



Email Copy Code - Part I



Full Transcript

Charlie

All right, Hey Ann, Hey Chris. Hey Cat, thank you for coming on the live sessions. And thank you for everyone else, as well that comes on the live sessions. And hello, people watching the replay of these videos. I'm looking forward to this. Me and Brian have been looking forward to this, it's a really cool training. And so Brian, if you want to get started. So Brian's going to be taking this first video and I'm going to be asking him questions here and there to get more insight as well. So yeah, that's how it's gonna go.

Brian

Sounds good. Thanks everyone for coming along. I'm going to get started here now. While I'm sharing the screen. Hey, just a bit of housekeeping. I think that we will keep our questions to the end. Okay. Yeah, keep the questions to the end. So I'm getting weird pop-ups here. I need a tech person.

Brian

So, write those down or you can post them in the chat as we go along. That's probably cool. And, we'll address them at the end. Maybe answer them along the way as we go. But if not, then we'll tackle them at the end. Can you guys let me know if you can see the screen now?

Charlie

I can see a screen, Just want to get some feedback from the rest of you guys. You can see a screen as well. Seems all good.

Brian

Cool, yeah. When you share the screen, you can't see the chat. So I want to go through quickly and do this. And let me know if there's any problems, Charlie, but also, those questions, keep them coming. We'll go through those at the end, however long that takes. But I don't think this will take long.

Brian

I want to get through this really quickly. So we've all got things to do, especially if it's afternoon or evening where you are which part in the UK. So I won't dilly dally along with this. I want to get moving pretty quick. And your course, have your copy of this and recordings and everything. So you get your feedback. And you have a question, you can ask any time as well too. Let's get started with this.

Charlie

I just want to add as well, just quickly, sorry, Brian. If you guys have questions for the future videos and future trainings that we're doing, then, send them on email, charlie@thecopyspace.com and we'll get them in the future videos.

Charlie

This is just in case you can't make the trainings live. And you still want to get your questions answered. Email them for future videos. So today, put them in the chat, future videos, you email them or you can put them in the chat doesn't matter either way. Alright, so Brian, take it away copywriting strategy.

Brian

Yeah, this is really interesting, because we're definitely gonna get to a lot of techniques like subject lines and benefits and call to action and all of that stuff. But if you don't have the right strategy up front, then you're really putting the odds against you. So this is kind of what we're going to cover.

Brian

It's going to cover the one big thing that we need to remember about email marketing. And that is quite simply, we don't just send one email, we always send a sequence of emails. And now this diagram here might look pretty complex, but it's one that it's working, responsible for me was that numbers like, I think I said this during the

Charlie

For MindValley, that one?

Brian

Yeah. And since I've been sharing this with clients and customers, and they're starting to get some good results with it as well, which I may have shown you in some of the testimonials that I show, but this is basically what we came up with. And let's dive into this. The way this works, piece by piece, and we'll just break it down, nice and simple.

Brian

Because I like to keep things as simple as possible, you probably can't tell that from this funky little diagram here. But this is the case, so this is the strategy behind a sequence of emails. This is on the front end. So it can be different if somebody is already on your list, and you're broadcasting out daily emails, that's a lot more straightforward.

Brian

But this is where you're really running Facebook ads, for example, or you're getting sign up on your blog or something. So on day one, you get the lead and the lead is required. So however you do that, we're going to do a bit of stuff on how to build a list. It's not going to cover that really in depth. This is about the copy, just send them once they're on your list. But there's a few good ideas that both Charlie and I got on actually building the list.

Charlie

So I'm also going to share with you guys my tactics, Course Hacking Tactics, too much of a marketing budget, as well as if you have a paid budget, then we can focus on that as well.

Brian

Yeah, both ways.

Charlie

And more information about that. But it's like I said, the email copy code would mostly going to be focusing on, the content.

Brian

So once they come into our system, then we want a one time offer, or a special offer that time starts. And, you can have an actual time on your pages or an email. So you don't need one but you have the defined periods truth to that, 24-48 hours or something like that.

Brian

Even 36 to 48 hours, probably 24 hours is really enough and this isn't an initial special offer, that you show to the person at some point after they sign up to your list. And then, this is always the best deal in the funnel. So you I want people to know, when they first sign up to your email list, that they should buy for it, they shouldn't wait for a better offer, they should know.

Charlie

Yes.

Brian

Often through experience that, if they didn't take the deal at that time, then they lose that deal. And whatever you showed them later on is not quite as good. So can be a high price or it can be they have a bonus component removed, for example. But it's not quite as good as the very first deal that you showed.

Brian

Make sure that people know that first one. First on day one, there's a few emails there, which we'll go into depth in a minute. The day two or however long you want this, this initial off the run for you can send the offer reminder emails, going to show you an example of an effective offer a reminder email. And it should be your best deal. And be straight up, just tell them that this is the best deal that you'll get. You won't see this discount again.

Brian

And you can use an unpaid page at a show that and if you can put a page on page timer on your page. And there's several ways of doing that. There are several tools you can get that will do that. That really shows people that they only have a limited time to actually jump in and buy that. So that always makes it convert a lot higher.

Charlie

And Brian's favorite on page time it is deadline funnel. And a big bar that goes all the way down the page. It's not just a timer that it's next to the tick boxes or click boxes. It just stays on the page the whole time. It works amazingly for offers.

Brian

You can even have one on the actual cart page too.

Charlie

Yeah.

Brian

Yeah. So Charlie's proven his mind reading skills here, where deadline funnel is probably the obvious choice that I like to go to. Now, when you get day three, the person's been to us for three days now. We have what we call a funnel offer. And remember, this is not the initial special offer.

