Only use standard fonts - ie: Times New Roman, Helvetica, Arial, etc.
• Use lots of bullet points.
• Have a big, clear call to action. Tell them exactly what you want them to do.

General Notes

• Join the Cult of Copy and hang out with some of the most talented ad writers in the world for free. Visit www.cultofcopy.com
• Send your e-mails when your customer is most likely to check them so you're at the top of their inbox.
• Always split test your e-mails and your campaigns will only get better with time.
• Keep your house list organized - it will save you time and frustration later.

More E-mail Examples?

If you're looking for more e-mail examples take a look in The Vault or at www.swiped.co

Your Notes

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Sales On Demand
-Week 4 -

SALES on DEMAND

What We're Doing In Week 4

- What is a sales funnel and why you want one

- How to nurture your house list

- How to generate sales from your house list

- The two voices technique

- The importance of subject lines

- Spending more time in ActiveCampaign

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What is a sales funnel?

- A series of communications sent to leads or prospects to build a relationship and encourage them to purchase more.

- Can be sent via e-mail, mail, phone calls, etc...

- We'll be focusing on e-mail sales funnels.

- Same strategy Obama used to generate millions in campaign dollars.

- Incredibly efficient & free to advertise and very easy to scale.

- Use ad budget to fill the funnel and the funnel to sell.

- Don't use ad dollars to sell directly - it's too expensive.

- Purpose of a sales funnel is to increase the lifetime value of your customers.

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Build List. Nurture List. Mine List.

- Build list - covered in Week 2

- After we build it we need to Nurture & Mine it.

- Nurture = provide valuable, actionable content for them to use.

- Mine it = generate profit from the list through promotions.

- Strategic e-mails and promotions can make it seem like you're having 1 on 1 conversations with all your subscribers at once.

- Incredibly powerful.

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To Import or Not To Import?

- Only allowed to add people that have given you permission.

- Allowed to add people you have a previous business relationship with (U.S.) - Still must obtain permission (Canada).

- Most people should be added via filling in a form, either online or offline.

- Never ok to add people from business cards, Linkedin, Facebook, searching google, etc.

- Not sure? Check your spam laws! Don't mess around with this stuff!

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Nurture List - (Relationship building e-mails)

- Prospects need several points of contact before buying.

- Customers liked to be followed up with to make sure the product is satisfactory.

- Send out e-mails will keep you in front of your prospect at all times.

- When they think about purchasing, they'll think about you.

- Customers buy from people they know, like & trust.

- Share information - it positions you as the expert.

- Help them with the buying decision (show them what to look for).

- Provide free information that will help solve their problem.

- Basically...make your business look great.

- Can buy, find or create content.

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Where To Get Content

- Write it yourself.

- Hire a writer / have a staff member write it.

- Buy it (Resell rights content).

- Make sure there is always a call to action at the end.

- Condition them to take action!

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Mine list - (Promotion e-mails)

- Offer special promotions to leads to become new customers.

- Offer more expensive products or other services to current customers.

- Promotions can be pre-written.

- Successful promotions can be run for years.

- Can be set up to automatically go out at x date or y days after someone becomes a customer.

- Drive people to your store, website, book a call, make a purchase, etc

- Very easy to test and improve.

- Very low monthly fee to send to your subscribers.

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Sending Frequency

- Myth: The more e-mails you send the more people unsubscribe.

- Couldn't be further from the truth!

- People are more likely to subscribe if you send fewer e-mails. Why? They don't recognize your name in their inbox!

- Don't worry about some people unsubscribing - it's normal. They weren't going to buy anyway.

- Several e-mails a week definitely isn't out of the question, however each situation is different.

- Just remember - if you're thinking you're e-mailing too much, you're probably not.

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Lifetime Customer Value

- One of the most important numbers in your business.

- Tells you what you can pay for your advertising.

- Easy to increase by extending your follow up sequence and adding more e-mails.

