

**The Ultimate  
Email**



**Sequence**

**Template**

**Blueprint**

**you can use to build  
rapport & grow profits**



**Discover the Secrets You Can Use To  
Start your Own Email Marketing Agency**

by Kris Kemp



# **The Ultimate Email Sequence Template Blueprint** You Can Use To Build Rapport & Grow Profits

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## About this Ebook

Thanks for purchasing **The Ultimate Email Sequence Template Blueprint** you can use to Build Rapport & Grow Profits. This ebook shares email sequence templates you can use to model your own email sequences. Also, this ebook contains fill-



in-the-blank email sequences you can use as well. Even though some internet marketers are dismissive of email marketing, as it's been around for 25+ years, its longevity proves its value. Email marketing is still used today and is the number one way to optimize sales of products or services. Developing your skills as an Email Marketing Expert and Email Marketing Writer can lead to profitable career opportunities in the field of digital marketing, and even for your own freelancing business or consulting career.

### **A few ways you can use email marketing to make money:**

1. Offer email marketing services for local businesses
2. Develop your own email marketing campaign for your own products
3. Become an email marketing consultant for freelancers
4. Identify any compliance issues that exist between autoresponders and CRM's in order to determine suitable SaaS tools based on price, ease of use, email sends, etc. Position yourself as a trusted authority who can set up the autoresponder or CRM for each business, and charge a fee for maintaining it so it runs smoothly. Offer copywriting services, too.
5. Write an ebook, like I did. Use this to open doors for consulting, public speaking, and new business opportunities.

As you read this ebook, more ideas are likely to pop into your head.

## About Me



My name is Kris Kemp. I'm a writer, musician, photographer, traveler, and creative entrepreneur. My writings include a novel, 20 ebooks, 5 screenplays, 2 musicals, hundreds of blog posts, and hundreds of email sequences. Although I have a variety of interests, they share the common theme of freedom—time freedom, financial freedom, health freedom, travel/location freedom.

Check out my novel at: [www.TheRailsNYC.com](http://www.TheRailsNYC.com)

## What people have said about me

“You were the internet before there was internet.”  
Meghan (Realtor, Palm Beach, FL)

“Kris is a genius”  
Tony (Ad Exec, Chicago)

“The most creative person I've ever met.”  
Ben (Restaurant Mgmt, Actor, New York City)

“You're the exception to every rule.”  
Ryan (Commercial Fisherman, West Palm Beach, FL)

“A comedian and playwright, an inspirational leader”  
J.T. (Actor, Writer, New York City)

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## **Build An Audience & Grow your Profits**

Anxious about writing your marketing campaign? Unsure of how to start?  
Struggling with writing sales copy?

Sometimes, it takes a fresh perspective. Sometimes, it takes another person to help you. This is why therapists and counsellors get paid so much. Because they offer a fresh perspective.

I can help you. I can be your fresh perspective.

I've written a small mountain of sales copy—hundreds of email sequences and umpteen landing pages. I can help you write your sales copy. I can write it for you. Feel free to contact me, anytime, for a quick chat.

Email me at: [bicycledays@yahoo.com](mailto:bicycledays@yahoo.com) In the subject line, write: “I need help with my email sequence”. In the body of the email, include your name, contact details, your website, and the product or service you are selling. Let me know how I can help you.

I have a mountain of ideas for selling products or services. I can help you sell your products or services using proven copywriting techniques that convert indifferent readers into excited prospects eager to buy your product or service.

Keep this in mind as you read this ebook.

I look forward to helping you build your audience and grow your profits.

Kris Kemp  
[www.KrisKempCreative.com](http://www.KrisKempCreative.com)  
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The hero's journey goes rogue is a story we can all relate to. Because we all fantasize with it. We fantasize with having someone, or something, interrupt our lives in order to add some excitement and some drama to our lives, something that forces us to go on an adventure.

At the end of the day, we're all looking for something to do (mission), someone to save (heroine), and someone to be (hero).

We're looking for a journey to go on, for something greater to participate in, something bigger than ourselves that will challenge us and inspire us to plumb the depths of our soul, that will challenge us physically, mentally, emotionally, a kind-of "refiner's fire" that will burn away the boring parts of ourselves, so much so that we're unable to return to the old world because we're someone new.

We do need another hero.

And that hero is you.

Think about it.

When you write your email sequences, think of yourself as the hero.

Write your own "hero's journey" story.

Base it on real events, real experiences.

If you want, embellish it a little. Tell it "as you remember it", even if your memory is constructed in the parenthesis of your own imagination.

Imagination is the greatest of all vehicles.

Use your imagination to create your own story, your own playground, your own world—a world that's similar to our world but one that's more exciting, with unexpected situations and memorable characters.

Invite the reader to participate in your story.



Eventually, they will Find out who I am, and I've already put most of my money into Silver, Gold, and BitCoin to protect my assets for when that day comes . . .

Between now and then, and this is urgent, I'm giving away the Little-Known Advertising Strategies that Madison Avenue and MSM Don't Want you to Know About . . .

I call this Copywriting Method "The Hooked! Copywriting System" because it "hooks" the reader to the point they can't let go! It's that good!

I bait the reader with embedded commands and hypnotic writing patterns, that are so powerful that insiders refer to this as "spiking" or "lacing" the content.

Called unconventional and controversial by media insiders, the Hooked! is guaranteed to explode your profits ...

Use this powerful copywriting method to convert indifferent prospects into loyal customers who are hooked for life ... credit card in hand, eager to buy your product or service ...

Guaranteed to boost your opt-in rate by 78% ...

I'll show you how to create "stacked realities" and "golden hoops" that will get your subscribers excited to read your emails and eager to buy your products or services.

The Hooked! Copywriting System pulls back the curtains the "dark" world inhabited by Copywriting Wizards that, until now, has never been shared among outsiders ...

One that uncovers little-known psychological trigger words that will drive your readers wild with curiosity to find out what happens next

You're about to discover NLP trigger words that erase skepticism or suspicious, words that vaporize any resistance your reader may have ...

The Hooked! Copywriting System lays everything out on the table, a no BS method that creates immediate trust with your readers, one that will allow you to establish immediate trust and position yourself as both a friend and an authority in the mind of the reader in 43 seconds or less ...

The Hooked! Copywriting System combines the elements of classic sales copywriting with NLP (NeuroLinguistic Programming), psychology, screenplay-writing techniques, persuasion engineering, and even hypnotic patterns used by the PUA (Pick Up Artist) community to create a proven copywriting system that converts indifferent customers into raving fans eager to buy your product or service.

The end result is what copywriting gurus are calling “explosive” and “almost dangerous”.

One even asked: “Is this legal?”

By now, you’re probably wondering: Who am I?

I’m a graduate of Columbia University (NYC) with a major in journalism and a minor in psychology. Early on, in my first year of college, I discovered NLP (NeuroLinguistic Programming) and that was where my real education began. I was hooked and fascinated to know more.

From that day on, I started reading everything I could on the subject. I literally devoured books on the subject of NLP. That interest spilled over into other topics: psychology, persuasion engineering, pick up artistry, copywriting, screenplay writing.

I read books, watched videos, attended courses, took notes, and even developed my own theories.

What started as a mild interest became an obsession. I devoured every piece of information I could on the subject of persuasion.

Since my time in college up until today, I’ve read hundreds of books on persuasion, psychology, NLP, and copywriting, as well as taken countless numbers of on these subject. It got to the point that my friends were calling

me a mini-version of Tony Robbins. This reputation proceeded me. Soon, a lot of the university students were coming to me for advice on how to deal with situations—relationships with roommates, partners, friends, parents. My “free counseling” (LOL) was so effective that it got me in trouble with the university administrators. This happened after a guy whose girlfriend had cheated on him visited me for advice. He actually wanted the girl back in his life.

