



MODULE 2 Creating the Machine (The Different Types of Emails)

How do I get started?

- It starts with understanding that the 5 stages of email marketing exist.
- After that, it's a matter of determining where you can make the most impact on your business.
- Can an indoctrination campaign produce more engaged prospects that are eagerly awaiting your next email?
- Should you build an Engagement Series to put a different hook for sellers/buyers/getting referrals?
- Could you squeeze more ROI from your clients with an Ascension Series (i.e.: Referral program)?
- Can you make relevant, high-converting content to your list by sending a Segmentation email?
- Would a Reengagement and Win Back Series bring 5, 10 or 15% of your list back to buy/sell/refer your business?

OVERVIEW - 5 TYPES OF EMAILS

- Indoctrinate – Teach them who you are
- Engage – Get them to buy/sell
- Ascend – Get them to buy/sell more (referrals)
- Segment – Learn what they want to buy/sell next (referrals)
- Reengage/Win Back – Bring them back

Stage 1 - Indoctrination Emails

Congratulations! You have opt in to your email list. Now what?

The first step is to teach your new prospect about you and your organization. You need to indoctrinate them.

- Who are you?
- What do you stand for?
- Why are you different?
- What should they expect from you?
- How often?
- What should they do next?

Stage 2 - Engagement Emails

Engagement emails convert prospects into clients

They make offers.

Stage 3 - Ascension Emails

This is where the big money is made

For every prospect you engage there is some percentage of prospect that will NEVER sell/buy from you and some percentage of prospect will refer you business.

Every buyer/seller you acquire through an Engagement email series should receive an ascension series.

Typically uses A LOT of social proof

Stage 5 - Reengagement/Win Back Emails

What happens when prospects stop opening and clicking on your email?

If your answer is NOTHING — you're leaving big money on the table.

Setting up a Reengagement and Win Back Series is the lowest of low hanging fruit. It just makes sense to put an autoresponder series in place that reenergizes disengaged subscribers and brings them back into an Engagement and Ascension Series to buy/sell/get referrals.

Leaving disengaged emails on your list does tremendous damage to the deliverability of your email. By reengaging subscribers that have strayed from the pack you'll avoid the Spam folder.

Stage 4 - Segmentation Emails

The goal of the Segmentation Series is to get your prospect to raise their hand (open, click or opt in) and show interest in something you can help them with buy/sell/lease.

When they do... they will be placed in the appropriate Engagement Series.