Brian

And these deadlines can grow or shrink, depending on how you want to offer that initial offer for, but let's say it's for the first two days, 48 hours and then after that initial special offers finish. And I just call it a final offer. Because it's still a good deal. But it's not the best one that they could have got. So perhaps the price has risen slightly. And, we choose the duration, use the timer, already covered all that.

Charlie

And I think the best thing to say about this is like what you said, the price has risen a bit, but it's still a very good offer, it's still got to be a really exciting offer. You can't just say this is, now you got a terrible offer.

Charlie

And you have to know your best offer when you then a slightly maybe raise the price a bit, but changed the offer. So it doesn't look like that they're paying for the exact same offer for a higher price. Change it. So it's a different offer at a higher price or something.

Brian

Yeah.

Charlie

Probably better than a same one.

Brian

Well, what you will often find is that people will read and sign up into your sequence just to see that best offer again. And if they want to do that, then let them do that don't deny them the chance that they're trying to buy from you. Don't deny them that chance, so one really good thing to do with this second offer, we don't want it as good as the initial offer.

Brian

But it's a good offer if you have a new bonus to introduce that. So I just changed it to that that makes it a lot different from the initial offer. Because I mean, if you just raise the price, same offer but you just raised the price a little bit, it can seem a little bit obvious.

Brian

And then they might go and resign up for the start of the offer again, there's nothing wrong with that but we want to change it up some time to introduce a new bonus so that they know that we're not just using the scarcity tricks, we really want them to have a unique offer at every stage.

Charlie

That depends on what industry you're in as well. I think in the marketing industry, people expect to be on autoresponders and to presign up to get that initial offer. Whereas in more traditional industries, that seven day sequence, people don't even think to resign back up.

Charlie

And that makes it even more powerful. And tell you, you've used this in the marketing industry and it's worked amazingly. And then just for those of you that are in more traditional industries, it can work even better.

Brian

Yeah, like if you're selling courses on how to care for miniature poodles or something. You know, that market is not as familiar with these types of funnels. So, if you're selling courses on how to run Facebook ads, so if you're selling it, if you're putting together a funnel and have run Facebook ads, every single person that signs up for that had been in many funnels before, but the miniature poodle markets and they probably don't have too many funnels in there. But that's just an example of all the other.

Charlie

That's a good thing. For sure.

Brian

Yeah. So in this case, in the diagram, we're going through here, in my model, here, it's got seven emails, so after email seven, then they're gone to the broadcast list, which is basically, we broadcast out the emails, one per day on an individual basis, it's not automated, like it is here, we're focused on the automation part here.

Brian

So we can do a little funnel hacking with some real funnels in the world. And you can go to these sites, and make sure we get these URLs. The first one that I want to share is the one that MindValley has. And for those that are new to the course, MindValley was my biggest client for a number of years, we did a lot of stuff.

Brian

And this funnel here that you can find at this URL is actually about seven figures a year on paid traffic. So this is the first offer where I implemented this funnel model that we're going to go through today. And, so that's where it all started. And we've proved it over time.

Brian

So if you sign up here, then you will see all these emails that we're talking about. That's what the top part of the page looks like, you just sign up there. And then you'll see a few different things and then you will start getting those emails. And that's just a random close up of the signup form for some reason.

Charlie

In case you couldn't say that's well worth checking out for everyone watching. Even if you're not in the spiritual or wellness space. Go and look at these funnels because Brian broke these funnels, they have hundreds of thousands, if not millions of dollars in an ad spent being sent to them. And so they've really got to convert well for advertising. So go and check them out. And yeah, this is an amazing funnel, so go and look at it.

Brian

Yeah, the other one that we haven't used quite as much is the quiz version of the funnel, which in this case is what's your meditation type, where instead of signing up for a free course, you're actually taking a quiz. And if you're familiar with the asked model from Brian effect, that's where dipping the sales message that you get would depend on how you answer that quiz, so it's completely customized and, you find that there.

Charlie

I noticed Clickfunnels do that as well, again, another company, is the company worth a hundred million dollars? But, I might be exaggerating, but the company that will spend a lot of money in improving that conversions on their landing page, especially for a landing page software company. And they're using this quiz, where after you answer the quiz, they use the answers from the quiz to choose which marketing material you get. And I really like that.

Brian

Yeah, there's definitely different ways you can use it. And a lot of smart companies are doing exactly that. So there's that URL. And then there's this other one that probably can't write that down now, but you'll get all these URLs later. This is another free course. Looks like the signup form was slightly broken.

Brian

Tech issues during that time that I took the screenshot so but you'll be able to see the real thing at this MindValley's page. And other niches that we've got, a few more examples. This is another client that did a long time ago. lawofattraction.com. And I'm one reason why the law of attraction is working for you.

Brian

It's another quiz funnel. So you'll get to see the emails that come out there. And these will make great swipes for you to use in your own copy. The only thing to remember when using these swipes and it's not just because I wrote them. But this goes with any funnels that you do go through and hack.

Brian

Proper funnel hacking is just you take the materials and use them for inspiration to create your own materials. You never steal anything wholesale, you never just copy and paste as if it was your own. Because these clients like Bob Doyle paid a lot of money to have these assets built and it's their intellectual property.

Brian

So you guys know this already, just have to mention that we don't do that. Because that's not cool. But yeah, sign up for this one as well. We'll get that link to you. And you'll see emails that came up. Another interesting thing, another client that I had was the guy from Singapore who has an app on the iTunes Store.

