

A **Seven-Letter Follow-up
Email Blueprint That
Will Result in Sales!**

Presented by:

**Abbie Drew
SendFree**



*This Free
e-Course is
Pass-it-on-Ware*

*If you find reading this free
e-course valuable, please
share this PDF file with friends
or tell them about our*

Web site at:

www.sendfree.com

**SendFree
24-G West Main Street #227
Clinton, CT 06413 ph. 860-669-4365**

A Seven-Letter Follow-up Email Blueprint That Will Result in Sales!

Dear Friend and Subscriber,

Are you wondering why your email marketing isn't working?

You're sending out follow-ups to leads who requested your information but nothing is happening!

You'd like to know what you're doing wrong.

You ask yourself . . .

- **Are the leads the problem?**
- **Am I sending the emails at the wrong time?**
- **Is there something wrong with my messages?**

As a struggling email marketer, most likely you're skipping an important step when following-up, a step known by successful email marketers. The step you're missing is in the email messages you're sending. When you know and implement this essential step, you make money because the email messages you send are actually read.

Can you imagine what it would do to your business if the emails you sent were always opened and your prospects eagerly waited to hear back from you? You would close more sales, wouldn't you . . . and your business would finally make the money it should!

So what's the secret, you ask?

What's the step you're missing that experienced, successful email marketers know that you do not . . .

Relationships!

Successful email marketing and the key to building a responsive in-house list is all about establishing a relationship with your readers. You need to become their friend.

Sending prospects a straight sales pitch is a turn-off. Honestly, it's like a bad pick-up line someone might use.

Good email marketing is about courting your prospects and making friends with them before you sell.

Go through your email box. You'll see most of the email you receive is demanding you buy this or buy that. As a result of the buy, buy, buy refrain in email, a lot of it we label spam. Sure, perhaps we signed-up for the email at one point, or maybe we even purchased something from the company sending the messages – but when we read what they're sending us, we find it's all sales pitches. As a result, we delete it into the trash.

Both large and small companies are guilty of the sales catalog mentality with email. Sure catalogs may sell offline as direct mail, but sales catalogs sent as emails don't work.

Email is a personal communication tool. As an email marketer your job is to treat those you email the same way you treat your friends and relatives. Do you send your mother, father, son, daughter or friend sales pitch after sales pitch?

I didn't think so . . . If you did they'd give you an earful of complaints! Why do you treat the prospects you email any differently?

Start thinking of the people you email as you would a friend and you'll turn your email marketing around. When you treat your prospects as your friends you build a relationship with them. It is through the relationships you develop that sales are made.

How do you create an email follow-up series that builds a relationship while still selling your product / service?

Here's an easy to follow 7-step Email Blueprint you can use:

Follow this outline and you'll finally know what to say and when to say it!

Letter 1 – Resource with Thank you and Introduction

Your first email should start off thanking your prospect for requesting your information. Next it should include the valuable information or a link to the valuable information you offered.

You did promise the prospect a free valuable resource for signing up for your list – didn't you!

Where do you get this valuable resource?

Think back to the last email in this series. It reviewed 7 strategies you can use to get good, informative content to share. (If you missed this letter of the series you can access it from – <mailto:content@sendfree.com>)

Consider using one of those strategies outlined to create an article (it could be pre-written, ghost written or exclusively written) which explains the benefits of using the product / service you offer.

Be careful that your article does not read as a sales pitch. Instead you want to focus on providing the reader valuable information that is related to the product / service you offer. Only in the final P.S. of the letter should you include a short note about the product / service you sell.

Why should you only provide information initially and not send a sales letter?

Remember the relationship you're building.

Giving value to your prospect immediately develops rapport and builds trust. You distinguish yourself from all the other emails saying – buy - buy – buy. You establish yourself as a friend with good information to share, rather than coming across as a pushy car salesman.

And when you conclude your email, tell your prospect about yourself and promise more good information in the future. Then they will look forward to your next email.

To understand the concept of how being an informative resource helps you sell, consider the example of the site – consumersearch.com . This site reviews the choices of all reviewers who've evaluated products / services. After telling you the reviewers most recommended products / services – they then provide a link for you to buy that product / service. Consumersearch.com makes money when you buy the product / service.