I offered him a few suggestions. He put them into motion and within 48 hours, the girl was begging him to forgive her, to be his girlfriend again. Her roommates found out I had counseled the scorned lover, her boyfriend, and, for some reason, hated me for it.

I was called before the RA (Resident Advisor) and board administrators and was nearly expelled. They said what I was doing constituted “some kind of black magic” and that “manipulation will not be tolerated on campus”. I apologized and promised to quit “the counseling”, even signing a statement agreeing to do so.

At the time, I had to, in order to continue university. I was on scholarship, I wanted the degree, and I didn’t want to let my parents down.

(Thinking about it now, I realize that the university was being draconian and heavy-handed. Only now, however, they've gotten so much worse, with speech codes, PC (Politically Correct) culture, and Identity Politics. Although politically correct ideas may have good intentions, they’ve ended up with bad results. PC culture is forced tolerance, to the point that tolerance has become the embrace that smothers.)

After graduating, I was snatched up by one of the major television networks in the NYC area, where I worked for years. I quickly was moved up the ranks, due to my ability to create advertising copy that brought results, massive results, for our clients.

The results were so good, in fact, that I began getting offers from recruiters for high-paying jobs in other countries. The network found out and gave a me a huge raise.

The money, the accolades, the recognition was great. For a while. But, deep down inside, I knew that something was not right. It was like an itch I couldn't scratch. And the work climate was changing.

It was a good job, but about 3 years ago, I could see things were changing. New hires were based not on their qualifications but on their ethnicity and gender. Because of my race (white) and my gender (male), I was a slow-moving target for the incoming hires, unqualified copywriters whose main agenda was to destroy the patriarchy. All of them had been indoctrinated, at the college level, with the vaccines of political correctness and identity politics. And they were on a mission: destroy the patriarchy.

For the next year, I was quiet. I didn't attend the office parties. I didn't join anyone else for lunch. I was hoping the incoming tidal wave of PC co-workers would see me as an introvert. Instead, they saw something considerably different. They began to spread rumors about me, that I was ... wait for it ... an angry white male.

(I didn't hate the incoming tide of PC warriors. They've been indoctrinated at their colleges and universities. People, young people especially, are susceptible to this conditioning. Young people tend to gravitate toward a mission. Becoming a Social Justice Warrior (SJW) provides a kind-of mission, a struggle, one in which they feel, and they can be seen as, the hero and the victim of their own narrative, their own self-story. Fighting the patriarchy allows them to feel this way. In fighting the patriarchy, they are both the victim of the patriarchy, and the hero fighting the patriarchy. So, they get sympathy and empathy for being the victim, and special rights for being the victim, while, at the same time, getting accolades and attention for being the hero, fighting the patriarchy.)

If people don't have anything significant to struggle against, they're likely to find something insignificant to struggle against, in order to prevent boredom in their lives. At the same time, this adds drama and chaos in their lives and makes their lives seem more exciting. Their passion is admirable, but misdirected, engineered by corporations masquerading as concerned citizens, and using the college students as pawns, giving them identity as "social justice warriors".)

The job environment was quickly becoming unbearable.

There were rumblings and rumors that my job was on the line. So, I planned my escape. I quietly exited the top position and began my own freelance copywriting business.

In short, I used to be an award-winning ad exec for one of the major networks. But, I saw where they were headed and quietly exited the network. After my departure, I took a few weeks off, then started my own private copywriting service.

Now, I work for myself.

But, they came back ...

When MSM found out I was releasing my own ebook, I heard rumors from an insider that they were livid!

The MainStream Media ad execs hate me for letting the cat out of the bag!

They even attempted to sue me.

After an hour-long conference call with my lawyer in which I explained that this copywriting method blended a variety of techniques and styles, he said that the eclectic combination of techniques would be sufficient to prevent any lawsuit from going forward, and that he'd take care of it.

That was a month ago and I haven't heard from the MSM clowns since. Still, if they do return, I might be forced to withdraw this course, and shut it down until further notice.

So, get this course now!

Get the Hooked! Copywriting System now before it's pulled by the the MSM mob. And if you don't think that MSM has a mob mentality, well, my friend, you have definitely not worked for them. They do. They are vicious and relentless. And like a rabid dog, they won't let go until you're bleeding and infected with rabies that have you convinced they are telling the truth.

Shhh ... I'll let you in on something you probably already know by now — the MSM is fake media.

Grab your Copy of the Hooked! Copywriting System below now, before this site is shut down, before it disappears from the internet forever ...

Up until now, these copywriting techniques were closely guarded secrets used to hypnotize you into buying stuff you never needed ...

Now, the time has come, to make these secrets available to you ...

We take the lid off the secret recipe for copywriting that converts like crazy, flipping the psychological switch in your prospect's head that get him excited to buy your product or service ...

Get the Hooked! Copywriting System now ... before the MSM and Madison Avenue wizards shut down this site forever ...

name

email

**Send me the Hooked! Copywriting System!**

## **Breakdown of The Hero goes Rogue**

Captivate your reader with The Hero goes Rogue scenario.

The hero goes rogue scenario is, essentially, the hero's journey. But, it's a hero's journey that goes rogue, off into some unknown territory that offers unexpected situations. The story becomes something unpredictable and exciting. This makes it memorable, the kind of story you'll share with your friends.

The hero's journey goes rogue is a story we can all relate to. Because we all fantasize with it. We fantasize with having someone, or something, interrupt our lives in order to add some excitement and some drama to our lives, and in order for us to feel like a hero.

At the end of the day, we're all looking for something to do (mission), someone to save (heroine), and someone to be (hero).

We're looking for a journey to go on, for something greater to participate in, something bigger than ourselves that will challenge us and inspire us to plumb the depths of our soul, that will challenge us physically, mentally, emotionally, a kind-of "refiner's fire" that will burn away the boring parts of ourselves, so much so that we're unable to return to the old world because we're someone new.

We do need another hero.

And that hero is you.

Think about it.

When you write your email sequences, think of yourself as the hero.

Write your own "hero's journey" story.

Base it on real events, real experiences.

If you want, embellish it a little. Tell it “as you remember it”, even if your memory is constructed in the parenthesis of your own imagination.

Imagination is the greatest of all vehicles.

Use your imagination to create your own story, your own playground, your own world—a world that's similar to our world but one that's more exciting, with unexpected situations and memorable characters.

Invite the reader to participate in your story.

Think in terms of screenplay-writing techniques.

When you write your email sequence and, specifically, when you're telling your origin story of “how you started your business” or “how you created your product” or “how you had an epiphany that led you to start a new life”, make your story amazing and memorable.

You want to entertain, inspire, motivate, challenge your audience.

Get them excited to read your next email.

Get them to be sympathetic with "who you were" and excited with “who you are becoming”.

Everyone is chasing a feeling.

Your job as a writer, is to invoke an emotion, a feeling, and have your reader, the audience, attach that feeling to you, your product, your service.

Your product or service has certain features—things that it can do for your audience. That's great. What's more important is the benefits of those features. The benefits are “the positive after effects that result from the features”.

Here's an example.

With The Shift Diet ([www.TheShiftDiet.com](http://www.TheShiftDiet.com)), you will discover how to shed 30 pounds in 90 days, guaranteed!

Imagine how confident you'll feel wearing the same sized dress that you wore in high school ...

This isn't for everyone ... only for people who don't mind getting attention from the opposite sex!

The features: Lose 30 pounds in 90 days

The benefits: Feeling confident, getting attention from the opposite sex

When you write your email sequences, emphasize the benefits of the product or service or lifestyle that you are promoting.

