

20 Email Sequence Increase Sales & Profits

By Filling The Education Deficit



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The 20 Email Sequence To Increase Sales & Profits

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The reason most people don't buy, and they certainly don't buy after one or two emails, isn't because it's too expensive and it isn't because they don't see you as credible, right?

The reason why they haven't bought is almost always rooted in some sort of education deficit. What I mean by that is they don't feel like your product answers the questions that they have or solves the problems that they want how our funnel works is we write on social platforms.

I start by driving traffic to a lead magnet to build my database. I write on social media or use paid media to get traffic. Once they opt in for the lead magnet, the 20-email sequence starts. You can use any type of lead magnet like a PDF, cheat sheet, video, email course, or whatever makes sense for your audience.

The first ten emails are mostly education-based, and the last ten emails are more sales-based. Always have a link in each email so they can purchase your product or service.

FIRST HALF

Email #1 - Is Just A Plain Pitch - here's what I have for sale. Here's the problem that it solves. And here's how you can buy it. It's very simple. You're like, "Hey, I just sent you a valuable piece of content (whatever your lead magnet was). Here's the problem that it solves. Here's how you can buy it. Click this link." Give the prospect the benefits of buying your product or service. I would give at least three benefits in bullet points and then expound in the last paragraph.

Email #2 - Who Is This For? - So this is where your second email essentially says, hey, you might be one of these three different archetypes. For example: you may be thinking about starting a business, you may currently be in business, or you may be looking to scale your business. Identify each of the archetypes that could benefit from your product or service and why.

Email #3 - You Walk Through The Ten Biggest Problems That This Type Of Person Is Either Currently Faced With Or Will Be Faced With - Okay, so these are problems that the person either didn't know they had or problems that they know they have, they just haven't gotten around to solving yet. And you want this email to be your education. Like, you're not even talking about your product. All you're doing is saying, Hey. Email number two, right? We said we could help you. Well, today, in our third email, let me explain how much we know you. We know why you have these problems. We know you've been struggling with these things. So, this email number three is all anchored around what are the ten biggest problems that your target customer has and you have to educate them on those problems, why they're happening, right, maybe things that they've tried in the past, how they feel about those problems, before you can continue talking about the

solution. Because the person can't care about the solution or the product until they first care about and ground themselves in the problem.

Email #4 - We're Going To Start Talking About Outcomes - You could do three desired outcomes, you could do five desired outcomes, you could do ten desired outcomes. So, in this email, basically what you want to think through are the desired outcomes that this target person would care the most about. And think of this as the carrot. You know, first, you grounded them in the problem. And then, in this email, you want to talk about how great their life is going to be when they solve those problems. Okay, so email number four, get them excited about the future.

Email #5 - Tell Your Story - Well, you basically want to say, "Listen, I have been exactly where you are today." That is the point of the story. The story is to help the reader relate to you, and for you to demonstrate that you understand where the reader is. And then you go, here's what changed. Here are the things that I started doing differently. And that's what allows you to sort of segue into here are the things that I did differently. And these are all of the things that I show you how to do as well in our product. So that's the whole line, you know, the thought process that goes into it.

Email #6 - We Call It The Stop, Start Email - So, a very easy way of thinking about this, a nice little template, is in this email you're going to go, "Here are all the things that you're probably trying to do right now to solve this problem, or to solve these problems that you have."

"Here are all the things that you're trying to do right now to unlock these outcomes that you care about. Okay? Stop. Here's why those things aren't working." So a really easy example in the writing world, is if we go, "You know, one of the things you're probably doing is you're sitting there just obsessing over what time of day should I post?"

"Should it be at 8:30 a.m. or 2 p.m. or 7:30 p.m., right? You need to stop. Because obsessing over that isn't going to get you the outcome that you desire. " So that's the first half of the email is you go, what are a handful of things that you would tell the potential customer? You're probably doing these things right now.

"I'm just giving you some free education. You need to stop it." And when you do that, you're demonstrating to them, "Hey, trust me, I understand why you're trying to do these things. Chances are, I've tried doing them in the past as well." If you know, or if you have, you should definitely speak to that.

And then when you tell them to stop, what's the natural next question? The next question the reader has is, well, what should I be doing instead? Segway into the second half of the email, right? "Instead, you should start doing these things. And guess what things you're going to have them start doing. Well, they're all the things that you walk through in your product, right?"

