



HOW TO CREATE YOUR SALES EMAIL SEQUENCE

Today we're going to focus on crafting your Sales Email Sequence. The point of the Sales Email Sequence is to teach your new subscriber something that adds value and is related to your Freebie and your Intro Product.

Here's a suggested flow of emails (one email per day):

Email 1: This is the Welcome Email you created on Day 4 and it is sent immediately and automatically after your new subscriber has given you their email address. This email is the confirmation email and should include a link to the Freebie.

Email 2: Sent one day later (or a few hours later), this email is a welcome and introduction to you, so it can be a little more personal in nature. It doesn't hint at all at selling yet.

Email 3: Provide value in the first half of the email. The second half of the email is where you'll introduce your Intro Product. It's at this point that you'd offer a discount or special offer with a limited timeframe on it.

Email 4: The first ½ is where you provide value or write a story about you or your business. Then, you remind them of the Intro Product and give a link they can follow. Again, remind them of the discount and end of discount date.

Email 5: In this email I like to use the sandwich method. I give them value, then again offer them the Intro Product, then add story and value to wrap it up.

Email 6: This is the email where I usually hard sell my Intro Product. I do this by first providing a story that ties into my business, mistakes I made etc., then pitch them my Intro Product one last time and remind them of the discount deadline.

Bonus email #7: This is the email where I inform my new subscribers that they will officially become part of my tribe and will from now on start to receive weekly emails. I shower them with appreciation for being part of my community. Then I invite them one last time to invest in my Intro Product. I also invite them to join my Facebook group and after this email, they go into my main email list.

HERE'S MY SALES EMAIL SEQUENCE AS AN EXAMPLE:

*Don't just copy and paste. Make it your own and bring your UNIQUE personality to it!

EMAIL #1 (Welcome email and link to Freebie):

Email 1: This is the Welcome Email you created on Day 4 and it is sent immediately and automatically after your new subscriber has given you their email address. This email is the confirmation email and should include a link to the Freebie.

**SUBJECT: Welcome! Your PDF (Insert the name of the Freebie here)
Unlocked!**

Hi there!

Thank you soooo much for downloading (Name of Freebie)

CLICK HERE TO ACCESS

It might feel like a tiny step for you...

But this step means that you're ready to focus on reaching more people by building and growing your brand.

Now more than ever, we need entrepreneurs to share their messages and sell their products and services.

With the right systems in place, you can make a lasting impact on people and have a fantastic lifestyle offering advice, knowledge, experience, and your products and services.

These days, so many business owners are focused on building their Social Media Platforms rather than building their email lists.

Social Media is awesome because people can see your numbers.

An email list... it's behind the scenes, and is invisible to others.

However, Email Marketing is #1 way to reach your following and sell online, above advertising, above Facebook groups, above ANYTHING on social media.

Having helped hundreds of online entrepreneurs grow profitable email lists from scratch...

I can confidently tell you that their businesses started massively thriving when they built their lists.

And I'm so thrilled to be able to help you build your own email list so you, too can stay more connected with your audience and drive more sales to your business!

For now, enjoy diving into your (Name of Freebie)

... and stay tuned for more emails heading your way tomorrow :-)

All my best,

Evelyn

Email #2

Email 2: Sent one day later (or a few hours later), this email is a welcome and introduction to you, so it can be a little more personal in nature. I doesn't hint at all at selling yet.

Subject: Wanna hear my *messy* story?

Hello again!

I was in the middle of my run this morning (I love how exercise helps my brain function better) when I realized that I hadn't properly introduced myself yet. I mean, you're probably wondering how in the world I got to where I am in life and who I am.

I'll try and condense it so you don't fall asleep on me.

I'm Evelyn Johansen, a Norwegian-born immigrant, Educator, Thought Leader, Relentless Optimist, Psychology Nerd, Recovering Perfectionist, Best-Selling Author, and Proud Mama of 3.

I'm totally in love with the beach, traveling, and I seriously want to conquer the world. Plus, I've been a fan of the arts since like 4Ever.

After my 13-year marriage ended in divorce, I decided it was time for a major overhaul of my life.

That's when I went back to school to get a psychology degree, started over with nothing, and yup, bleached my dark brown hair platinum blonde... BY MYSELF.

(Trust me, DON'T bleach your hair yourself. It will fall out. School's cool tho)

You know how they say it was the best of times, it was the worst of times?
That was me for a few years.

But what I want to say is that I'm so grateful for those years and how they shaped me. Fast forward to now. I have a thriving business and an amazing lifestyle that I love (and yes, it includes a lot of beach-time).

These days it's my number one goal to help hundreds of thousands of online entrepreneurs, writers, public speakers, educators, coaches, mindset consultants, and conference creators to make a BIG impact on the world.