The benefits are paramount.

Everyone is chasing a feeling.

Invoke an emotion. Generate a feeling ... enthusiasm, surprise, excitement, adventure, passion, drama. Attach that feeling to you, your product, your service. If they want that feeling, they need to buy your product or service.

Invite the reader to participate in a story that's exciting and addictive.

Create a world of possibility. With relatable characters.

Build rapport. Incite curiosity. Create open loops. Hook the reader.

I'll be discussing these techniques in more detail in my upcoming ebook, the Hooked! Copywriting System. Visit [www.KrisKempCreative.com](http://www.KrisKempCreative.com) for launch dates.

## **Make Your Story Great: Use These Ingredients**

Make your story great.

Blend a variety of elements together to make your story great.

Blends elements of ...

Classic Sales Copywriting

NeuroLinguistic Programming (NLP)

Law of Attraction

Persuasion Engineering

Screenplay writing techniques

Blend these elements to form a powerhouse captivating story, one that ...

that intrigues, then hooks the reader with stories that offer unexpected, unpredictable and surprising twists-and-turns that charge the emotional state of the reader, getting him “hooked”, excited to know what happens next.

Using psychological trigger words and embedded commands, our copywriting system takes the reader on a journey that involves/introduces risks, unexpected outcomes, and the promise of adventure and rewards.

Throughout the journey, incite curiosity, add a dash of humor, reveal clues to secrets, introduce narratives, establish rapport, employ emotion, and create opens loops. Eventually, camaraderie is developed and trust is established.

The invitation is open, but only for those brave enough for such an adventure.

Are you adventurous enough to join us on this journey? (challenge)

Do you have what it takes to join us on this journey?

The “have what it takes” qualifies and challenges the reader.

The “have what it takes” line is similar to the copywriting line “this isn't for everyone”. Since most readers don't want to be considered like everyone else, it's a clever use of reverse psychology, one that challenges his assumptions and encourages a deeper level of commitment.

Do you have what it takes to join us on this journey?

If so, click here right now.

The “click here right now” is a micro-commitment. It's the first of a series of commitments that I'll present to my reader.

Each commitment is, essentially, getting the reader to jump through hoops —big hoops at first, then smaller hoops, qualifying him along the way.

Each commitment is a promise of sorts. With each commitment, he becomes more invested in the story.

These are just a few ways you can make your story great.

When you make your story great, you get the reader to make an emotional investment, and this is where the real value of copywriting lies, to occupy space within the mind, the memory.

After all, one of the most valuable currencies is attention.

And your ability to grab the reader's attention is a kind of superpower.

## **20 Writing Tips to Make Your Email Sequences Pop**

### **1. Entertain your readers**

Create an entertaining story, one with interesting characters who fit these three characteristics. They have ...

1. Something to do (a mission)
2. Something to overcome (an emotional or physical challenge)
3. Something (physical object) or someone (person) to love, rescue, find

### **2. Get the Reader Emotionally Invested**

Get the reader emotionally invested into the characters by making characters who fit the three characteristics above.

### **3. Invite them on a Journey**

Invite your readers on a journey that takes them places that are unexpected, surprising, beneficial, even life changing. Offer the reader the promise of adventure and subsequent reward for staying with you, for continuing with you, on this journey.

### **4. Reward your Reader**

Your reader is making an investment with you, an investment of their time. Value the reader's investment by richly rewarding him for his investment of time. Reward him with a payoff that exceeds the value of his time.

You've probably read some reviews of a TV show or a movie that went like this: "This is the most boring movie I've ever seen. I want my two hours back." The viewer spent his time—the most valuable currency of all—to watch a movie that offered zero value. Even though it was voluntary, he still feels robbed of his most precious possession—time.

Keep this in mind as you write your email sequence: Your reader is giving you their time. Reward them with so much value in your writing that they feel justified having taken the risk to subscribe to your email series.

Remember this: A story is a promise, a promise of something to come, a promise of a payoff. Offer a payoff that has massive value for the reader.

## **5. Hook the reader**

Hook the reader with the promise of adventure, and subsequent reward for continuing to read the emails.

## **6. Use Embedded Commands**

Tell your readers what to do by using embedded commands. One example of an embedded command is this phrase: "Can you help me?" Can you - question. Help me - embedded command. A question generates interest and stirs curiosity, in such a way that the listener/reader is subconsciously unprepared for what comes next—a command. "Help me."

### **Give Commands**

Tell people what to do.

#### Call To Action (CTA)

Click this button.

Get Started Right Now by Clicking this button.

Sign up below with your name & email, right now.

#### Sales Copy

Find Love. It's easy when you learn these 3 simple keys.

Treat Yourself. To the life and love you deserve.

Listen! Is This what you want out of life? Really?

Come! On a journey that you will never forget.

Make your house the best one on the block.

You deserve better.

You've got better things to do.

Remember this.

Download this Report Now, before Big Pharma Shuts this Site Down

## **7. Qualify the Reader**

Invite them to go on a journey, but only if they are adventurous enough. By challenging the reader, you are giving him "something to aspire to", a choice. This "golden hoop", for him to jump through, leads him to becoming more emotionally invested in the story and its eventual outcome. This accelerates rapport and is likely to lead to customer loyalty.

## **8. Incite Curiosity**

Add unpredictable characters and unexpected situations into the story. Doing this will get the reader curious as to what happens next.

### Openers that incite curiosity

It's been said that every person has their secrets. One day, I met a man whose secret changed my life.

The story I'm going to tell you might seem unbelievable. But you deserve to know the truth.

## **9. Introduce Multiple Storylines**

Within your email sequences, introduce multiple storylines. How? By including characters who have their own story. Each character is on their own mission and, sometimes, their mission might conflict with your mission. This creates drama.

## **10. Establish rapport**

Get the reader to know, like, and trust you. This establishes rapport. Once they know, like, and trust you, they are more likely to buy from you.

## **11. Create Open Loops**

An open loop is a circle that is "not closed". In writing, this is a kind-of cliffhanger moment. An open loop is "unfinished business" or "something that is not resolved". Our brain wants to see things resolved. Situations and stories that are unresolved typically trigger an unsettled feeling.

The "open loops" concept is done effectively in TV shows that end on cliffhanger moments. By now, you're emotionally invested in the characters and you "need" to know what's going to happen next. The open loop has, effectively, "hooked" you.

## **12. Incorporate Seduction Techniques**

Every interaction can be a seduction. People like to be seduced as it gives them a feeling of heightened emotion and also they can be irresponsible as "they were led down the garden path" to "chase a feeling"

### **13. Employ Screenplay Writing Techniques**

Learn screenplay writing and use these techniques in your email sequences. Craft every autoresponder like a movie script with a beginning that hooks the reader with a protagonist the reader can relate to and empathize with, and a struggle to overcome. End every email with a cliffhanger that will be revealed in the followup email.

Beginning - intro of characters

Middle - intro of conflict

End - resolution of conflict

### **14. Introduce Conflict**

Create your email sequence as a kind-of screenplay, one in which conflict is the central element. Write yourself as the "hero" and within each email, introduce conflict, some opposing force or unforeseen circumstance that throws obstacles in your path. Introducing conflict helps to build tension within the story.

### **15. Raise the Stakes**

If you hadn't discovered this weird way of learning how to buy and sell land in North Florida, even with a low credit score or using no money of your own, you might still be working a minimum wage job at that fast food restaurant. Within your email sequence story, make your goal something that you "have to" reach. Turn your goal from a "wish" into a "must have" or "must get". Otherwise, you'll end up living on the streets, begging, or working a job you hate.

