

Email types and other resources

Welcome sequence

- Thank you for download (if applicable)
- Set expectation for email content and frequency
- Share your background and story
 - You decide the number of emails. Typically anywhere from 2 to 9
 - It's usually better to break up your story into a couple of emails. But make sure to keep it relevant to the reader. The point is for readers to feel that you understand their pains and problems because you've been there yourself.

Bridge

- Typically 2 emails
- Logically connect your free download or story to your product

Pitch

- Typically 6 emails
- Emails you should include
 - Main pitch
 - This is a general introduction to your product.
 - It should read like a sales letter.
 - Explain the product, who it's for, and how it's going to help.
 - Be specific and clear
 - Link to sales page
 - The problem email
 - This email focuses on a specific problem your product solves
 - Paint the picture. Talk directly to your reader.
 - Once you've defined the problem, amplify it. They need to understand this is a serious problem.
 - Talk about how your product solve the problem
 - Link to sales page
 - Social proof/testimonials
 - Share short, high impact testimonials from previous customers
 - Each testimonial should be 3 sentences max.
 - If you haven't had any customers for this product, you can still share other positive reviews of your company.
 - If you haven't had any customers at all, consider sending some people a free product in exchange for an honest review.
 - Link to sales page
 - FAQ

- People will always have questions. Answering them in advance will help sales.
- List the top 3 here in this email
- Link to sales page
- Cart close
 - If your offer is timed and has an end date, you can send a “cart closing” email to bring a sense of urgency.
 - Remind them the offer is ending
 - Recap the benefits and how their life will be different and better
 - Link to sales page

Re-engagement

- Goal is re-engage subscribers who have stopped opening your emails
- Identify Cold Subscribers
- Set up a Link Trigger
- Send Two Emails
 - Make them casual but clear. “Are you still there?”
- Delete unresponsive subscribers a few weeks after second email
- Repeat every 6 months

Other resources

Test your email’s spam rating

- [Mail-tester.com](https://mail-tester.com)

Software

- [ConvertKit](#)
- [Drip Scripts](#)
- [Growth Tools](#)
- [Deadline Funnel](#)

Learning

- [279 Days to Overnight Success](#) by Chris Guillebeau

GPDR

- [ConvertKit GDPR FAQ](#)
- [ConvertKit GDPR Workshop](#)

ConvertKit

- [Hard bounce vs soft bounce](#)

- [Wordpress plugin](#)
- [Integrations](#)

Business/product

- [The Ultimate Product Launch guide from Bryan Harris](#)
- [Product Validation from Bryan Harris](#)