Now more than ever, we need leaders to share their messages and sell their products and services. With my guidance, you will quickly be able to build and grow your following and reach.

You can make a lasting impact on people right now and have a fantastic lifestyle offering advice, knowledge, experience, and your products and services.

But first you need to truly BELIEVE in yourself and implement proven systems and smart strategies.

And that's what I'm here to provide to you: systems, strategies, encouragement, and support to help YOU build your brand and grow your following.

Every day for a few more days, I'll keep coming at you to continue to inspire and encourage you to build your brand and share your message.

The world needs your voice right now. And I'm so excited to help you offer my services to help you succeed.

All my best,

Evelyn

(P.S.: Did you know that Email Marketing has the highest-ROI than any other online marketing strategy, when implemented properly, with 67% of businesses listing it as their highest earner?)

Email #3

Email 3: Provide value in the first half of the email. The second half of the email is where you'll introduce your Intro Product or Service. It's at this point that you'd offer a discount or special offer with a limited timeframe on it.

Subject: Open to Unlock Your BIG Discount!

Hi there!

Allow me to officially WELCOME YOU to my community of amazing online entrepreneurs, writers, public speakers, educators, coaches, mindset consultants, and conference creators.

Together, we're here to make a BIG impact on the world. Joining my community might feel like a tiny step for you...

But this step means that you're ready to focus on and build and grow your brand through proven systems and strategies, one of the most important one of them being your email list!

You downloaded my e-book and joined my community because you are looking for better ways to share your message so you can inspire others and help them improve their lives.

AND LET ME TELL YOU... you've found the right place.

The reason I created this e-book was because I didn't want anyone to go through what I went through.

You see, when I was 40 years old, I started from scratch. After my divorce, I went back to school and started a new business.

This wasn't easy.

And I struggled for years in my business, not making money, not realizing I didn't have the right strategies...

But I didn't let that stop me and I continued to believe in my dreams.

I tried building my social media platforms... But it did little to increase my income.

Then, finally things started looking up when my books started selling on Amazon... Until Amazon changed one little algorithm, and my sales went from over \$15,000 per month to a few hundred dollars.

It wasn't until I got serious about business strategies, specifically building my email list, that my sales and income stabilized and sky-rocketed.

It took a lot of courage to hold on to my vision. I had to dig really deep through those tough times, trust in my heart, and cling to my dreams.

I believe you have that same courage inside of you. And so as you continue to build your brand, don't ever give up on your dreams. You can do this and I'm here to help you.

Since you are new to my community, I wanted to welcome you in a BIG way. More than anything, I want to help you build your brand by sharing your message.

And the BEST way to do that is to build a system that grows your email list.

Usually, my 7-Day "Get Your Email On" Challenge is \$297. But since you're new to my community and I want to see you start succeeding RIGHT AWAY, I have a special first-time buyer discount for you.

This special discount code gives you the entire program for \$27!

[CLICK HERE](#) to learn more about what's included. Also, the discount code is: FIRST2020

The discount expires 5/16/2020, so make sure to take advantage of your special welcome offer!

All my best,
Evelyn

P.S.: Tomorrow, I'm going to share with you The 7 things 7-Figure Online Business owners have in common. You so don't want to miss it!

Email #4

Email 4: The first $\frac{1}{3}$ to $\frac{1}{2}$ is where you provide value or write a story about you or your business. Then, you remind them of the Intro Product or Service and give a link they can follow. Again, remind them of the discount and end of discount date.

Subject: The 7 Things 7-Figure Online Business owners have in common

Hey, NAME!

So...What are the 7 Things 7-Figure Online Business Owners Have in Common?

Before I share what it is, I just felt inspired to say to you that it's never too late to be what you dreamed of becoming. And I'm living proof of that.

Having helped hundreds of online entrepreneurs grow profitable online businesses from scratch...

I can confidently tell you that it's NEVER too late (or too early) and that any business owner can succeed as long as they implement specific strategies and utilize systems.

These days, so many business owners are focused on building their Social Media Platforms rather than building their email lists.

Social Media is awesome because people can see your numbers.

An email list... it's behind the scenes, and is invisible to others.

However, Email Marketing is #1 way to sell online, above advertising, above Facebook groups, above ANYTHING on social media.

As I've said before, it's part of my life's mission to help business owners find their voices and share it. I'm so thrilled to be able to help you build your own system with an email list so you, too, can grow your brand and share your message with the world!

More on that in a second. First I want to share with you the 7 Things that 7-Figure Business Owners have in common:

7-Figure Online Business Owners:

1. Have a clear vision of their business
2. Surround themselves with the right people
3. Use their energy wisely
4. Are life-long learners and innovators
5. Ignore the competition
6. Have a 7-figure mindset
7. Create the right online systems and ONE insanely high-converting program

Here's the thing... ANYONE can achieve the success they want with those 7 things.