### **16. Be Honest**

If you're offering a product to make money in order to help offset the costs of your website hosting, CRM expenses, and time, then say that. In the email sequence explain that one of the reasons you are selling your product is "to help offset the expenses involved with managing a website".

## **17. Share your Story**

People don't buy products, they buy stories (associated with the product).

Create a feeling and connect that feeling to the product, service, or brand identity that you are offering.

Establish a narrative for your clearly defined brand

Show how your brand can advance someone's narrative in a way that's beneficial (outer) and meaningful (inner).

Show how your brand can advance someone's narrative—the story of who they are, where they are going, and who they hope to be.

## **18. Elicit a Feeling**

Almost everyone is chasing a feeling. Remember that when you write your email sequence. Craft your words in such a way that they elicit a feeling.

According to neuroscientist, author, and speaker, Dr. Joe Dispenza, "feelings are the language of the body".

Get the reader to attach a pleasurable feeling to your product or service and the reader is likely to purchase your product or service.

## **19. Use Humor**

Within your email sequence, introduce funny stories. Get people laughing. According to NLP-certified therapist and family counselor, Terry Gamble, "Laughter is the highest kinesthetic state." Laughing is a quick, sometimes immediate way to build rapport with your reader. Get your readers laughing, and your readers are likely to continue reading, as you're rewarding them with "the highest kinesthetic state".

## **20. Foster Unbridled Optimism**

Inspire hope. Tell your readers/viewers that anything is possible for them. If they provide value to their audience, they will be rewarded with loyalty. Loyalty and trust converts prospects into buyers.

"The best way to predict the future is to create it." - Dr. Joe Dispenza

**People don't buy the product.**

**They buy the story connected with the product,  
and the feeling associated with the story.**

**As an Email Marketing Writer or Copywriter,  
your goal is to craft a compelling story that evokes a feeling,  
a feeling that is associated with an identity.**

**Once the viewer associates that feeling and identity  
with your product, and once they are promised  
a better world when they get that identity,  
they are likely to buy your product.**

**People don't buy the product.**

**They buy the story behind the product  
in order to get the feeling that the  
product promises for the buyer.**

**Make your product great and memorable  
by making your story great and memorable.**

Kris Kemp

## Why Email Marketing Still Matters

As technological advances hurl toward the stratosphere, marketing methods strive to keep pace. Some marketing authorities claim that email marketing is a "thing of the past", that social media marketing and text messaging are dominating the market platforms that matter.



Due to the fact that it's been on the market for 25+ years, some view email marketing as a dinosaur of the digital age.

But the "dinosaur" gets results.

And its longevity proves its value.

Email marketing still matters.

The numbers speak for themselves.

## Email Marketing Statistics

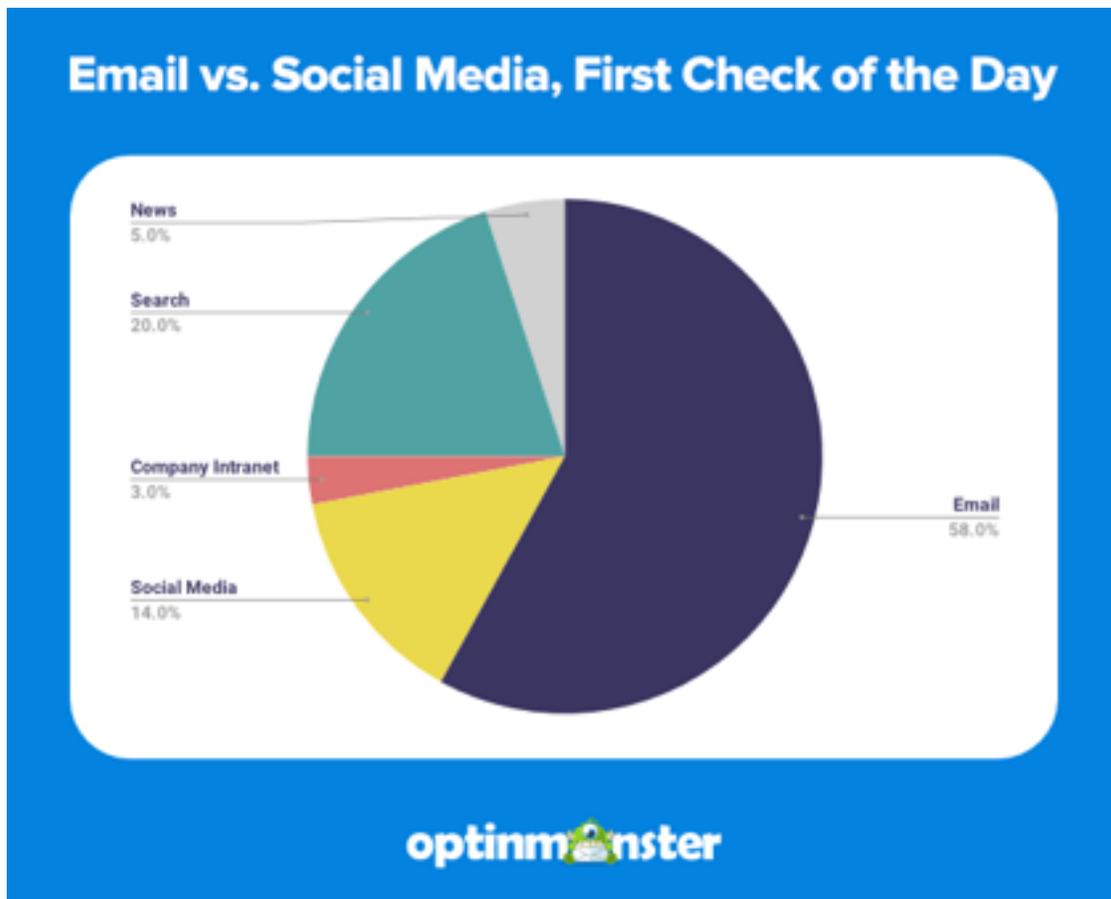
Email marketing pulls in an average ROI (Return on Investment) of \$44 for every \$1 spent.

86% of B2B (Business to Business) marketers use email campaigns to handle existing business and for growth in new markets

66 percent of marketers personalize email campaigns

64 percent of marketers use mobile-optimized designs for email campaigns

61 percent of consumers prefer brands contacting them via email



## **Email Campaign Statistics**

Generate 152 percent higher click-through rates

Generate six times more revenue than other email types

Generate eight times more clicks than other email types

Are read in 70.5 percent of cases

## **The Automation Tools Prove Its Value**

Currently, there appears to be some 75+ Email Marketing Automation Tools on the market, that serves as a significant reminder that email marketing is a highly valuable marketing tool.

These tools run the gamut, from basic level to full automations:

Autoresponders, Email Marketing Services and CRMs (Customer Relations Management).

Although they comprise a wide variety of automations, they have one thing in common: they are designed to make your email marketing easier and more cost-effective.



## **A Potential Return On Investment of up to 4400%**

Email marketing offers a potential return on investment of up to 4400%, email marketing remains the best way to attract and retain customers

## **Summary**

For all the reasons above, email marketing still matters.

To get started, check out my Recommended Tools for Email Marketing on page 131.



## 5 Letter email sequence

source: <https://www.youtube.com/watch?v=cWAXJD-dP4Y>

### #1 Welcome Email + Setting the Stage

Who I am. What I have to offer you. What you can expect next and in future emails.