Brian

And what I did for him was he's got this app, and when you sign up, and when you download the app, you create an account and after your trade an account on your phone, it actually takes you through an onboarding quiz. And the onboarding quiz takes you through what your preferences are, different kinds of stock that you want to look out for.

Brian

As it's kind of a stock trading, stock tracking app and this is an interesting example of an onboarding app. So make sure you put in a good email address when you go through that. And then you'll see all the emails that came out after that. So that's something slightly different.

Charlie

Yep.

Brian

So this is another one ad quiz funnel, which you can sign up for. And a nice client that I had, that I did some work for him. And here's some proof that all this works, because it's very important to know that it does. And these are actual screenshots from some of our recording platforms.

Brian

And if you've seen these kinds of graphs, when it comes to a sequence of any length, you will see they often go from highest at the start, but they really plummet down because let's face it, nobody signs up for your funnel, because they want to get into a funnel. Me and you and Charlie do, but that's because we want to see what everyone else is doing.

Brian

If you're signing up for information on how to breed miniature poodles, or how to look at the miniature poodles, then you might want the free thing that they signed up for, but then the emails that come out are usually not interesting or helpful. But the way that we're going to go through here, and this is this is why we're talking about this first. Because these graphs here are a lot more leveled out than most are.

Brian

And you'll see the higher at the start, for example. And they kick up again towards the end. And that's because the time is finishing the scarcity is kicking in. Always get your most engagement and sales at the start. But you'll also get another burst at the end. That's what we're finding.

Charlie

The click through rate is very high as well, on that last page, using the engagement funnel.

Brian

Yeah.

Charlie

They're high than normal.

Brian

Relatively high. Well, yeah, these are all unique as well. So we're going to track that

Charlie

Depends completely on what the industry is, as well.

Brian

That's very true. But you want to be getting these clicks as well tends to follow the opens to a certain extent. But I just wanted to share that with you. This is another screenshot of the actual reports that we had at MindValley and I don't know what happened in September, I think there's in Australia, there's football finals.

Brian

But other than that, I'm not sure what happened there. But when we started rolling this, these types of funnels out in January of that year, the more we do, the more the revenue just went up like this. So it's clear that it works. Now, here's the funnel. So let's go, you want to focus on the boxes in the middle, seven boxes in the middle, email 1,2,3,4,5,6,7. And that's all the emails that are going out as part of the sequence and the top, we've got an OTO, one time offer long sales page, which is like a sales page.

Brian

And the funnel offer page, if you remember are slightly higher priced offer if they didn't take the first one, it's our final offer. And below the emails here, all of these pages link out to a couple of these emails, sorry, link out to these different assets, which we're going to go through in a minute.

Brian

So the main page you want to see here is the sequence. And here's the list here, let's just go right into this because I put this together based on the different sequences and the different strategies from people like Andre Chaperone, Ryan Avec and Ryan Dice. And I'll show you where those are, Andre Chaperone is basically the go to email marketing guy for me and it's what I use from him.

Brian

It's the storytelling and the open loops and the storytelling across different emails that he did a little bit around. Avec where he has a certain type of email, and Ryan Dice with the digital marketer. It's just basically a three email sequence, which I'll show in a minute. But this will dive into each one of this first step, because this is really important for your overall strategy.

Brian

And in the next upcoming trainings in this course, we'll show you in depth what each one of these looks like and good examples of that. I'll show you quickly here as well. Because email one, it's the first email they get. The delay is zero, which means that they get this one straightaway.

Brian

Email one is the offer reminder, what it does is it creates indoctrination and sets fixed expectations. And indoctrination just means we share the values of our company with that person.

Brian

And we'll make sales of course, because again, you'll make the sales mostly from the start of the funnel, that's when people are hard to buy. And so that's why on day one or day zero, you've got to send them an email, trying to get them to the actual sales page to buy from me.

Charlie

Yeah.

Brian

I do that as soon as possible. So let's dive into this actual copy. And all the elements of it probably in the next training. But the basic elements here, you've subject line. I think a bit from the quiz funnel, actually. The important parts about here is a click to upgrade to the full on harmonics experience, which means you've opted in for the free course and it said buy the full course.

Brian

So this is the important part of the email. And I'll definitely explain that in this series as well. So you know exactly where to put your images and everything for best effect. But this is where we want to pay people that clicks through the sales page. And that email one makes 80% of the sales in some cases.

Charlie

Yeah. Just a question before you send out email one. So this is the offer reminder. Do you always show them? Like a tripwire page or a sales page? So after they do the quiz, or after they download the freebie? Did it automatically get redirected to a sales page every single time?

Brian

90% of the time we do and not everyone does is because I just want to build a list with it by giving away the lead magnet. But, If you're using a lot of paid traffic, that's only ever going to get more expensive and harder than it is now. So you need that person to see an offer of yours as soon as possible. And even if they see it on the page immediately after they sign up, which is the case in a lot of cases. You still need to reinforce that with email one. Quickly to buy the product.

Charlie

Yeah, I agree that email one will help increase the conversion. So the main reason I asked that, which just because I'm looking at doing more and more viral giveaways. And the problem you have a viral giveaway is after they download your lead magnet. They go into referral campaign where they add more people to your list.

Charlie

And you don't get any sales for that. So that was the only reason I say that. It's quite a new thing to marketing viral giveaways. But yeah, it's just an interesting thing and I think I actually much prefer selling to them, after they sign up to my list than putting them into a viral engagement campaign because I'd rather have the same revenue back from my ads or something like that.

Brian

Yeah. Because if you are just giving away all your stuff, and not making any revenue, how does it help you? How does it help your leads?

Charlie

Exactly.

Brian

Achieve your business?

