**TubeJacker Email – Engagement Series**

The purpose of this email is to find a relevant 3rd party video on a site that is established and well-known (like Youtube) that has a subject related to selling a house or buying a house (or anything that you can “connect” to a campaign) that reinforces an overarching story or theme that you’re trying to get across. Because let’s face it...sometimes other people do a better job telling our story than we do.

In most cases, we are able to find relevant videos just by searching in YouTube for our primary keyword or keywords related to our topic.

NOTE: TubeJacker emails are best when stacked with other Engagement series campaigns, especially mini-classes and other content series.

**Email #1: Introduce the video and explain why it’s relevant.**

Subj: Have you seen this yet?

Subj: [YOUTUBE] Watch this video now…

Subj: I think you’ll like this...

Hey,

A few days ago a friend forwarded this video on to me from [YOUTUBE/NEWS SITE]:

[VIDEO LINK]

If you want inspiration, this is it!

Long story short, [SUM UP STORY IN VIDEO ie “a couple just bought a house and used these tips to furnish there home and saved thousands.”].

And how did they do it?

[TIE IN VIDEO STORY TO YOUR PRODUCT/EMAIL, ETC ie “They went to their local thrift shops and IKEA to create a design that will normally cost them thousands of dollar but did it for a few hundred dollars!”]

This video really is great, and your first assignment is to just watch it.

Come on...do it now!

I promise you’ll be glad you did. :)

Talk soon,

[YOUR NAME]

P.S. If you found this video as inspiring as I did, and you’re ready to [INSERT END RESULTS THEY WANT], then you need to see this:

**Examples of End Results:**

* Finally get into your dream home
* Sell your home for top dollars
* Find an investment property you’ll love

[INSERT CALL TO ACTION]

**Sample of Call To Action (CTA):**

* Call/Text (xxx)xxx-xxxx with “I’m ready to get into my dream home”
* Click Here to Set Up a Phone Consultation
* Hit the reply button with “Yes, I’m ready”.

**Email #2: Remind them about the video but focus on the offer...**

Subj: Did you watch this?

Subj: This YouTube video will blow your mind

Subj: Prepare to be inspired

Did you have a chance to watch this YouTube video, yet:

[LINK TO YOUTUBE VIDEO]

I sent it to you yesterday because like my clients, I know you’re interested in [TOPIC OF ENGAGEMENT SERIES], and I know you’ll find it inspiring.

More importantly, I hope it INSPIRES you to take action...

...to take that first step.

And this is your first step...why not get started right now:

[INSERT CALL TO ACTION]

Talk soon,

[YOUR NAME]

**FOR SEARCH EXAMPLES:**

<https://www.youtube.com/results?search_query=best+way+to+furnish+homes>

<https://www.youtube.com/results?search_query=how+to+winterize+a+house>

<https://www.youtube.com/results?q=how+to+make+a+haunted+house>

<https://www.youtube.com/results?search_query=how+to+create+a+garden>

<https://www.youtube.com/results?search_query=how+to+throw+a+housewarming+party>

<https://www.youtube.com/results?search_query=how+to+throw+a+tea+party>

<https://www.youtube.com/results?search_query=how+to+throw+a+football+party>