Hey, (name), I'm so glad you're here. Here's the free gift. Over the next few weeks I'm going to be sharing with you some more things that are going to make the biggest difference, so you can overcome obstacles that I've run into when (trying to do this, trying to accomplish the goal)

### #2 The Story - Peak Drama

How does your story directly relate to the problem or challenge that you can help them directly overcome. When telling the story, start with peak drama, the inciting incident. Share something dramatic that happened in your life, a challenge, that the audience can relate to. Then, open a loop — “in a few days, I'm going to tell you what I did to overcome this crisis/situation/problem ... “ (open loop) / P.S. If you want to jump ahead and figure out how to solve this problem now, visit (product)

### #3 The Epiphany

I realized that people who do this (make money online, lose weight, are able to travel without much money) all do this, have this (have email lists, start off by fasting, begin by reducing their possessions and going minimalist), so doing this (building email lists, fasting, going minimal) is key. Once we started (building an email list), things started going so much better. There was a number of hidden benefits that we didn't even realize were going to happen. When we started building the list, the hidden benefits started to appear. I'll be telling you about the hidden benefits in the next email (open loop)

#### **#4 Hidden Benefits**

Dive into the promise (what the audience like, wants). The hidden benefits — all of the sudden we were able to work from anywhere in the world, we were able to work less and earn more, there's less stress, so we're happier in our relationship, the extra free time allowed us to travel more, but it wasn't something we learned to do on our own ... thankfully, we discovered a system ... (open loop)

#### **#5 Call to Action**

This is the system that we discovered. It worked for us and brought us these results (features) and these results (benefits). You can check out this product at our website. (At the website, offer an additional opt-in for that leads to another affiliate product.)

#### **Add a P.S.**

Add a P.S. that shares something exciting you plan to share with your readers. Reward them. Keep it mysterious by “not revealing” what you are going to share with them.

I've got some free tools coming to your inbox in 4 days ... excited to share this with you!

I'll be sending you and email in a few days with a special treat. You've gonna love it ... : )

#### **Bonus Tip:**

**Lead with value. Demonstrate value to your readers by adding these to your emails:**

quotes

books links (to free PDF's)

video links

summary

action steps

free goodies (links to PDF ebooks, videos, funny videos, money-saving tips)

## Fill-in-the-blank 5-letter email sequence

### 5 Letter email sequence

#### #1 Welcome Email + Setting the Stage

##### Subject Line:

Welcome (name) + Here's your Free Ebook/PDF/Report

##### Body:

Hi (Name),

I'm so glad you're here.

Here's the free gift: (link to Lead Magnet)

Over the next few \_\_\_\_\_ (days/weeks/months) I'm going to be sharing with you some more \_\_\_\_\_ (tips/strategies/things) that are going to make the biggest difference, so you can overcome obstacles that I've run into when \_\_\_\_\_ (trying to do this, trying to accomplish the goal).

Excited to share with you what comes next,

(Name)  
(website)

P.S. Thank you for joining me on this journey.

## #2 The Story - Peak Drama

### Subject Line:

I had just turned 30, and I was homeless ...  
I woke up in a field in the middle of Italy ...  
The day I left for college is the day I discovered my superpowers ...

### Body:

Hi (Name),

I had just turned \_\_\_\_\_ (age) and I was \_\_\_\_\_ (bad state - homeless/all alone/broke/suffering from insomnia, etc).

Only \_\_\_\_\_ (period of time - 3 weeks/1 month/5 days) earlier, I had been sharing an apartment with a beautiful \_\_\_\_\_ (man/woman) named \_\_\_\_\_ (name of man/name of woman).

Our goal was to continue traveling through \_\_\_\_\_ (beautiful country), until we ran out of money, then hustling for online cash and/or getting a job on a local farm, saving money to cover costs of a return trip.

That was the goal. But, sometimes life has a way of throwing us a surprise or two. LOL

I don't remember much of the night before, except that we had decided to stay in, due to the sudden rainstorm. Earlier, we had purchased 2 bottles of wine, cheap, and organic, in this little town of \_\_\_\_\_ (beautiful country), so we decided to open one. We found a funny movie to watch and started drinking. We ended up finishing the first bottle and opening up the second. That's the last thing I remember.

The next morning, \_\_\_\_\_ (name of man/woman) was gone. All their belongings were gone, too. With a note that said: "Sorry. Something came up. I will contact you in a few weeks. Love, \_\_\_\_\_" (name of man/woman)

Then, there was a knock on the door. A rapid knock I was half-drunk and naked. I slipped on some clothes and walked to the door and opened it ... What happened next was something I did not expect ...

Excited to share with you what comes next,

(Name)  
(website)



### #3 The Epiphany

#### Subject Line:

I opened the door to see ...

#### Body:

Hi (Name),

I opened the door to see the front desk clerk and a big guy beside him. "You have to leave," the clerk stated flatly. "You did not pay your bill."

I protested and the big guy said: "I call police."

I quickly packed my things and exited the hotel. I went to a nearby cafe, only to find out my credit cards were declined.

That was a week ago. Between then and now, I've been hustling at whatever jobs I can get. So far ... dishwashing, house cleaning, shoveling donkey manure for a farmer on the edge of town,

I still have not heard from \_\_\_\_\_ (name of girlfriend/boyfriend), my beautiful (girlfriend/boyfriend).

I'm not mad at \_\_\_\_\_ (her/him), just bewildered, puzzled, concerned, and a bit disappointed.

It was during my time along and impoverished, that I realized that when it comes down to it, we are all alone in the universe.

I was responsible for my own happiness My own wealth. My own health. My own freedom. My own happiness.

I realized that people who \_\_\_\_\_ (do this, are this way - travel alone, are in relationships, expect life to be easy, rely on credit cards, live without challenges, rely on their looks, make money online, lose weight, travel without much money, etc) often/usually/typically \_\_\_\_\_

(do this, don't do this, do, don't, are, aren't, have this - don't plan for emergencies, aren't streetwise, fail to develop in other areas of their life, rely too much on other people, don't have email lists, start off by fasting, begin by reducing their possessions and going minimalist, etc).

So, \_\_\_\_\_ (doing this - becoming streetwise, learning another language, building relationships, having a backup plan, having an emergency fund, having an emergency plan in place, learning how to be intuitive, building email lists, fasting, going minimal, etc) is key.

Once I started \_\_\_\_\_ (doing this - learning intuition skills, building a better credit score, trusting intuition, learning how to read people, building an email list, etc), things started going so much better. There was a number of hidden benefits that we didn't even realize were going to happen. When we started building the list, the hidden benefits started to appear. I'll be telling you about the hidden benefits in the next email (open loop)

That's what I want you to take away from this: you are responsible for your own happiness. You are responsible for your own life, your own freedom—financial, emotional, physical.

Six hours later, I got a call that made me \_\_\_\_\_ (emotion - cry, cry tears of joy, faint with surprise, tremble with fear).

Excited to share with you what comes next,

(Name)  
(website)

P.S. Thank you for joining me on this journey.

## #4 The Hidden Benefits

### Subject Line:

The call that made me \_\_\_\_\_ (emotional response - cry, cry tears of joy, faint with surprise, tremble in fear, etc)

### Body:

Hi (Name),

It was 6 hours later when the call came ...

When I answered the phone, my hands were trembling.

With a quivering voice that belied all the courage I could muster, I said:  
“ \_\_\_\_\_ (name of girlfriend/boyfriend) What happened?”

\_\_\_\_\_ (name of girlfriend/boyfriend) began talking, through sobs. \_\_\_\_\_ (name of girlfriend/boyfriend) told me how they had received an urgent call from \_\_\_\_\_ (faraway place), that their Mom had been in an auto accident, and it was serious.

By the end of the phone call, we were both in tears.

Distracted, I didn't notice the fast moving bicyclist nearby. Seconds later, my phone was gone, in his hand. And so was he.

Distraught, in tears, and now angry, I yelled out a string of expletives at the sky above.

The clerk of a nearby coffeeshop leaned out the door and waved me over.