So you give them free education. You go, you should stop doing this and you should start doing this instead. Oh, and by the way, if you want us to just tell you how all of this works,

or you want us to hold your hand through it, or you want us to just give you the blueprint or give you all of the templates, these are the things that we cover specifically in our product.

So this start-stop email is a very powerful educational tool for customers.

Email #7 Myths - So, myths, or faulty beliefs - What are the things that your potential customers are telling themselves to keep them from taking action? This is one of those things where ideally, you want your target customer to basically be the former version of yourself, ideally, because then you understand what all these faulty beliefs are. So, in this email, you basically are walking through, "Here are the faulty beliefs that most people have that keep them from whatever the action step is."

Email # 8 Quick Tips - So, this is pure education. I love throwing this in there. Again, the goal is not really to talk about how great the product is. The goal is to go, "I know how to help you and I can prove that I know how to help you. So whether you buy from us or not, let me give you some quick tips." "Let's say you want to go do this on your own. If you're going to do this on your own, here's what I would do." Almost everyone thinks it's so counterintuitive if you give away the answers that they won't buy from you, but the opposite happens, and the person wants to buy from you.

Email #9 - Mistakes - This is a cool pairing with the email before it. Email number eight. Email number nine is all about mistakes. So you can sort of build, you can see how you can construct these sequences where you can sort of build on each one. They don't have to be perfectly linear, but sometimes there are benefits to having one email come before the next one.

So email nine, you're talking about all of the mistakes most people make when they try to do this on their own. So, what you can do is you can reference email eight and go, hey, yesterday I told you if you want to go do this on your own, these are the things I would focus on. Okay. But I also want more free education, but I also just want to point out to you, here are some of the mistakes most people make when they try and go do that.

And so again, what you're doing is you're helping them become aware of how difficult it is to do this thing on their own. As people become more and more aware of how difficult it is to do something on their own, they naturally come to the conclusion, "Boy, I mean, I could save myself all of this time, energy, and effort if I just buy the answers, right?"

And the product has all of the answers. And so, I love this - email eight quick tips going into email nine mistakes combo, because it really allows you to go again, you want to do this on your own by all means. Let me just tell you, as soon as you start heading into that forest, these are all the things you can expect.

And the more that you educate people on all the things that they're going to expect, the more they naturally come to the conclusion. I don't know if I really want to walk into this dark forest all by myself. Right? Again, this is a no-sell, sell.

Email #10 – Last Real Free Education, Are Templates. – Templates are amazing things to give away for free because they are tangible. When you give someone a template, the reader can feel that template, right? They can copy and paste the template. The way that a template typically gets delivered, especially online, might be in a Google Doc or might be in a Notion document, or might be in some sort of download.

Even though these things are quote-unquote digital air, they're still objects, right? You're like, oh, I'm getting a Google Doc that feels like an object in the digital world. So, I love giving away templates because it really feels like you're giving the reader something very, very tangible. And what I like to do in one of our emails and in email 10 here is basically go, "Hey, one more thing I want to give you before you head into that forest, you want to try to do this on your own."

"No problem. Keep in mind, that these are some of the mistakes people make. So, what I went ahead and did is I put together a couple of these templates to help you avoid those mistakes so that you start your journey off on the right foot." So again, you're sort of like, "Hey, I know you're, if you're about to walk into that forest, I just want to give you a flashlight.

And it's the no-sell sell. It's like the more that you give people, the more they start to naturally come to the conclusion, man, you're giving me all of this for free. I wonder what is inside the paid thing, right? That is the goal. That is how you want the customer to feel. And notice how different that feeling is.

Rather than the customer feeling like, Uh, you just keep talking about how great your product is, And, uh, do I want 20 percent off? And, like, those aren't the things keeping the person from buying. What's keeping the person from buying is not feeling educated on the decision. Okay? So that's the first half of the sequence.

SECOND HALF

Email #11 – You Start Pitching The Product – This is where you start really digging into, "here's how we can help you." Email 11 is everything that's included.

So, what this is, is this is basically a walkthrough of whatever product you're selling. "Here's everything you're going to get. Here are all of the topics that the modules cover. You're going to get text and video. Here are the different templates we give you. Here are the different cheat sheets we give you."

"Here are the different bonuses that we throw in there." It is just one big, here's everything that we're giving you. And ideally, this is a really important nuance, ideally, every time you say, here's another thing we're giving you, you're not just talking about the product, but you're linking that part of the product to a problem that the customer has.