When you invest in the "Get Your Email On" Challenge, you'll be taking a BIG step in the right direction. Because without SYSTEMS, an online business cannot succeed.

I so appreciate you being willing to share your message, build your brand, join the online business world, and create positive changes during these uncertain times.

When you build a system that grows your email list, it will help you connect better with your followers and customers, and help you monetize online content.

[CLICK HERE](#) to invest in yourself, your brand, and a bright future for your business today. And remember the discount code: FIRST2020!

All my best,
Evelyn

P.S.: Tomorrow I'll be revealing a GREAT method to tap into LIMITLESS creativity, content creation, and innovation (And keep those \$\$\$\$\$ making ideas flowing). So stay tuned!

Email #5

Email 5: In this email I like to use the sandwich method. I give them value, then again offer them the Intro Product, then add story and value to wrap it up.

Subject: Hey You, Creative Genius Entrepreneur You!

Hey, NAME!

Did you know that content creation, innovation, and creativity is the lifeline of all entrepreneurs?

So, I'm an author, right? And there's this dreaded thing called writer's block.... Have you heard of it?

It's the brain-freeze of all brain-freezes that happens to authors all around the world where they get stuck in a rut and can't for the life of them seem to write a single sentence.

Their creativity stalls... and writing halts.

I first heard of it a few years after I started writing. I was like... huh. I've actually never experienced that. Weird (head-scratch).

And here's the thing... even after almost a decade of writing, I still haven't experienced it.

I mean, I guess it's a thing because people talk about it all the time. But here's the real THING. You don't have to ever experience creative blocks in your career. EVER.

Ok, so wanna learn how to tap into LIMITLESS creativity, content creation, and innovation? (And keep those \$\$\$\$ making ideas flowing?)

Here's one great tip: Learn something new. When we learn, our minds open to different dimensions and we can become even more creative.

Put your detective hat on and dive deep into the world of Google just for the pleasure of learning. Read books and articles. Listen to podcasts. You'll have dozens of ideas in no time.

Want 4 more ways to unleash your creativity and boldness and get in the limitless zone of content creation?

Right now, my PDF, "Limitless Content Creation; How to Tap Into Your Creative Genius, Making Content Creation a Breeze!" is one of 5 bonuses included in my 7-Day "Get Your Email On" Challenge.

These 5 bonuses are INCREDIBLE for growing your online business and you ABSOLUTELY don't want to miss out on them!

And remember, since you're new, you get a special first-time buyer discount with the program!

[CLICK HERE](#) to discover what's included in this AMAZING challenge. Your special discount code again is: FIRST2020

But hurry because the special discount expires in 72 hours!

Before I end this email, as a new subscriber, there's something you need to know about me.

I'm a BIG fan of red wine and chocolate... (and walking lunges to offset the calories in red wine and chocolate)

But I'm OBSESSED with learning and growing and finding the BEST strategies to help my followers grow their businesses and achieve the lifestyle they want.

You have a vocation to share with the world. It's part of my life's mission to help you find your voice and share it.

I'm not just saying that. My promise to you is that if you stay with me and follow what I teach, your business WILL be successful and you can look forward to a very fulfilling life.

Before you hear from me tomorrow, I want you to consider what your life would be like if you had the income, the time, the confidence, everything you wanted.

Then I want you to know with 100% certainty that it's entirely possible for you to have that life.

All my best,
Evelyn

P.S.: Tomorrow, marks the LAST day of my introductory emails to you. Which is why I'll be spilling the beans and revealing the ONE SECRET that separates the entrepreneurs who are able to reach their audience, make a big impact, and make a lot of money in their businesses from those who don't.

Email #6

Email 6: This is the email where I usually hard sell my Intro Product. I do this by first providing encouragement, then a story that ties into my business, mistakes I made etc., then pitch them my product or service and remind them of the discount deadline.

Subject: The ONE Secret & Last Call

Hey, NAME!

First of all, I just wanted to let you know how proud I am of you for following your passion and for building your dream.

That takes some serious courage.

In fact, courage is the most important virtue of any Entrepreneur, because without it, you'll never break through your fears. With it, you'll bring your business vision to life.

But even though many might have courage, there is ONE thing that separates the entrepreneurs who make a lot of money in their businesses from those who don't.

Do you know what it is?

It isn't skill...

It isn't knowledge...

It isn't even commitment...

The one thing that separates entrepreneurs who make a lot of money in their businesses from those who don't is **what they focus on.**

Successful business owners focus their time and energy on utilizing strategies and building systems that will get their messages to their followers in the most effective way and in so doing will make them money. That's it!