She offered me a free coffee. I thanked her. Frustrated by the theft of my phone, and now amped by the caffeine, I began telling her the whole story.

About thirty seconds into it, she held up her hand and spoke a few words in her native language.

What was I thinking? I thought to myself. This isn't America. It was then, that everything, all at once, struck me. The disappearance of my \_\_\_\_\_ (girlfriend/boyfriend), only to find out days later it had been a family emergency and, thankfully, everything was going to be okay, even though they had no plans to return. The theft of my cellphone.

And I began laughing. Hysterically. I couldn't stop. I didn't know where I was.

The combination of the frustrating circumstances and the caffeine had proved to be the perfect fuel for the rocket ship I was riding that was headed to another planet.

"Young man," an elderly man at the corner table said. He waved me over and motioned for me to sit down next to him.

I did. Still laughing. I sat down next to him.

His face was a roadmap of stories and his eyes shifted between mischievousness and skepticism.

"What happened?" He asked.

Oh man, was this guy in for a treat. LOL.

I explained the entire story. In a ten-minute tidal wave that was barely held together by the truth. Instead, I filled it with philosophical meanderings, metaphor, and simile, to the point that at the end of this avalanche we were both buried and waiting for rescue. At least, that's how it felt on my end.

Then, the man whose name I did not even know, said something that I'll never forget.

"You make the decisions that give you the best memories."

Amazing.

It was then that I realized that the hidden benefits of \_\_\_\_\_ (working from your laptop, working for yourself, making money online, having financial freedom, not owning a house, living as a minimalist, etc) are many.

At that moment, I realized that \_\_\_\_\_ (what the audience wants - being able to work from anywhere in the world, true freedom, living a life of freedom, being location independent, being unattached to material possessions, being in the best relationship with yourself, always being positive, being unattached to the outcome, etc) is possible, when you can follow in the footsteps of someone who has reached those goals.

Success leaves clues.

If you want to know where giants go, walk in the footsteps of giants.

I realized that in order to maintain my freedom, I needed system that works.

Thankfully, I found a system ...

In the next email, I'm going to share what this system is, how it changed my life, and how I know it can change your life, too ...

Excited to share with you what comes next,

(Name)  
(website)

P.S. I posted some free \_\_\_\_\_ (category - travel, moneymaking, diet, fitness, relationship, style, etc) tips at my website. Visit \_\_\_\_\_ (URL) and let me know what you think of them. Thanks.

## #5 Call to Action

### Subject Line:

The Free Technique that can change your life (inside)

### Body:

Hi (Name),

The interesting stranger invited me to dinner at the cafe across the street. Semi-exhausted from the emotional trauma, and now famished, I gladly accepted his offer.

I asked him about his story. And this is where things get really interesting.

He told me about a little-known technique that enabled him to \_\_\_\_\_ (something the audience wants, benefit - travel from anywhere, live anywhere, work from anywhere, make money from anywhere, live for less than five dollars a day anywhere in the world, etc) and that he'd been doing this for the last 15 years.

I was fascinated. I had to know more.

As he talked, I listened and took notes.

Between bites of steaming pasta, I asked questions and continued to write.

He shared with me a unique way, a kind-of system, that he used.

It was a week later, with a stack of notes I had from his interview, when I got situated in a work-stay arrangement at a local hostel, that allowed me hours of free time behind the front desk, that I began compiling his notes into a more organized form. Three days later, I had what would be the first draft of my best-selling ebook/report/guide \_\_\_\_\_ (name of ebook/report/guide - that will benefit your audience).

This ebook/report/guide is the system that I discovered. It has worked for me and I know it will work for you. In fact, I guarantee it will work for you. Read it and if, at any point, you feel unsatisfied with it, you can return it at any time as it comes with a full, lifetime satisfaction guaranteed or your money back. So, when you try this system, you are trying it risk-free. I just ask you to try it. It changed my life. And I know it will change your life, too. Find out more about this ebook/report/guide at this link:

\_\_\_\_\_ (website link to ebook/report/guide)

\_\_\_\_\_ (link to ebook/report/guide)

I can't wait to see you on the inside in my (ebook/report/guide).

Thanks for joining me on this journey!

(Name)  
(website)

P.S. By now, you're probably wondering if this story is true. It is.

P.P.S. In about a week or so, I'll be sending you a quick email with a bonus treat in it ... you're gonna love it. :)

**Bonus Tip:** Lead with value. Reward your readers with treats. free goodies (links to PDF ebooks, videos, funny videos, money-saving tips) humor - Attach a funny video like the "Godzilla monster chasing people in Japan" or "funny dancing videos" or "hilarious news bloopers" action steps they can use immediately to save money, make money, lose weight, save hundreds on taxes, make money online, find love, etc

**Please note:** Although I wrote 95% of the storyline in the above email, you are welcome to copy it, verbatim, to use however you wish. The structure of the above email sequence is influenced by:

source: <https://www.youtube.com/watch?v=cWAXJD-dP4Y>

**Need help with email marketing?** Email me: [bicycledays@yahoo.com](mailto:bicycledays@yahoo.com)



## **7 Letter email sequence**

### **#1 Welcome Email**

#### **Subject Line:**

Hi (Name), here's your Free (Lead Magnet) + bonus tips ... : D

#### **Body:**

Hi (Name),

Thanks for signing up for (Lead Magnet).

I'm a writer (industry, category, profession) and (ebook author, digital marketer, SEO enthusiast, freelance copywriter, etc) and I get joy from (how you benefit the reader - helping others, writing, working from anywhere in the world, helping others find freedom in life, etc).

In fact, I help (this category of people - 9-to-5'ers, cubicle workers, office workers, overweight people, insomniacs, people with depression, etc) overcome their struggles/challenges, even if they (don't know how to escape the 9-to-5, are addicted to fast food, hate the gym, have never made money online, etc).

I seriously do. In fact, most of my ebooks are free. And even the ebooks I do sell come with a lifetime money back guarantee.

Anyway, I'll be sending you an email, probably every 7 to 10 days, with some tips that I've learned that have helped me (overcome this) and (reach this goal) in only (time). I know they'll help you, too.

Thanks for joining me on the journey!

(Name)  
(website)

## #2 Social Proof

### Subject Line:

I can help you ... guaranteed .... here's what friends have said ...

### Body:

Hi (Name),

By now, you're probably wondering who am I?

Well, I'm a creative guy who values (benefits - freedom, making money online, being in tip-top shape, making money online, working from anywhere in the world, etc) and who likes helping people.

Understandably, you might be skeptical. Am I going to try to sell you something. Yes, eventually. But, it does come with a 100% money-back guarantee and if you change your mind, you will get your money back.

What some of my friends, fans, clients have said about me:

"(Name) is a genius"  
Name - Job title (city)

"The most (creative/interesting, etc) person I've ever met"  
Name - Job title (city)

"Is this guy from another planet (planet - Neptune, Saturn, Moon, Pluto, etc)  
Name - Job title (city/state)

Now, it's coffee time. Talk to you in a few days!

(Name)  
(website)

### #3 The Product Demo Email

#### **Subject Line:**

Here's how my (Ebook/Video Course/Consultation/Service) works ...

#### **Body:**

Hi,

Here's a quick demonstration of how my (Ebook/Video Course/Consultation Service) works. And what you can expect as a result.

And, yes, it is guaranteed. Woo-hoo.

This is how my (Ebook/Video Course/Consultation Service) works:

1. You visit this page: (page URL)
2. At the page, you fill out the payment processor information.
3. Click "Buy Now"
4. You will receive an email with a website link to your product purchase.

What you can expect after you purchase my Course. (List the benefits.)

