

Emails To Send

When To Send Emails:

1. Set the right expectations.
 - a. Consistency is key.
 - b. Once per week is a good starting point.
2. Do not send more than one email to people in one day!
 - a. Freeze Tag Strategy
 - b. Long Term Nurture Sequence

What You Should Be Sending:

1. Newsletters
 - a. Broadcasts
 - b. Long Term Nurture Sequence
2. Autoresponders
 - a. Welcome Sequence
 - b. Evergreen Pitch Sequences
 - c. Mini-Courses
 - d. Bridge Sequence
 - e. Long Term Nurture
3. Promotions
 - a. Broadcasts

Email Deliverability Basics:

1. No more than one email per day
2. Remove Cold Subscribers from regular sending.
 - a. Re-engagement campaign
3. Double Opt-in
4. Subject Lines and From Sender Name

Re-engagement Campaign:

1. Identify Cold Subscribers
2. Set up a Link Trigger
3. Send Two Emails
4. Delete cold subscribers

- a. Every 6 months

Warm List Examples:

Someone has a list of 100,000 people.
They only get an open rate of 7%.
7,000 people are engaging in their content.

Someone else has a list of 25,000.
They get an open rate of 30%.
7,500 people are engaging in their content.