Charlie

Because you know, you run out pretty quickly. Yeah.

Brian

So yeah, we'll dive into that strategy too, that's really interesting. But the interesting one here, and this is the part that I modeled from Ryan Avec. This is email number two, it says it comes on the same day. So it's delayed three hours. And this is what I call an engagement reminder

Brian

Which is all about engagement, obviously, that check out this email, because it's quite simple. Basically, delay of three hours. And then it's very casual. It's very conversational, it's not salesy at all. It's not even linking to the sales page. So it's like three hours later, and the idea for this email, just to basically make it seem like, I've sat down at my computer, and three hours later after you signed up and actually sent you an email, just to make sure that everything's cool.

Brian

So you can see the copy, just wanted to check that you got my last email. And the call to action here is to go to the Facebook page, because the level of traffic and sign ups that the MindValley is getting, there's no way to have them reply to this email. But the way that a small business can do this is a way that Avec said to do it is to have if you did get my last name on here, then you're excited to learn how to book after miniature poodles then reply to this email and let me know.

Brian

In most cases, If I do this in my business, I'm going to want people to reply to my email so that it builds up the reputation and the deliverability with your emails, which will also cover a bit of that stuff, too, at some point.

Brian

But this inbox can be monitored, when you're spending as much on traffic as of MindValley does, we just had them go to the Facebook page and make a post there. But that's an option that you can do too. If you want people on your Facebook page, you can do it there.

Brian

But the point of this email is just to get them clicking to let them know that we're not always going to be hard selling them all the time just asking for money all the time, we want them to interact with us in some way as well. So that's that one. That's on a three hour delay.

Charlie

Yeah.

Brian

And email three comes after that. Make that another 21 hours delay. And that makes those three emails, that time span is now 24 hours. So definitely random thing, then that means that email three times at the same time of day, that's why they signed up for, which is important.

Brian

So if they're in your mind for a certain time of day, you want to hit that time, if you can email three is the offer expiring, remember we said the initial offer was going to be 24,36,48 hours, this is the email that's telling them that initial first offer is expiring, it's all about urgency. So you can see here.

Brian

Delay is probably 21 hours, the subject line is important 12 hour expiration notice. But what we want to dive into a bit in this course is open loops. And that's basically something that I learned from people like Andre Chaperone, where in email one, I actually asked the question, which said, Do you know the number one reason why people struggle to meditate effectively? And after that, I said, I will answer that for you tomorrow.

Brian

And so this now tomorrow. So we're saying I'm going to give you the answer to the question that I asked yesterday. And this is part of the reason why the open rates and click through rates of that graph didn't really drop off too much, because people are still waiting for that next email to come.

Brian

If they want to know if they see that question in email one, why do you know the number one reason why people struggle to meditate? And if they want to know the answer, then they're going to be checking their inbox for this email to get that answer. So that's what we put that in there for. And that's another loop because we opened the loop on email one, and it's email, even though we skipped email two, because that's that little engagement reminder email, that very casual little email, that email three, it's where we close that open loop.

Brian

And we give them the answer to the question that we asked. And this is a sales email. So you can see the line below that, that's one reason if they don't have a monitor to read about here, which links to the sales page. And then there's some different content on this page, and then this email, links to the sales page to get them to buy that initial offer before the timer runs out.

Charlie

And Brian, I just want to double check is that the whole email bed, like that, that wasn't just to show you an idea of what. That's the whole one topic? Now I just wanted to double check, just because the ellipses at the end of time.

Brian

Yeah. There's still some more content on this email. So we can go through a bit of that stuff as well, this is just to show you this strategy at the stage. And we will dive a bit more into actual copy for the next training. So the email four, is on a delay of one day or 24 hours. So everything from here on delay of 24 hours.

Brian

And email four is a content email. So basically hit them in 24 hours, so far with two, three emails, two of them selling the product. So if they didn't buy from that, let's not just hammer them with, with sales messages, let's switch up to some content. Because what a good content email can do it, it handles objections.

Brian

So it's also good for goodwill, it works, you just want to be sending sales pitches all the time, you want to add some value in there, too. So the objection handling that we did here is like a common objection to people wanting to meditate is the reason why they didn't buy a course is because they think they have to focus, have to empty your mind of all thoughts and be able to see them and stuff like that, which I saw that MindValley had a really good clip on YouTube about how that's not the case and how to get around that.

Brian

And I knew that would be good for this funnel. So basically, this email only links to that funnel. And that links to that YouTube clip, sorry. So this is basically giving them a good, valuable YouTube clip, which is safe to watch. There are no no pop up windows or anything on YouTube.

Brian

It's safe to click through, it's good value for them. But more importantly, it handles that objection. So if they thought that they had to clear their mind have a blank mind before they meditated. And that's why they weren't buying the course, now we get that objection out of the way. And now that might be the difference that makes him buy the course. So then they'll click through the YouTube video.

Brian

And the cross selling part is, you can have a link on the YouTube description which goes to the sales page or different products. So yeah, this can definitely result in sales, because you can have a link to the sales page of the order form on the YouTube video. But here, we're just providing them with some good value, which also handles objections. And this is the bar which I just took from digital marketer, they have a game logic fear sequence, which I teach.

Brian

And it basically goes like this. Email five, it's the gain email. And what we do with that is we just show proof of gains. And the easiest way to do that, in most cases is just to show some testimonials. So you can listen to your testimonials in this email. And you can say, Hi, if you're still wondering about buying the course on looking after miniature poodles, here's some of the feedback and reviews that we've been getting about that course, that people have been posting on our Facebook page.