So, you don't just say, "Hey, we give you 10 hours of curriculum." We go, a better way of saying it would be, "These are the 10 different modules we cover in our curriculum, And

let's go module by module and explain why we cover that thing in that module and the problem that it helps you solve and the outcome it helps you unlock."

So you, you don't really just want to go product, product, product. You want to link elements of the product back to education, the things that the customer cares about, the problems they want to solve, and the outcomes that they want to unlock.

Email #12 - Bonuses - Email number 12 is when you get into bonuses. So. Bonuses are something that a lot of people don't know how to use strategically in their digital products.

So, I'm going to give you a quick little crash course here. The way to think about bonuses is, what are the three biggest objections that someone would have from buying your product? Whatever those objections are, you turn those into bonus ideas. So, for example, let's say, uh, one of the biggest objections that someone has to buying your product is them going, Uh, I just don't know if I have the time. I'm really busy. I work a full-time job. I have two kids. Well, then it would be awesome to have bonus number one, if you're someone who's really busy working a full-time job, you has a couple of kids running around at home. We created a fast-track version of our product.

We compressed it down. Everything, all of the most important ideas, instead of a 10-hour curriculum, is compressed down into an hour-long curriculum. So, you get both. You can always go through the 10-hour one at your own pace later, but if you just want to binge the fast track, one-hour curriculum, you can get this done in a single day.

Well, now you just overcome the objection with a bonus. That is the way to think about bonuses, and it's a very, very powerful framework once, once you start to understand how that works. So, I guess just going down the rabbit hole a little deeper here, one of the mistakes that people make with bonuses is they just go, how do I dump more?

They almost think that, you know, volume is the answer. And in this case, it's not. A really great example is when people do book launches, and they go, "Hey, if you buy my book early, I'll give you a bonus chapter." Well, the person hasn't even read the book. So why would they care about a bonus chapter?"

So that's how most people think about bonuses, and they fall flat. You might see a lot of people do this and think that it's successful, but it unlocks a fraction of the upside as opposed to if you think about bonuses. as a vehicle for overcoming objections. So don't just think I'm going to dump more.

Think how, what are the three biggest objections that someone would have to buying my product and how can I create bonuses that address that objection?

Email #13 - Proof - People want proof it works, want proof people are happy, want proof that we're not just some random people on the internet, testimonials.

This is a pure testimonial email. It's just "Let me show you and talk about all the people who are happy because they bought this product." And one of the things, the objection

that I always hear whenever I talk about this or I walk people through the sequence is they go, well, what if I don't have testimonials yet?

Well, first of all, you shouldn't be building this 20-email sequence until you have first had a bunch of people go through your product for free. Because so much of this sequence is based on you really understanding who you are, who the person is that you're trying to help. And so, what I would really recommend, before you even begin assembling something like this, is to build a V1 (version 1), a very, very basic V1 of your digital product.

I'm talking about Google Docs and Loom videos. Then go find 10, 20, 30 people to go through it for free. Then, get all of their feedback, make a v2 (version 2), and in exchange for them going through it, anyone who's happy and was like, Hey, thanks for free access, I went through it, by the way, it actually was pretty helpful, get testimonials.

And if you do that upfront work, not only will you have testimonials for this sequence, but you will also have so much more content to play with for writing all of these emails, because you're going to have talked to your target customer directly. And you're going to know exactly what to improve for the V2 of your product. You need to go do that upfront work first.

Email #14 - This Is More Like A Sales Copy Type Email - I love this email. I use it in many of my sequences. Email 14 is "Where you will be one year from now?" So basically, what you want to do is you want to future pace two different scenarios for your target customer.

You go one scenario, "where will you be a year from now if you don't take action?" "If you don't, just let us tell you all the answers." Go, "I'm going to try and do this on my own and you haven't figured it out yet. So where will you be a year from now if you just keep trying to do the same thing you've been doing?"

Versus scenario two: "Where will you be a year from now if you allow us to help you?" And you basically are painting two very different outcomes. And you go, one outcome is you probably end up exactly where you are today. Your life doesn't change very much. The other outcome is "Here are all the great things that are going to happen on the other side, right?"

So, you're getting them excited about the journey, sort of like Imagine someone at a bus station or a train station, you're trying to sell them on going on this long journey, right? Well, the way you sell them is you're like, "Hey, I promise you get on this train and when you get to Los Angeles, on the West Coast the weather is incredible and they have all this great healthy food and the restaurants are amazing, right?"