- We'll talk more about LCV in week 6.

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Writing With Two Voices

- People don't read e-mails from corporations - it's important to write from the perspective of one person to another.

- Literally imagine your prospect sitting across from you. You're writing this e-mail to them.

- Important to reference your customer avatar.

- Imagine what your customer is going to be doing when he reads your e-mail.

- Voice #1 to write in: Announcement style voice.

- Voice #2 to write in: Personal friend e-mail.

- Combine both for dynamic, effective sales conversations with 1000's of people at once.

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Personal E-mail Example

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Announcement E-mail Example

Subject Lines

· Short

· Personal

· Benefit driven

· Re: / Fwd:

· Use scarcity if available

· Essentially a "headline" for an e-mail. All the same rules apply!

· "personal e-mail" tricks: Don't use capitals, make the occasional spelling error, etc. Use informal language. Make it look like it was written in 5 minutes from one friend to another.

Examples

- hey!
- busy?
- check this out
- Re: or Fwd:
- %FIRSTNAME%
- -> Personal
- Important!
- Personal note & reference to a "announcement style e-mail

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P.S. and how to use it

- Remind your customers of the benefit of your product or service.

- Remind of them of the scarcity (why they need to act now).

- Give them an opportunity to take action again. "Click here now".

- More convenient than them having to look for a "take action" link earlier in the e-mail.

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Example

- P.S. Don't forget, the discount code is "vipdiscount". This special vip deal is only available until the end of the day today, [DATE]. So don't wait around. Click here now.

- P.S. Don't Wait To Register! This is a live workshop call. Registration is on a first come, first served basis. Limited space is available. Click here to register now for free.

- P.P.S. And one more thing...there's a 30 day refund period so you have more than enough time to test this out, get traffic and make sales!

- Objective: Remind them of the benefit, give them a call to action & transfer risk.

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How To Write Follow Up Sequences

- Write in "batches" - a series of e-mails at once. Write in Microsoft word / Evernote and save.

- Important to write them in batches so it comes from the same "voice".

- Write e-mails like a chess player plays chess. Plan them out days in advance. The more you plan it ahead of time, the more effective the promotion is.

- It allows you to set up your promotions for the best possible success.

- You'll have more success running a single promotion for 3 days than 3 different promotions 1 day each.

- Promotion, Content, Promotion, Content, etc... Don't be worried to ask for the sale! They're on your list because they want to learn and buy from you.

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Formatting

- Text should be 400px across (i.e.: short). Text is easier to read and retain when it is in narrow columns (think newspapers).
- Always put black text on a white background.
- Use Arial or Times New Roman. (ie: no fancy fonts!)
- Make sure your font is large, clear and easy to read (mine are usually 18pt+)
- Clarity must always win before design.
- Never use fancy colours for text or backgrounds
- Use lots of bullet points
- Clear, separate large call to action. ie "Click Here to x"
- Note: A call to action that matches a subject gets a higher click through rate.

Hey friend

I was chatting with a few business friends yesterday about sales funnels and it got me thinking...

It's surprising how few people actually have them up and running and making sales right now!

I do this all day long... so all this marketing & sales funnel stuff is second nature to me. But I guess a lot of people don't realize this is *literally* the *only* thing keeping them from actually making sales! Sales funnels are what turns advertising efforts in to profit!

If you want your business to generate sales for you, you need a sales funnel!

If you don't ask your leads to buy, they're not going to buy.

So it's kind of shocking that so many people only ask their leads to buy something once!

If you don't have a follow up sequence in place right now you're literally leaving thousands of dollars on the table and making your online business 10x more difficult.