Brian

I've put a bunch of screenshots here below. So read through them, and let me know what you think. And, then you obviously have links to the sales pages here, too. So this is selling the product, again, for actually inserting testimonies here. And if you can make these testimonials different to the ones that you've already got on the sales page, and that's even better.

Brian

But you can still use the same ones, because your chances are, they probably won't read them anyway. But they're there to actually prove to people that your product is getting good reviews and testimonials. Now, email six is the logic email. And it's not really logical person, really, we do buy on emotion, a lot more than logic. But if a certain person is more logical minded than this, then this might be the email that turns it around.

Brian

The easiest way to have a logical sales argument is with an FAQ. And this can be the exact same one that's on your sales page. And you should have a FAQ on your sales page. But we want one in here just to answer frequently asked questions about your product. And again, like in this case, and in most of my vertical pages actually already have a FAQ.

Brian

So I just literally copied and pasted the exact same thing into the email and that works. So sometimes people need a lot more information that has specific questions they need to answer just before they buy. Now, they're probably click through here, or the blue text has links. They're probably click through here and probably not even read sales page and just scroll down and buy it straight away. So that's what you put in the logic email.

Brian

Email seven is the final one in the sequence. And that's the fear email. So don't worry, it's not as scary as it sounds, but it's just all about urgency. And this is a straight up site sales message because we want to let them know in no uncertain terms that the offer, whatever offer we happen to have them on whether we're using a timer or not that limited offer is finishing.

Brian

So we just want to say it's urgent time sensitive. And click here to quickly upgrade to the full program. So that's basically it. That's pretty much it, you just say that this offer, it's finishing soon, here's what you get. And that's it, it's time to upgrade or miss out.

Charlie

The interesting thing about urgency is it works so well. People don't use it. They don't necessarily want to use it, but it just works really, really well. And it's an amazing tool to use as a marketer.

Brian

Yeah. It does work even when it's fake urgency. Now, I don't really do that myself. And I don't make any judgment on people who do but it does work. The way I prefer to do this is to have real urgency. So I have a timer on the page. And when that timer gets to zero, then it redirects to another page, which is a high price page. It's not that special offer or that final offer.

Brian

So where we can we make sure it's real urgency. But it's a good point that you make, because sometimes people have this thing they're worried about where, they think they're annoying their customers if they use time as an urgency and other work stuff, but really, every store that has been around for more than five minutes uses the same kind of urgency as well. If you go to a department store for the sale, that they've got signs that saying here the sale is into this Sunday? So my question is, what's the difference between that and what I've got for the copy in this email?

Charlie

I would also say that, if you have a good product as well, then if you use urgency, you get more sales, more people buy your product, and more people get to experience your product due to that urgency and if you're genuinely solving a problem in business, then it's worth using.

Brian

Yeah, and hundred percent agree, I mean, people have signed up to your funnel because they got a problem that they want solved. And if they don't get your product on it, then they may end up getting a product from someone who is better at selling it. But, not so good at actually creating a great product.

Brian

So that product might be inferior, they're just better at selling it. So we don't want that to happen. So we want to do everything in our power to make sure that they get our product, which is the best product. So that's the other thing. And this sort of steps. And that's a full list. And that's the sequence that I've found, to really work the best when people are coming in from different places like Google and Facebook ads, social media posts, and all of that.

Brian

So it gives them a couple of different offers, it covers all the bases, so if email four didn't work for them, then perhaps email five might be the one that convinces them. And if email five didn't work for them, maybe it will be email seven that tips them over the edge. So you cover as many bases as you possibly can.

Charlie

What I find this well in terms of the psychology and the mindset that people have is that going through your funnel, if you just go back to that last slide, people are really excited about your product, even an email five, that really tempted to get it or email four, they're like, I need this guy's course email five, like I need this guy's course, on email six, like, okay, but sometimes that tipping point is, could be any of the emails, it's not that email itself is the only thing that necessarily converted them.

Charlie

Although the majority of the time, it is just like one email being good that converts them. But a lot of the time it is also the build up of the emails as a sequence. And then I get emails other people buy saying like, I couldn't resist, like after the last three emails.

Brian

Yeah, they all work together in sequence, perhaps they needed to see the content. Perhaps I had that objection that we handled with the content on email four but they couldn't really visualize the game that they were going to get out of the course, or what other people had experienced with it until we send out that gain email.

Brian

And this is because we know that a lot of people are not going to, if those who do click through to the sales pages, a lot of them are not going to read the sales page. So let's not assume that all the markets, when's it gonna be on there, but a lot of people won't read it all.

Brian

So you guys send it out to them bit by bit in these sequences, and try and get them to open as many emails and seeds to have as much of this marketing argument as you can. So yes, a really good point. So that's the strategy that we use for email sequences for cold traffic.

Brian

And like we mentioned before, what happens after that is, they go into our broadcast list, they're sitting on a list where they're finished getting these emails, and now they get an email, if we sit down and broadcast out an email to that whole list on a particular day, which we should as much as we can then they actually get those emails, unless they go back to the landing page for this one, and then and then resign up for this one.

Brian

Because they want to perhaps, but they want to buy the cheaper offer. But if they resign up and go back into the sequence, then they should stop getting those broadcast emails, in most cases, but yeah, this is the way that we not only monetize a cold traffic, but we actually do the engagement as well. So this is the strategy and the structure that I wanted to go through.

Brian

In the other trainings, we'll dive deeper into a lot of nitty gritty and the actual copy that you write in subject lines and benefits and stories, and CTAs and all of that. It's important to get this down as much as you can, so. I just wanted to show you this model, a strategy that works. And then in the next training, we'll dive deeper into what we're actually going to write in those emails.