Consumersearch.com does not encourage you to buy. They simply act as a resource by providing you with information and then you can buy if you choose. Visitors buy through

consumersearch.com because consumersearch.com has given them the information they needed.

Your email letters should take this approach to selling. You want to be a resource first in the mind of your readers. You provide good information and include an easy way for them to buy. You do not demand they buy, buy, buy.

Letter 2 – Resource with Questions and Answers

Again, just as you did in the first email, you want your second letter to deliver valuable information. A good strategy is to note at the end of your first letter, that you'll be sending a second letter. Be sure to highlight what resource the second letter will contain.

Then, in your second letter, follow through and share the information you promised. This tactic allows you to make good on your word and you further strengthen your relationship with your prospect.

What valuable resource might you provide in this second letter?

Informative content is free, easy to create and a perfect resource to include. Consider using the content strategy discussed in the previous letter of this series called "Questions and Answers".

Use the "Questions and Answers" to help people solve their problems.

What problems are you going to explain how to solve?

Well, what problem or problems does your product / service solve? Have you ever received questions from prospects asking if your product / service helps with a certain problem? If yes, then this is a perfect question to include along with your answer. If no one has specifically asked you if your product / service resolve a problem, then make up your own questions.

Your second letter will start out with the question about the problem. You will then answer the question, explaining how

to solve the problem and weave into the letter how your product / service makes solving the problem even easier.

For example, let's say you sell a weight-loss product that helps to control appetite. Your question raising the problem might be – Can't seem to lose weight?

You then provide useful tips on how to drop those pounds - diet, exercise, healthy snacks, etc. And you'll also say my xyz weight loss products makes losing even easier.

If your product / service resolves multiple problems, you may want to include multiple questions and answers.

In your letter be sure to include a link to your web site where they can buy your product. You'll also want to conclude your letter with a note that a third email will be on the way. Again be sure to mention what exciting information the third letter will contain.

Letter 3 – Resource with Testimonials

Have you noticed a trend with the letters you're sending? They all include a resource. It is the value of the resource you share that makes your sales.

So start out your third letter delivering your valuable resource. A good resource you might share in this letter is feedback and helpful ideas from individuals who have successfully resolved the problem you raised in letter 2.

Consider using the content strategy discussed in the previous piece of this series called "Visitor Input", and create an email that shares success tips from those who've solved their problems using your product.

If we return to the example of a weight loss product, then this 3rd email would include ideas and helpful suggestions others have shared with you about losing weight.

A tip from a customer might be, "I found if I exercise first thing in the morning before eating I then eat less the rest of the day."

If you have 10 or even 5 tips from different people about how they solved the problem you're addressing, then you have a great resource. And if some of the tips are from customers and they mention how well your product worked, even better!

A tip combined with a testimonial is an ideal resource to share in this letter.

How do you get this kind of input from customers?

You ask!

Most people love to share their expertise if given a chance. Ask customers and visitors for suggestions on how they solved the problem your product / service addresses. And if you don't yet have customers, just ask people you know for their input on solving this problem.

Before you know it, you'll have a great list of tips you can share as a resource. Of course, be sure to mention in your letter how your product makes solving the problem even easier. And include a link to your site to purchase.

Conclude your 3rd letter with a note that a fourth email will be on the way, being sure to mention what exciting information the fourth letter will contain.

Letter 4 – Resource with Benefit Emphasis

Your fourth letter should be an article that highlights benefits of your product / service. Your goal should be to compel your readers to truly desire your product / service.

The article creation strategies discussed previously (pre-written, ghost written or exclusively written) are perfect for developing this article.

You want to be sure to avoid creating a sales letter.

Rather you want to use an article that illustrates benefits of your product /service.

What's the difference between an article and a sales letter?

An article offers insight and helpful advice that is valuable to your target audience. It should provide factual, unbiased and informative content. Your product / service is mentioned; it is not the main focus of the piece.