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Broadcasts vs Follow Up Messages

- Broadcast e-mails are ones that are sent when you press the "send" button or are scheduled for a set time in the future.
- Great for announcements, special sales.
- Follow up messages are the ones that are sent out in sequence. i.e.: 1 day after someone subscribers.
- Great for nurturing and regular promotions

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Pre Packaged Promos

- Write up promotions ahead of time and run them when you want sales.
- Save them as "templates" in Active Campaign.
- Create a series of promotions & e-mails.
- Perfect for days when you don't have time to run a promotion. Perfect for when you need quick sales now.
- Examples
  - 9 Word E-mail
  - 4 Day Cash Machine
  - Pain-Pain-Promo

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9 Word E-Mail

"Hi Firstname, do you still need help with _____?
Cheers
- Adam

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4 Day Cash Machine

Pain-Pain-Promo

Pain-Pain-Promo

- E-mail #1 Send an e-mail out that addresses a concern they have or a frustration they might be dealing with right now

- E-mail #2 Agitate the problem but don't provide a solution. "Oh what are we to do".

- E-mail #3 Provide solution to problem and offer for a limited time discount

- Example: It's it frustrating how you can never get a table at a restaurant when you want one. Here are a few tips to get a great table. Special promotion: VIP Club: Guaranteed instant VIP seating and 20% off when you buy a $50 gift card today!

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Times to mail

- Think! When do most people check e-mails?

- early morning, noon, after work, after dinner

- My best times are 8AM, 11AM, 6PM and 9PM.

- Active Campaign can tell you this information after sending a few e-mails.

- Allows you to schedule your promotions so they are at the top of the inbox when people check their e-mail.
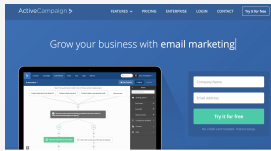
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Split Testing

- Important to test your e-mail promotions

- Test the "click through rate", not "open rate".

- The more you test, the more money you'll make

- Test Subject lines first, then body copy/headlines/call to action, etc.

- Free to test! Easiest way to increase your profit.

- Always be testing your Pre-Packaged Promos and they'll get better every time!

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Tools

- ActiveCampaign.com

- E-mails customers, keeps track of notes, etc

- Starts at $9 a month

- The most important tool in your business

- All your leads and customers stored here (your house list)

- Able to organize customers by any metric you choose. (ie: Age, income, interest, past purchases, what pages on your site they've visited, what promotion they came from,). The sky is the limit!

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Requirements

- All e-mails must have an unsubscribe button.

- Must have your mailing address at the bottom

- Active Campaign does this automatically

- Spend some time going through the Active Campaign tutorials

- The time you spend learning the tools of the trade the easier your business is to run and the more money you'll make.

- ie: Learn how to setup an automation where an e-mail goes out if someone visits your website and doesn't buy offering them a special deal. Imagine the extra sales you'd make! This kind of thing takes minutes to set up! Learn how to use your tools!

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Keeping Your House List Organized

- Keep your leads separate from your buyers.

- Use "tags" in Active Campaign to label things properly.

- Clearly label everything. You won't remember what "opt-in list 4" means in a year from now.

- Consistency is important. Use the same names and naming scheme across all your programs. Consistency now means far fewer headaches later & more useful stats.

- Review your stats (open & click through rates, times, etc) regularly

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Key Points To Remember:

- Write as though you're writing from one friend to another.
- E-mail more than you think you should.
- Content & promotions weekly are OK.
- Write follow up sequences in batches.
- Format your articles like a newspaper column (narrow)
- The more e-mails you send, the more profit you'll make.
- Always keep building your sales funnel - go months deep if need be!
- E-mails have a similar structure to all other direct marketing promotions.
- The goal: get the click!

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Week 4 Homework

- Sign up for Active Campaign if you haven't already

- Write 7 follow up e-mails for your leads

- Write 1 promotional e-mail sequence

- Send them to me for review or post them in the group.

- Put them in a follow up sequence in Active Campaign

- Start building your house list if you haven't already

- Review e-mail examples in the vault.

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Next Week:
Creating something more expensive to sell

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