Charlie

Okay. Brilliant. Brian, that was amazing. I hope you guys enjoyed it as well. And now we're going to jump into some Q&A around what we've just discussed. So we've got some questions come in. Brian, is there anything else you wanted to cover around? The engagement funnel and copywriting for emails right now or we jump into Q&A?

Brian

Let's do some Q&A because I think we've done most of this here, and it's a couple of questions here. Yeah, I can see all that.

Charlie

So the first question that I'm going to bring up is for those of you that missed the start, and asking about recordings, yes. Recordings will be sent out. So don't worry about that.

Brian

Yeah. You bought into the course. It's not just a one off thing we'll certainly make this, we are recording, right?

Charlie

Yeah, we're recording.

Brian

Yeah. So I'm trying to hire a VA right now. So yeah, we'll make those available, all the slides as well. And I figured I'd get those links and definitely want to sign up for those funnels that I showed, too.

Charlie

Yeah.

Brian

You can see the emails that come out and just use them as inspiration.

Charlie

Brilliant. So Chris's question. Yasim, I'm sorry. Yasim's questions in there first, then we'll get your question, Chris. So Yasim: How do you prevent people from giving fake emails when they sign up to your funnel?

Brian

Yes.

Charlie

Go for it.

Brian

Now, I was just gonna say that's a good question. Because it definitely happens. I mean, if you google the word fake email, you can find a bunch of these services, which, if you're a temporary email address, you don't even need to sign up, it just appears in your browser. And if you sign up for someone's funnel, and you get these autoresponder emails, you're about to see that and then you'll be able to close and delete that email and you've got whatever free thing that person was offering to sign up for their funnel.

Brian

And then you don't have to receive any of their marketing emails. So that person has paid for a click, and then use a sign up to to their funnel. And, by giving away a lead magnet, like some of these lead magnets, when they're well done, It can be pretty appealing, like an E book or PDF with some really juicy information in there that you need.

Brian

You can get it that way. Because most people will say, here's a lead magnet in their first email, download the lead magnet here. And that's why it happens. There's a number of ways to get around it. And the first and most strategic one, this being strategy, the subject of this first call, it has a lot to do with the market that you're targeting, this kind of thing happens a lot more in low level internet marketing funnels and markets, where it's just mostly newbies looking for a business opportunity.

Brian

Those kinds of markets where this can happen a little bit more. So if you're targeting different markets, if you're in the miniature poodle training niche, then you probably wouldn't get much of this at all. So the first thing to think about is the people that you're targeting, you can do that with Facebook and Google ads and that's not my specialty. So Charlie can probably help you with a lot of that stuff. But think about the target market that you're going after.

Brian

You know, how does your does your lead magnet that you're offering attract like a low level sort of crowd to try tricks, like fake emails? Or is it a more sophisticated sort of buyer who wants to build a relationship with you.

Brian

The other thing is, also on a strategy note, types of delivery, delivery of your lead magnet. You can deliver it in different ways like, instead of sending it through to the email, you can deliver on a page after they sign up, for example, well, that doesn't really solve the problem, but it's different.

Charlie

It might actually be better to email it until you have to give a real email otherwise you can't.

Brian

Yeah, but the thing about these fake email sales is , well there's wonderful, tenminuteemail.com.

Charlie

Yeah, exactly.

Brian

Do you see that 10 minute email which lets you to sign up, so it all comes down to targeting the right people and yes, so it doesn't happen if you've got a SAS software, they can't really sign up for an email with a fake email so that's a lot harder.

Charlie

Yeah, they're less likely to do it.

Brian

Also, there are services out there which checks for fake emails, I haven't used anything like this myself but I can verify that sort of thing. Overall, I just say Don't worry too much about it. It's always going to be any small percentage of the emails that you do get and it's just the person was never going to buy anyway so you don't need to worry too much about it.

Charlie

Yeah. Brian, can you see the questions there?

Brian

Yeah, so the next one is, let's see. Email tool for somebody brand new to email marketing. There's a few different ones. Yeah go on.

Charlie

I would say I use Active Campaign at the moment and I used to use Aweber and I love them both to be honest, they're both pretty good.

Brian

I would say, I found Active Campaign like if I wasn't as experienced as am I would have found that confusing. Although then again, I find Infusionsoft easy to use, which seems to surprise a lot of people and Infusionsoft, it's a higher end solution which has the nickname confusion soft which I don't know why that seems logical.

Brian

MindValley uses one for Mera Post which I call it a non user friendly version of Infusionsoft, It's a big enterprise platform. I think a lot harder to use for even experienced people but if I'm starting out today, I mostly use MailChimp when I first started out and that's a good one to have. I think they have a good free tier as well.

Brian

I wouldn't normally recommend. I think you should pay for your platforms in almost all cases but I think they do have a good free, that's a good beginner friendly one. Aweber has been around for the last hundred years and that's one of the original ones and I haven't used it for a long time.

Charlie

For simplicity, I love Aweber if I'm just sending out a daily email. I think if you want to do a sequence like this engagement funnel, then MailChimp might be more suited to be honest. Aweber does have automation tools, but they didn't use to be quite good enough for this or, or they were a bit complex. But I think they've changed that now. But MailChimp is a good one.

Brian

Drift is another one that's great for

Brian

Drift is great. Brian, Would you be able to hit record just we have been recording the whole time. Just because you're the host, it won't let me rerecord. Will it let you?

Brian

I don't know, why? It's still recording. Yes, it's says recording.

Charlie

I just got a notification that it stopped. Can you just hit that record button on and then it's okay. I've definitely got the recording. That's great. I think since you're the host, all good.