You're selling them on going on the journey, and that's really what this email is intended to do, and you're sort of, amplifying that decision by also presenting the counterpoint. The counterpoint is, "Hey, and if you don't go on this journey, you're probably going to be stuck on the East Coast During winter, and it's going to be really snowy, and slushy, and cold, and it's not going to be enjoyable.

You could be on the West Coast sitting by a pool. Right? So that's, that's really the way to think about this email if you're painting these two different scenarios.

Email #15 – A Deep Dive Of One Of The Testimonials From Email 13 – So what we like to do here is, if 13 is a big roundup of a bunch of testimonials, Email 15 is where we will pluck out one of those testimonials, usually someone who has seen a lot of success, like someone who's really enjoyed the product or program, someone who had a huge transformation, and we amplify it, we spotlight it.

We're like, "In this email, we're just going to tell you about Suzy here. Susie started exactly where you were. Susie was faced with all the same problems. Susie had all of the same faulty beliefs. Susie was making all of those same mistakes that you're probably making. By the way, she decided to take the plunge, and joined the program."

"Now, here are all of the things she's unlocked. Here's how different her life is." So, you're taking one testimonial and you're really spotlighting it so that the target customer can see themselves in that other person, right? It's not just your story that's going to get them across the finish line. It's actually walking them through and showing them someone else's story who was also successful.

Again, if you don't have this in the beginning, that's totally fine, but the easiest way to power level this is to give your product or program away for free to a handful of people and get these testimonials. I promise it is the faster road, it's the shortcut because it just power levels all of this for you. Consider it a Beta test.

Email #16 – We Call This The Tale Of Two Archetypes – but this is based on a very, very popular sales letter that was run for the Wall Street Journal years ago, and I think the sales letter was called a tale of two men or something. And basically, the sales letter was, there's one person who doesn't read the Wall Street Journal, and there's one person who does.

And it sort of paints, very similar to the email we were just talking about, but it paints these two outcomes of, well, if you don't do this, here's what your life is going to be like. And if you do this, well, here's what your life could be like. And the nuance, what makes this email different, is I always like writing this as sort of a fable.

I write it almost like a creative writing exercise, where I go, here's a quick story of two different types of people. And I basically create fictional versions of the person who doesn't take action and just keeps, you know, trying to do what they've been doing forever, versus the people who do take action.

And by telling it as a fable, it again, allows the potential customer to sort of see themselves in it from a different vantage point. And I've always found this email to be very, very powerful. I use this in a few of my FOMO (fear of missing out) sequences.

This is one of my favorite emails to use. If you really want to know the history, I would encourage you to just Google "Wall Street Journal, Tale of Two Men sales letter," and it'll

probably come up. Email 17. This is where we're sort of getting to the end of, "Okay, you haven't bought, so let's just do it."

Email #17 – What Has You On The Fence? – So you could do this in a couple of different ways. The advanced version is where you could set up a little survey where you can track links or clicks. So, you basically say, "What has you on the fence?" And you, you know, you write out three potential objections and you hyperlink each one and you go, can you just like which thing has you on the fence?

And then you can gather data on the back end of whatever software you're using, like ConvertKit, for example. And you can look at how many people clicked Objection 1, Objection 2, or Objection 3. That gives you some real data as to why people might not be buying, right? Usually, the things that we list out are it's too expensive, so I want to know if price is an issue.

I just don't have the time. Is time an issue? And then the third one is usually some sort of, like, context-specific objection to whatever industry you're in. Like, I think this might be too advanced for me. So, it's usually something that's specific to whatever you're talking about or whatever the product is.

The manual version, especially if you don't have a ton of people on your email list, this is what we did in the very beginning, we just said, "Hey, do you mind responding to this email letting us know What has you on the fence?" Are there any questions that we can answer for you?" And this is one of those things that don't doesn't scale very well but in the beginning, you don't need things that scale to the moon especially if you only have 50 people on your email.

And do some things that don't scale and just ask people Hey, if you're reading this, do you mind emailing me and letting me know what has you on the fence? You Open a dialogue, right? Work with them directly. These things that don't scale are worth doing in the beginning. Because A, it's going to get you sales, but B, because it's going to teach you so much about what's holding people back.

As you learn those things, you can go back and refine all of these emails and refine your funnels. Right? So, a lot of this is a learning game for yourself.

Email #18 – Is A Behind The Scenes Look – Something I love to do, it is very easy to execute, is in this email, I might record a loom, a loom video, walking through the product or online course or whatever it is you're selling.

