

LIST LEVERAGE EMAIL PROFITS

Segmentation

The purpose of segmentation series is to segment your subscribers based on a specific interest. This works extremely well when promoting other people's offers or launching any new funnel or offer.

NOTE, where the engagement and indoctrination campaigns were automated follow up messages, segmentation campaigns are typically "broadcast campaigns" where you are promoting something to your existing subscriber list.

CAMPAIGN #1

The Good-Will Campaign

The purpose of the good will campaign is to make an offer to your list but to do it in a way that is not too pushy. This first segmentation campaign is benefit rich and content heavy. So your subscribers should get value whether they take the next step or not. That is why its called the “good will” campaign. You are creating a lot of trust and good will with your subscribers.

This series follows the sequence blind, direct content. So the first email is pure curiosity, the second one is more direct and the third is a piece of content related to the offer.

Email #1

Subject – Kinda weird but very profitable

Subject – This flat out WORKS

Subject – one word “crazy”

You gotta see this:

[INSERT LINK TO OFFER OR CAPTURE PAGE]

If you're on my list its fair to assume you want [INSERT KNOWN BENEFIT THAT THE OFFER DELIVERS OR ADDRESSES]....

If so, then this is the ideal next step....

[INSERT LINK TO OFFER OR CAPTURE PAGE]

Talk soon,

[YOUR NAME]

[YOUR AUTHORITY SITE]

Email #2 – Sent 1 day after previous message

Subject - Presenting...[topic / product name / lead magnet name]

Subject - Free Report: [Report Name]

Subject - Free Video: [Video Name]

Have you ever wanted to [INSERT BENEFIT THEY WILL GET FROM THE OFFER OR LANDING PAGE]

Well now is your chance:

[INSERT LINK TO OFFER OR CAPTURE PAGE]

Recently I [wrote/recorded/rolled out a report/video/training]

[about/that does] [DESCRIBE TOPIC/PRODUCT] and I want you to have
[a copy/it/one]

[IF PROMOTING SOMEONE ELSE'S OFFER YOU CAN SIMPLY SAY "MY
FRIEND RECENTLY CREATED"]

You can access it right now at:

[INSERT LINK TO OFFER OR CAPTURE PAGE]

But do it now while it's fresh in your mind...

Talk soon,

[YOUR NAME]

[YOUR AUTHORITY SITE]

P.S. I have one goal for the email I'm sending you
tomorrow... And that is to knock your socks off
with business building value!

Stay tuned for some cutting edge "how to" training
that you can use right away to [INSERT KNOWN BENEFIT THAT
YOUR CONTENT WILL SOLVE]

Have questions for me?

Simply hit reply to this message and I will do my
best to reply to it personally in a timely manner.

Email #3 – To be sent one day after previous message

**Subject – How to [WHAT WILL YOUR CONTENT DO/
WHAT PROBLEM WILL IT SOLVE]**

**Subject – New blog post [OR VIDEO] I told you
about yesterday...**

Yesterday I told you that in today's email my plan was to knock your socks off with profit pumping value!

I think I nailed it.... But I might be a little biased...

So you be the judge!!

Here it is.... My all new [TRAINING VIDEO / BLOG POST ETC.] I'm calling

[INSERT THE TITLE OF THE CONTENT]

Click Here to Check it out [LINK TO YOUR CONTENT]

Enjoy and talk soon,

[YOUR NAME]

[YOUR AUTHORITY SITE]

The Throat Grabber Campaign

The Throat grabber campaign is designed to be sent a few days after the good will campaign ends. It is much more “in your face” and uses a lot more “urgency” to get them to take action. It works really well in the last few days of a launch when the offer is closing.

The throat grabber campaign follows the sequence direct, blind, scarcity, where the first email tells them what they are going to get, the second email is more “curiosity” and the third gets them to take action with “urgency”

Email #1

Subject – How to [INSERT KNOWN DESIRED END RESULT]

Subject – Free Report: [TITLE OF REPORT] (PDF)

Subject – New Training: [TITLE OF COURSE/VIDEO]

Have you ever wanted to [INSERT KNOWN DESIRED END RESULT]?

Well now is your chance:

[INSERT LINK TO OFFER OR CAPTURE PAGE]

Recently I [wrote/recorded/rolled out a report/video/training]
[about/that does] [DESCRIBE TOPIC/PRODUCT] and I want you to have
[a copy/it/one]

[IF PROMOTING SOMEONE ELSE'S OFFER YOU CAN SIMPLY SAY "MY
FRIEND RECENTLY CREATED"]

You can access it right now at:

[INSERT LINK TO OFFER OR CAPTURE PAGE]

But do it now while it's fresh in your mind...

Talk soon,

[YOUR NAME]

[YOUR AUTHORITY SITE]

Email #2

Subject – Really? REALLY!!?

Subject – Have you seen this yet?

Subject – You definitely want this...

Have you really not checked out the exciting new
[NAME OF OFFER VIDEO SERIES ETC.]

[INSERT LINK TO OFFER OR CAPTURE PAGE]

If you're on my list, it's fair to assume you [INSERT BENEFIT THAT THE
OFFER ADDRESSES, more leads, signups etc]

If so, then this is the ideal next step:

[INSERT LINK TO OFFER OR CAPTURE PAGE]

Check it out...before it's too late.

Talk soon,

[YOUR NAME]

[YOUR AUTHORITY SITE]

Email #3

Subject – LAST CHANCE

Subject – Video series CLOSING

Subject – Third and FINAL Notice

Subject – New offer is EXPIRING

Sorry for the ALL CAPS in the subject line...

...but this is important!

This is your LAST CHANCE to get access to [NAME OF OFFER VIDEO SERIES ETC]

Take Action NOW Right Here:

[INSERT LINK TO OFFER OR CAPTURE PAGE]

What's the deal?!

People are loving it, the feedback is incredible and [it's totally free / the price is insanely low / [OTHER BENEFIT].

More importantly, this is your LAST CHANCE, because after today [this offer is closing / the price is going up / I'm moving on...]

Just imagine, you [DESCRIBE FOR THE READER WHAT IT WILL BE LIKE WHEN THEY HAVE ACHIEVED THE DESIRED END RESULT YOUR LEAD MAGNET/PRODUCT WILL GIVE THEM].

You don't have to imagine...get it now:

[INSERT LINK TO OFFER OR CAPTURE PAGE]

Talk soon,

[YOUR NAME]

[YOUR AUTHORITY SITE]

P.S. Sorry for making such a big deal about this, but if you're on my list I know it's something you'll love, and the last thing I want is for you to be upset when [the offer expires / it closes / the price goes up / etc.].