Brian

That's alright, tech stuff. So yeah, Chris' question was about using his funnel for services software company. So basically it works for anything. That the only trick is, and this is the basis of any copywriting, which is the most important thing just to know your customer and adjust the emails you're sending out to that customer. In general, in most cases, all of these emails in that sequence are very much going to work for just about any product or service out there.

Brian

If you're selling something like ClickFunnels, for example, if you're a Russell Brunson using this funnel, then you'll be able to have people sign up for the free trial. And then if they don't sign up for the full paid version, then they get these emails like the content email and the logic email and all of that. They're just the same marketing arguments to get them to sign up to the paid version of the software, as they are to buy an information product.

Charlie

So Brian, I know a bit about Chris' business. We've worked together on some lead generation. How would you tweak this to different offers? If you're doing higher end coaching? How would you then use the engagement funnel?

Brian

For hiring coaching?

Charlie

Like business to business coaching, coaching quite large companies.

Brian

So what's Chris' front end offer then?

Charlie

I guess Chris, if you want to give us some more information. So Chris has got two businesses, and I wanted to ask about the coaching one, as well as the

Brian

Yeah, yeah.

Charlie

So Chris, if you just want to give us some more info. He has a free agile/Scrum course, which is a way of holding developer projects and getting project sort of software development work done. He's got a free course around that. That's his lead magnet. And then the offer is coaching, ultimately.

Brian

Yeah. So the certified Scrum course in the middle, and that's the important part, because everybody would have them opt in for the free course. And then your email copy would direct them to buy the certified course, which the general price point that we want for that in a funnel like this is probably anywhere from anywhere from a hundred bucks to even up to 995.

Brian

You can do might need to offer a payment plan that I'm not sure but you can certainly test it out. And that's, basically your core offer, that's your front end offer the 995 scrum course, and that's what you're selling in the engagement funnel.

Brian

But when it comes to the team coaching, if you're looking at a few thousand dollars and up for team coaching, you wouldn't sell that as part of this funnel, you would have that on the back end introduced later, after they finished this funnel. This funnel was just basically meant to pay back your ad spend on the front end, and so that it's not costing you money to get a free customer, if you can.A

Brian

And if you're in profit, then even better, but But yeah, offers like a course, most courses can be sold this way. But when you want to go to the coaching level, you want to charge appropriately, like a few thousand dollars or even more, whatever price point happens to be.

Brian

That is something that comes after this funnel that I've shown you here. So it can come straight away after it can't come immediately after if you want. And you can sort of send out different emails depending on what you want to do. But if someone buys that certified Scrum course during this funnel, then this funnel would stop. And I've gone to the next stage, whatever that is.

Charlie

Yep. And then what if you're purely an agency or purely just a freelance web service without a product? I think this is something that we're going to cover in the other videos as well. What would you do in that case?

Brian

So if your offer is..

Charlie

Maybe, you don't even have an online course, you just have services? Business Services?

Brian

Yeah, there's nothing stopping you from testing that out. This always work best If you do have a course like it might be a good indicator that you probably need a course to buy it because when you are doing a freelance and I still do a lot of freelance work myself, you're always trading hours for dollars or pounds or whatever.

Brian

And there's only so many hours in a day that you can actually work. And, I know you guys know this, the information product industry is the way to go, just do work once and get paid for it over and over. So if you don't have a course, then it's free time to make one. In the meantime, you can certainly offer a product ties service, like for example, I have an offer, which is a 97 dollar funnel review.

Brian

And that's where we just go through your funnel and give feedback and show you where to plug holes and that sort of thing. That takes manual labor, but it's positioned and created as a product. But that is sold during a funnel so people say click on the order form to order their \$97 funnel review. And then they get that and then there's different upgrades that they can have after that. So you can do it that way. But the best answer is always to do a course.

Charlie

Brilliant. So just two questions from Yasim. Do email pools send lead magnets? And yes, they do. You can attach attachments to your emails. But I think a better way to do it is to create a Google Drive link to the giveaway, you're free to send that in the email. That's the easiest way to do it.

Charlie

The second thing is Yasim's followed me for some time. And I've said in the past that MailChimp is not good for cold email. And I still agree MailChimp is not good for cold email. But yeah, it's good to have opted in emails. So yeah, that's the main thing.

Brian

Yeah, So with all these, it's a good point as well, because cold email is a valid way of building your business. But with all the strategies that we're talking about in this course, it's really all about that follow up in the email funnel, how to write those, based on the idea that a person has signed up for some kind of lead magnet or or information from us.

Brian

So that's what my experience has always been around. So that's the best information I can give. But yeah, I haven't used MailChimp for sending out cold emails anyway. So which is probably a good thing by the sound of it.

Charlie

Yeah. Now, obviously, I'm not a big fan of cold emails,

Brian

Yeah, you know a lot more about that area than I do so.

Charlie

It's all right. I think that's all the questions, right?

Brian

Yeah, just 3 here, I think we've covered off. It seemed against a start off with MailChimp, an upgrade to Active Campaign.

Charlie

I would define it differently. So Yasim's asking like, isn't it cold email, because of this first email being sent to them? No, because they're expecting it. They've put their email into a website, they've agreed to receive this digital product. And if you're in Europe, then maybe you've ticked even ticket GDPR box. And so they're expecting your email. And so it's a warm or hot or an opt in email. And so it yeah, it doesn't count with cold email. That's the difference. So yeah, I hope that makes.

Brian

The thing to remember, though, is that they are colder. The idea is they're colder when they first opt in and the final warms them up.

Charlie

Yeah.