And there's something about just showing the person inside, right? It makes it feel tangible. So I'd go, "Hey, Bob, I just wanted you to see what you're getting yourself into. So here, let me, let me pull up my screen. This is what we use to host all of the modules."

Let me click through all the different modules. Here's how long they are. Here's a bunch of the things that we cover, right? You're basically giving them a tour of the product. And I've always found that that is another really helpful thing. It helps the person see that it's real. It

might just give them a little different perspective, like, Oh, I had no idea that there was a whole vault of videos included in here. Like, I, I didn't know that. I missed that in one of the emails, right? So, nothing like a good behind-the-scenes tour.

Email #19 – Play Into The FOMO A Little Bit – Think about one of those final objections. So, what's maybe the last thing keeping someone from deciding to purchase?

And then what you want to do is create a disappearing bonus that addresses that objection. So, it sort of depends on obviously what you're selling, and what the objection is.

But for example, the way that we would typically execute this, we would say something like, "We made this whole mini course. It was specifically for your archetype of a person. To be honest, we were thinking about launching this as a separate course. We were thinking of launching it as a \$500 product, but to sweeten the deal for you here, if you join in the next 48 hours, we will give you these 500 products for free."

When you do that as a very powerful and compelling offer you're like, we hear you. You're saying we understand like that, that objection is what's keeping you from joining. So now we have this other thing that we went and built that is specifically for that, overcoming that objection.

We price anchor it. You could even make it the same price as the, the original product. So that way you're like, "Oh, I'm basically getting two for one, right?" And your price anchoring it, and you're forcing the decision to be urgent. You're injecting urgency. You go; "you only have 48 hours in order to take advantage of this offer."

"And by the way, we don't sell this anywhere else." So, it sort of becomes a hidden bonus only for people who get all the way through at this stage of the sequence. And then still haven't bought it. It's a very, very pinpointed, very strategic thing to add to your funnel.

Email #20 – This Is The Absolute Last Resort. Okay? – So many people will send one email, and then go, "Oh you didn't buy it for one email, well here's 50 percent off." Huge mistake. It's not price. It's always education. So, the very last email in the sequence is for everyone who's gone through the entire sequence and still hasn't bought.

You might go, "Hey, let's sweeten the deal just a little bit more. We really want you to take action. We would hate for price to be a barrier to entry for you. If you sign up in the next 48 hours, here's X percent off, or here's 50 off, or here's 100 off. So, you would do a disappearing discount. And again, I can't emphasize enough, that everyone always races, and they put the discount at the very beginning, and that is the biggest mistake you can make.

You are leaving a ton of money on the table, and you are really missing the point of these types of sequences. These are education sequences; these are not discount sequences. So, the discount should be your absolute last resort. And the other reason, and I just want to sort of round out here and close, you know, how does this sequence work?

The reason that you make the disappearing bonus, email 19, and the disappearing discount, email 20, is because when someone is going through this sequence, whenever they buy, whatever email that gets them over the finish line, that is where you would pull them out of the sequence, okay? So, let's say they read the first 10 emails and then email 11, they finally click the link and buy.

You would not send them emails from 12 through 20, right? You would pull them out of that sequence at that moment. And what we do and what we've done in the past is the moment someone buys; we pull them out of the sequence, and we just put them on our evergreen newsletter. If they're not there already, right?

So you're either moving them to your evergreen newsletter or just pulling them out of the sequence and that's it. They don't receive any other emails. Because you wouldn't want someone to buy at email 11 and then, you know, eight days later go, oh, you were going to offer me a discount at email 20.

Right? So, the only people that you're pitching the disappearing bonus and the disappearing discount to are people who have gone through the entire sequence and for whatever reason still haven't bought. And then you can go, all right, well, let's sweeten the deal and you know, we made this specifically for you, but you, you have to take action in the next 24 hours or the next 48 hours.

To be perfectly honest. I don't like to use this even at the back end of these sequences - I might do disappearing bonuses, but very rarely do I do discounts. I think generally, when you default to discounts, you're training your customer base to go, "Well, you'll probably discount this later, so I might as well just wait around for it, right?"

And you might not notice it right away. Oftentimes, this problem gets masked when you, present discounts very early on because you're like, well, it got a bunch of people to buy. It's like, okay, well, yeah, it got a bunch of people to buy, but what did that cost you in the long run, right? So just as a final note, I really don't like relying on discounts.

I think it often masks other underlying issues that are keeping customers from wanting to buy from you. And so, if you are going to do it, do it as an absolute last resort. Otherwise, the whole name of the game is all education.