1. benefit
2. benefit
3. benefit
4. benefit
5. benefit

That's a quick look for you at the step-by-step buying guide for my (Ebook/Video Course/Consultation).

In the next email, I'll share a true story that will surprise you, maybe even leave you in tears ...

(Name)  
(website)

## **#4 The simple webinar transcript email - personal story**

### **Subject Line:**

The Webinar that will Shock You to the Core - NSFW (inside)

### **Body:**

Hi (Name),

If you thought that overcoming (struggle of audience - weight struggles, financial challenges, bankruptcy, a divorce, a job loss, shyness, etc) was impossible, think again.

My Free Webinar took the world by storm when it was launched only three months ago. Over 500,000 people have watched this FreeTraining and the results are almost beyond comprehension.

I've had calls from all over the world. In fact, the incoming calls from eager participants and media forced me to hire a full-time secretary and three interns. The webinar has opened doors for speaking invitations around the world, which my secretary is currently lining up for me. And, as soon as my schedule permits, I will leaving for a worldwide tour.

All that to say this, you need to see this webinar. Right now. Click the link below to sign in for free. Once you do, you'll be emailed a registration link. As there are only 1,000 seats per webinar, it's recommended you verify your email link immediately in order to guarantee your seat.

Your life is about to change for the better. I guarantee it.

Your friend,

(Name)  
(website)

## **#5 The emotional controversy email**

### **Subject Line:**

Freedom is just one moment away ... (inside)

### **Body:**

(Name),

Do you ever wish you could have more freedom in life?

Financial freedom.

Health freedom.

Emotional Freedom.

Travel / Location Freedom - work from anywhere in the world?

You're about to get your wish.

My new ebook shares the Secrets of Real Freedom, as revealed by 200 people who live and work from anywhere in the world, and make money with their laptop computer.

Most are college dropouts.

If they can do it, so can you.

No excuses. Only results.

Get this ebook now at: (URL link)

(Name)

(website)

## **#6 The webinar last chance email**

### **Subject Line:**

Last chance! Do you have what it takes? (inside)

### **Body:**

Hi (Name),

This is your last chance to watch the webinar. Click below now:

(URL Link to webinar)

It will be up for 48 hours.

After 48 hours, it will be taken down.

Before you, stands a road that diverges into two paths.

One path leads you along the same life that you are leading now.

The other path leads you toward a future full of possibility and adventure and, possibly, some risk. But, as they say, with great risk comes great reward. Do you have what it takes? Click here (URL Link to webinar)

So, now, (Name), you have to ask yourself: Which road will you take?

Choose carefully.

I hope to see you on the inside.

(Name)  
(website)

P.S. Here's the webinar link: (URL to webinar link)

## **#7 Discount coupon for non-buyer**

### **Subject Line:**

Okay, one more chance ... the road reopens ... : D

Do you have what it takes? (inside)

### **Body:**

Hi (Name),

The road is reopening.

To the webinar: (URL Link to webinar)

The road is now open, but it might be closed at any time.

Before you, stands a road that diverges into two paths.

One path leads you along the same life that you are leading now.

The other path leads you toward a future full of possibility and adventure and, possibly, some risk. But, as they say, with great risk comes great reward. Do you have what it takes? Click here (URL Link to webinar)

So, now, (Name), you have to ask yourself: Which road will you take?

Choose carefully.

I hope to see you on the inside.

(Name)  
(website)

P.S. Here's the webinar link: (URL to webinar link)

**I will show you how to  
Build an Audience  
& Grow your Profits  
using Email Marketing,  
Landing Pages & Videos  
KrisKempCreative.com**

## 12 Letter email sequence

### Email #1

goal: **Establishing the relationship.** This first email is critical. Here's why - you need them to link YOUR NAME to instant recognition immediately. That's important because most people first look at the "from" line before the subject line when opening an email. So let's say you got someone on your list because you gave them a free gift - just like the one we offered to get you to sign up for our list. Here's what the email would look like: Subject: Your Gift - "Title of Gift"

### Subject Line:

Hi (Name), here's the Ebook/Report/Download (inside)

### Body:

Hi (Name),

Thanks for signing up to get your (Ebook/Report/Download).

Click this link to get it: (URL)

You are getting this email because you signed up here: (URL of your website)

I'll email you in a week to ask you what you thought of the (Ebook/Report/Download).

(Name)  
(website)

P.S. "Well, roll me up in a ball and call me Frosty." - Ryan Seader  
This is a fun one-liner to use during the Winter season when you see a friend.

## Email #2

goal: **Your Story.** I want to share with you some personal details of my life... for a very specific reason. I think this will be of great benefit to you as you [work to accomplish the benefit you are desiring]. Plus, there is another very specific reason I'm sharing this with you. Check it out here: (link)

### Subject Line:

Hi (Name), what'd you think of the (Ebook/Report/Download) ...

### Body:

Hi (Name),

What'd you think of the (Ebook/Report/Download)? Let me know!

By now, you're probably wondering: Who am I?

My name is (Name). I help (this category of people) do/accomplish (this type of goal) even if they are/have (situation/circumstances/obstacles/excuses).

Example for the above sentence: My name is Kris Kemp. I help small business owners and entrepreneurs build an audience and grow their profits even if they have zero marketing knowledge or a limited budget.

I love writing and I get joy from helping people. My ultimate goal is to optimize my digital marketing services so I can work from anywhere in the world. You can help me reach that goal by visiting my website at (URL).

By the way, I saw you surfing yesterday. You are quite good. You can see the video here: (URL to funny video or giph of big wave surfer)

Hang ten!

(Name)  
(website)

### **Email #3**

goal: **Introduce your philosophy to establish rapport.**

#### **Subject Line:**

Confessions of a 40-year old McDonald's worker (inside) ...

#### **Body:**

Hi (Name),

What would it be like to work at McDonald's as a 40 year old?

I wonder what that feels like ...

Growing up, McDonald's was my first job. It was actually a very memorable job experience. Some good times.

If you want a job that is exciting and full of surprises, consider working at McDonald's.

What is this email about? Skip this and visit my site: (URL).

All this talk about McDonald's has got me craving a Big Mac with extra onions and a large, right out of the fryer, sizzling hot French Fries.

What if they made a sequel to "The Breakfast Club" and they called it "The Dinner club" and it's the same actors, at their current age, eating dinner at a run down restaurant in Pittsburgh. A "Breakfast Club" for the recession.

© Kris Kemp 2019

In the next email, I'm giving you a link to a free ebook worth \$197 dollars ...

My head is a volcano of ideas that just keep coming ...

(Name)  
(website)

## **Email #4**

goal: **Show that goals are easy with the proper tools and systems.**

### **Subject Line:**

How you can get more financial freedom in your life (inside)

### **Body:**

Hi (Name),

If you want financial freedom in your life, it's easy to get.

Does it take time and commitment? Probably.

To get financial freedom, follow this simple formula.

1. Find out what people want/need
2. Find out a product or service that fulfills that want/need
3. Bring the customer to the seller and charge a "lead fee". A lead fee is a commission or flat rate fee that's paid for bringing customers (leads) to a seller of a service or product. Home Advisor makes millions using this technique. And smaller companies using similar techniques.
4. Act as a "bridge" between the seller and the buyer. In doing this, you are acting as an "affiliate". When a sale is made, you get a commission or a flat rate payment, depending on the payment agreement made.

That's it.

Discover how to get financial freedom fast with my \$197-dollar ebook - grab your free copy at: (URL)

See you on the dance floor!

(Name)  
(website)

## **Email #4**

goal: **The proven benefits of your product/service.**

### **Subject Line:**

The Proven Benefits of Following a System (inside) + bonus gift

### **Body:**

Hi (Name),

Let's get down to the nitty gritty.