Brian

You know, as time goes on. So I mean, some do opt in hard. And they're the ones who buy on the first time they see the sales page and they're the ones we love very much, of course, but for those who are still colder on us, they didn't know us and they need more information before they buy it.

Brian

The job of the funnel is to warm them up to a point where they're hot and ready to buy. And then we give them that link and yeah that's it. The other point that I want to make is that with Yasim's question, and it's an important thing to think about, especially with the strategy thing that we've got going for this call.

Brian

You can start off with one platform and upgrade to a better one later on. You just want to think about the actual transition. Because if you're going to do that, you want to make it seem like the people should barely be aware and not be aware at all that you change platforms, it shouldn't matter.

Brian

But some will force you to notify them. Some have got weird things, and they won't let you upload your own list and that sort of thing. That's why a lot of people start out on a platform like Infusionsoft even though they're just starting out. And because they know that, they'll be using that long term.

Brian

And when they've got a list of 50,000, one platform like Infusionsoft, they won't want to have to move a list to a new platform, and they outgrow the old one, it's a very valid concern, but you got to think about if you sign up with MailChimp now, I even use MailChimp forever, and you can.

Brian

But, if you want to test out Active Campaign as well. But it shouldn't be a problem if you if you do everything right. And you make sure that later on down the track an Active Campaign or whatever does allow you to import a list without making them send, making you send an email to everyone on that list to have them re opt in.

Brian

Because you'll lose a lot of people that way. Even if you have a good relationship with the list, just make sure that's all going to go smoothly when the time comes. And that you're not going to have any weird surprises, which could cut your list in half.

Charlie

Yeah, I don't think Active Campaign to make you concern. I think, I don't know if Infusionsoft do I think Market Hero, a very picky on who you import.

Brian

Yeah, cause I've seen some, I can't remember because I didn't do this very much. I can't remember which one it is. But there was one, which it didn't even allow me to upload my list. And that this is just one that I was testing out. And obviously that one failed the test.

Charlie

Yeah. So watch out for that.

Brian

Because what they're worried about is they're sending emails out from their own server and of course, I don't want people to buy a list of a million emails from somewhere on the dark web and upload that to a platform and start sending out to their biographer and Nigerian prince office and stuff like that. So that's a concern that I have, but just be mindful of that. When it comes to what platform you start off and what platform you're going with long term.

Charlie

Yeah, I'll just say Yasim asked about G Suite. G Suite isn't cool for cold email, sorry for an opted in email. It's only suitable for cold email. Just making sure we have that differentiation.

Brian

So, this is a question for you, Charlie, If I cold email someone and they reply and they are interested and if I want to get into a funnel, how do I connect the two?

Charlie

So if you wanted to, the way you could do it is ask, Can I send you this freebie via cold email? And when they respond, cold email software is a bit hacky and it's not as developed as Active Campaign. But what it does have is a link via Zapier and so you send out the cold email, you get a response you can then connect via Zapier to Active Campaign so that when people respond, they get started on an Active Campaign sequence.

Charlie

The main thing being that it has to be opted in, it has to be consensual to comply to the spam laws. Now a better way to do that is I worked with a client in the cold email space and they were sending out five to 10,000 cold emails every week. And they were sending out five emails to each prospect but on their fifth email they gave their prospects the option to sign up to their newsletter.

Charlie

Their bi weekly newsletter about around this was a software company as well around what their software company was about which was HR and stuff like that and then send out value for that email newsletter after they sign up so yeah, it's an interesting one.

Brian

And yeah, just asking again, do you recommend Active Campaign over MailChimp?

Charlie

Yeah, I prefer Active Campaign over MailChimp.

Brian

Yeah, I found Active Campaign has been more of a learning curve. Not quite as instinctive as some others

Charlie

Yeah, I agree with that.

Brian

But by in large, most of them are fairly not easy to use once you get to know them and then more instinctual to us and whichever platform you choose like make it one of the main one of the well known ones and be plenty of tutorials online like this is a problem with the Mera Post.

Brian

If you knew how much that you have to pay for Mera Post per month with a big list, it'll blow your mind but they don't have that much in their help files and there's very few tutorials on YouTube but if you go for Infusionsoft, there's pages and pages and pages of tutorials on YouTube and the help files as well and you can learn how to do anything there. A lot of people don't know about Mera Post if they don't have a list of 15 million people but the smaller ones that which much I don't know.

Charlie

I love how they can build like an enterprise software company. Active Campaign or Infusionsoft. Very funny. Yeah, now that's good. All right. I think that's all for the questions. Sorry, I cut you off. Brian. Did you want to?

Brian

No, I don't think you cut me off.. I think we're done here. So on the next training session that's session number two, and we'll dive deeper into the copy, we just sort of glossed over the actual copy itself and it's core, I want to dive into exactly what we're going to be writing we're going to talk about subject lines, we're going to talk about how to write the bodies, the body copy of the emails and all of that and all the different things.

Brian

We've got a laundry list of things to get through so we'll kind of race through that but then we'll do some QandA's at the end again have some real insights into the actual writing of the emails here. So yeah, I think that's about it for me.

Charlie

Yeah, I think that's it and I'm looking forward to the next two trainings, teaching and learning one or two new tricks from Brian.

Brian

Yeah, I share with you all the copywriting tricks that we use here so, It should be fun.

Charlie

Thank you. And guys, watch out for those links I'll be emailing those out to you so you can go and look at these funnels yourself and as well as this recording I'll be sending out too.

Brian

Yeah.

Charlie

Alright.

Brian

Thanks guys.

Charlie

Thanks to everyone that came on live. Amazing. Speak to you later.

Brian

Thanks guys!