

MODULE 5 WORKSHEET: EMAILS

Use the following list of 18 emails as a guideline of the emails you need to prepare. You can modify the list, of course, but this is a good formula to follow. If you have not signed up for an email service yet, I recommend MailChimp for the reasons I mentioned in the video but you can choose any service you want, as long as it has autoresponders/automations. Make sure to refer to the Email Examples PDF in the Module Downloads area to see examples of 3 emails I use in my own Challenges.

Email #1 - Thank you for signing up + join group

Email #2 - 2 days before: Introduce yourself

Email #3 - 1 day before: We start tomorrow + join group

Emails #4 to #7 - Daily challenge + link to challenge page and group

Email #8 - Day 5 challenge + introduction to product + invitation to launch trigger event

Email #9 - Reminder of trigger

Email #10 - Trigger: cart opens

Email #11 - Replay to trigger

Email #12 to #15 - Reminders, early bird bonuses, urgency

Email #16 - Cart closes warning

Email #17 - Last chance

Email #18 - Thank you for participating, if you haven't bought but considering in the future, join VIP list