They don't spend weeks perfecting a website...

They don't spend years building a social media following that doesn't generate revenue...

As Peter Guber says, They don't work in their business, they work on their business. They set up systems.

Now, I offer several trainings, ranging from beginner to how to build multi-million dollar brands and I release new trainings a few times a year.

But don't you worry for a single second... whenever I release a new training, you'll be the first to know since you're on my email list!

In the meantime, I'll continue to offer Freebies and discounts so you can continually grow your brand and continue to build your audience with strategies and systems.

Speaking of systems...

As an educator and thought leader, empowering my subscribers and educating them is my obsession these days. Which is why I am so passionate about helping you build the BEST online system available... a system that grows your email list.

In fact, my goal is for every single one of my subscribers to have 10K subscribers on their email lists.

Why?

Because that's when you can make a HUGE impact on the world and it will provide you with financial security.

Are you ready for financial security?

Are you ready to start building your brand to 7 figures and beyond?

Are you ready for more time-freedom and to have a way to serve your followers better?

As you know from previous emails, usually, my 7-Day "Get Your Email On" Challenge is \$297.

But with the coupon code of FIRST2020, you get the entire program for \$27.

But beware: the discount expires in 48 hours... and after that, if you want to join the challenge, you'll have to pay full price.

[CLICK HERE](#) to learn more about what's included. And don't forget the discount code: FIRST2020

You deserve more than to be spinning your wheels on social media. Your customers deserve more than to only see 6% of your posts.

Let's get your list started and thriving...

All my best,
Evelyn

PS: Tomorrow a new era will begin and it'll be official! You'll be initiated into my tribe and will formally become part of House Evelyn. :) I have something fun planned for you!

Email #7

Bonus email #7: This is the email where I inform my new subscribers that they will officially become part of my tribe and will from now on start to receive weekly emails. I shower them with appreciation for being part of my community. Then I invite them one last time to invest in my Intro Product (in a video). I also invite them to join my Facebook group and after this email, they go into my main email list.

Subject: An era has come to an end...

Hey, NAME!

Today marks the end of my welcome series to you. And it marks the beginning of a new era, a new era where you have officially become part of my posse, meaning, from now on, you'll be getting my weekly emails!

Now that you are part of my world, I'm feeling many emotions that words have a hard time capturing.

Although words do my feelings injustice, I want to express to you how immensely grateful I am that you're part of my life at this time.

Truly, I'm honored to have you in my community.

These times are undoubtedly challenging, and I'm sure you're trying to juggle twenty different things at a time.

It can be overwhelming.

Even so, with everything going on, you're still committed to showing up and serving, to bring your message to the world because you know that right now, more than ever, your voice is needed.

If anyone hasn't told you this today... or even lately ... your commitment to growth, to service, and to lead, is very much appreciated.

It takes a lot of courage to stay the course, to continue to believe in your dreams, and to bring your vision to life.

I'm here to continue to cheer you on and help you DREAM EVEN BIGGER THAN EVER. Because your followers and your future followers need to hear your voice. They need the strength that you provide for them.

So... to mark this NEW era... and to initiate you into my tribe and formally become part of House Evelyn, I've prepared something special for you.

[CLICK HERE](#) to watch a short video.

And remember, your success is inevitable if you don't give up and if you build your brand the smart way with strategies and systems.

All my best,
Evelyn

(On separate page)

10 minute WELCOME VIDEO

I also add this beneath the video: Now that you've officially become part of the Evelyn Johansen tribe, you might want to also join my Facebook Group where I give regular mini Livestream trainings. [Click here to join!](#)

AFTER THE SALES EMAIL SEQUENCE

Welcome back! Did you learn a lot? Did you get lots of ideas? Did you see how the emails tied beautifully together?

Like I said, once my new subscribers have gone through my Sales Email Sequence, they are added to my main email list and receive weekly emails like everyone else.

Usually, I offer my trainings to my email list a few times per year, and I start to email my subscribers about it about a month in advance. In the meantime, I provide Freebies, valuable content, share stories, give Livestreams in my group, and other.

HOMEWORK

Now it's time for you to write your Sales Email Sequence. Open a word document and start typing. Once you're done, head on over to your Mailchimp account or to your email service provider account and create your emails.

Once you're done creating the emails, your Sales Email Sequence is ready to go, which will allow you to stay more connected to your audience by nurturing your relationship with them, grow your brand online, and start selling your offerings!!!

Just make sure to link your Freebie with your Sales Email sequence on the back end, or it won't start sending.

Congratulations on having set up an AMAZING system that will allow you to build your brand, reach your audience, and drive sales to your business!