A sales letter on the other hand is mainly focused on your product / services. And the reader is directed to buy, buy, buy! **(Do not do this!)**

When creating the article, remember to discuss benefits, not features of your product / service. A feature describes your product / service. A benefit is what a prospect gains by having your product / service. To return to the weight loss example, a feature would be “reduced appetite.” A benefit would be, you’ll look great and be desired. Another benefit would be you’ll feel great and be healthier. Be sure to conclude the 4th article with a link to your site to purchase. And of course mention that a fifth email will be on the way containing more exciting information!

Letter 5 – Resource with Interview

A compelling 5th letter should consist of a case study of a customer. You want to share how the customer took advantage of your offer and is more successful as a result.

How do you get this case study?

Conduct an interview with a customer.

If you don’t have a customer, interview yourself, assuming you’ve used the product / service. (If you interview yourself, make the questions appear to be from a 3rd person.)

Your interview questions should highlight how your product / service has helped the interview subject. You’ll also want to have other questions in your interview that reveal interesting information, perhaps other tactics tried that failed. Or tactics used in combination with your product / service that produced even better results.

Interviews are enjoyable to read and great selling tools. You provide a valuable resource as well as effectively promoting your product / service.

Don't forget at the end of the 5th letter to include that link to your site for purchasing, and a note about the sixth letter that's coming!

Letter 6 – Resource with FAQ about your product / service

Your sixth letter is going to provide details about the features of your product / service. Use the FAQ (Frequently Asked Questions) presentation to share the information as a resource tool rather than a sales pitch.

Create the letter using the content strategy of questions and answers.

What questions have people asked about your product / service? List these along with your answers in your letter.

If you have no questions from prospects, then make them up as if you were a prospect. Or start asking prospects, friends and relatives to send you questions about what you're promoting. Then use those questions and answer them in your letter.

Again be sure to include a link to your web site for buying at the end of your letter. Plus don't forget to mention a 7th email will be on the way.

Letter 7 –Special Deal with Testimonials

Your email series is now coming to a close with this seventh letter. If your prospect has not yet purchased, take the opportunity in your seventh letter to offer your prospect a special deal.

A special deal or discounted rate on the products / service you sell will, at this point, be accepted as a resource to your reader.

You've continuously supplied your readers with quality information, so the deal you're now offering will be perceived as a valuable commodity rather than a sales push.

With the deal you present be sure to include additional testimonials about your product / service from existing customers. Testimonials are terrific at closing sales.

What type of deal could you offer?

Here are a few suggestions you can try:

- **Offer a lower priced package.**
- **Offer a trial option. So people can try the product/ service before they pay.**
- **Offer a better guarantee.**
- **Offer extra bonuses.**
- **Offer a different product / service.**

And of course don't forget the all-important link to your web site to take advantage of your special offer!

There you have the outline for a seven-letter, follow-up email series.

When and how often do you send out the letters?

Studies show that your prospect is the hottest in the first 30 days after their initial inquiry. You then have another 30 days where you still have an advantage. After 60 days the newness has worn off and the lead reacts to your email as a long term subscriber would.

You want to get your email series out in the first 30 days.

Here's how you can space the letters.

Letter 1 – Immediately

Letter 2 – The next day.

Letter 3 – 2 days after their initial request.

Letter 4 – 6 days after their initial request.

Letter 5 – 12 days after their initial request.

Letter 6 – 16 days after their initial request.

Letter 7 – 21 days after their initial request.

Should you choose to send any additional letters with updates, email them out over the next 35 days for the best results.

Will using this blueprint actually work?

Absolutely!

I know it works, as I've seen it work in my own marketing. And if you examine the marketing of the Internet gurus you'll see they all employ these strategies.

You simply need to use the above outline to create your letters and input them into your SendFree autoresponder. Once you get going on developing the letters you'll find it really is easy.

So get started today. Log-in at - <http://www.sendfree.com> - and start writing your first letter now! You do have a SendFree account – right?

And, be sure to keep an eye on your email box for the next piece in this series. Find out what steps you should take to ensure all your emails get delivered!

Talk to you soon!

Abbie Drew

DEMC Publisher

*This Free
e-Course is
Pass-it-On-Ware
If you enjoyed reading this free ecourse,
please share the PDF file with friends or
tell them about our Web site at:
<http://www.sendfree.com>*