I'm gonna tell you why most personal development gurus fail to help.

Most self help experts blather on about theories. I'm more into modeling.

Find someone who has something that you want.

Then, do what they do.

Model them. Model their actions.

Success leaves clues.

Wanna know where giants go? Follow in the footsteps of giants.

I was blessed to discover some amazing people who I follow and learn from and I know these amazing people and their methods can help you, too.

Find out more here: (URL)

Thanks for joining me on the journey!

(Name)

(website)

## **Email #5**

goal: **Follow up.**

### **Subject Line:**

The Truth about ...

### **Body:**

Hi (Name)

The Truth about ...

You.

Who are you?

I wanted to follow up on my last email with you. Did you check out the recommended (webinar/free training/website/free training)?

What did you think of it?

After watching (webinar/free training, etc), and taking notes, I used the tips in my email marketing and saw a 90% increase in sign-ups within the first week. I know these tips will work for you, too.

Here's the link: (URL)

Do yourself a favor and watch it.

talk soon,

(Name)

(URL)

P.S. I'm giving away my new ebook, for a limited time, in order to build up reviews. You can grab your free copy at: (URL)

## **Email #6**

goal: **Prediction about the future.**

### **Subject Line:**

Where the Market is Heading and Why it Matters

### **Body:**

Hi (Name),

I think one way to make money, a lot of money is to do this ...

Mine the future.

© Kris Kemp

Mine the future is a phrase that, as far as I know, I came up with. It means to identify trends, determine what is going to happen in the future regarding these trends, and then invest in those trends.

What market are you in? Where is it heading? How can you profit off of its direction? What kind of products or services will be needed or used by your market in the future?

When you “mine the future”, you can “get ahead” of the future, return to the current time, and then invest in "that future thing”.

What to know what I think is going to happen in the future?

Click here: (URL)

In order to make use of the ideas presented in the above website, you might need some tools.

Here are some of the best tools you can use to help you take advantage of the opportunities of the future ...

(Affiliate Links)

You might've noticed some recent trends in internet marketing.

According to statistics, 65% of all online purchases are made using a smart phone.

That being the case, it would be beneficial to use an autoresponder that has SMS capabilities for texting and Facebook messaging.

What will cell phones of the future look like, and how will this change digital marketing?

Find out. Then, plan accordingly by learning that new technology before everyone else does. You'll be able to use your knowledge for marketing purposes and to teach others how to use it.

Set aside some time, maybe half-an-hour each day, to learn about future trends.

Identify the "fad" trends from the authentic trends.

Learn the skills of copywriting for sales letters. Long form sales letters have worked for over 100 years, and they are still being used, although mainly now in the digital space.

If you have a grasp of the "old school" skills and knowledge of "what's coming in the future", you have the perfect ingredients for a recipe that smells like success.

Bon Appetit!

(Name)  
(website)

P.S. Here's a tool that can help you earn money from future trends.  
(Affiliate website)

## **Email #7**

goal: **Foster unbridled optimism.**

### **Subject Line:**

The Best Way to Predict the Future is ...

### **Body:**

“The best way to predict the future is to create it.”

Dr. Joe Dispenza

author (You are the Placebo), neuroscientist, international speaker

If you want an awesome future, create it.

Stop wishing. Start creating.

I'm going to let you in on something.

You already know.

Anything is possible, if you just believe it can happen.

It all starts with your belief.

I want to foster unbridled optimism in you, so much so that you believe that anything is possible.

A year before I produced my first musical in New York City, when people asked who I was or what I did, I would answer: “I’m a genius.”

The night after an acquaintance flew in from Chicago to watch the musical, he told my sister: “Your brother is a f\*^\*ing genius.”

If you tell yourself and also tell other people what you are you will likely soon inhabit that role.

When I heard Tony's kind words, I realized something: That, in one way or another, we create our own perception of how others see us.

I decided to continue being a genius, by doing what I love and by pursuing projects that motivate, challenge, entertain, and inspire me.

In following this path, I've been relatively successful. To the point that I've started my own (category/industry - digital marketing agency, copywriting agency, social media marketing agency, website design company, SEO services company), and up on track to break six figures this year.

If me, a (type of person - college dropout, a former McDonald's employee, a former pizza delivery driver, someone who take 9th grade math as a senior in high school, etc) can do it, so can you.

If you want to change the world, start with changing your world.

Stop making excuses.

Start making a difference.

First, in your world. Then, as a result, the world around you will change as your standards naturally raise.

Raising your standards is like raising a fence. The people who were wasting your time and holding you back will be denied entry. The giants of the industry will walk over the fence and offer you favors. Those clever enough to crawl under the fence or cut their way through it will offer you shortcuts. It is a win-win situation for everyone.

This tool might be able to help you: ([Affiliate website](#))

I'm excited and I hope you are to,

(Name)  
(website)

## **Email #8**

note: **I found this.**

### **Subject Line:**

I was wrong about (category/industry - weight loss, vitamins, email marketing, SEO, making money online, etc)

### **Body:**

Hi (Name),

I have a confession to make.

I'm sorry.

I was wrong about (category/industry - weight loss, vitamins, email marketing, SEO, making money online, etc).

I had assumed that (specific website - health, make money online, digital marketing, e-commerce, teaching website, etc) was on the level.

I was wrong.

After spending almost an hour on the phone with tech support, then being hung up on, I did some research, using [www.DuckDuckGo.com](http://www.DuckDuckGo.com)

This website listed thousands of complaints about (category/industry website), complaints that were mysteriously absent from behemoth search engine Google.

Here's my takeaway: If you want to find out what's really going on in the internet, use [www.DuckDuckGo.com](http://www.DuckDuckGo.com)

Google is sponsored by the fake media.

And, using [DuckDuckGo.com](http://DuckDuckGo.com) to search, I found this ...

(Affiliate website), a gem of a website that shows you how to (get/ accomplish/earn) fast results for your online business.

I signed up for their trial account at (Affiliate link) and I think you should, too. When you sign up at this link (Affiliate link), you get your first 30-days free, and I get a \$25 referral fee. So, it's a win-win for the both of us.

I've been at this stand up desk for hours.

Time to spin in circles.

(Name)  
(website)

P.S. Have you seen this video? (funny video URL)

## **Email #9**

note: **Incite curiosity.**

### **Subject Line:**

How is this possible? This video is very interesting ...

### **Body:**

Hi (Name),

You ever wonder how this is possible?

Here's a video that might have you asking that question ...

(video link)

It looks impossible, right?

Here's a video that shows you how it's done ...

(video link)

So, you might be thinking, everything is explainable.

Is it?

Watch this video: (video link that phenomena that seems unexplainable)

What do you make of it? Is it real?

Let me know your thoughts.

I'll be posting some of your thoughts in an upcoming email.

(Name)

(website)

## Email #10

note: **Your shortcomings email.** This is an email where you tell a story that exposes your shortcomings. Here's why this works - because it humanizes you. Most people who do email marketing only talk about their "good" side, and they seem so machine like. Every so often, it's good to talk about what you struggle with. People can relate to that. Then, you can spin it so that way they can see how, "in spite" of this, you still succeeded. This gives them hope.

### Some useful phrases you can use:

Do you ever feel (shortcoming - afraid, alone, tired, overwhelmed, etc)?

1. I got you.
2. Sometimes, I feel that way, too.
3. You're not alone. According to recent statistics, this feeling is common.
4. I know how you feel.

Be honest when you expose your shortcomings. Doing so, enables you to establish rapport and build trust with your readers, with your community. And, typically, people prefer to buy a product or service from someone they trust and feel that they know personally.

### Subject Line:

I have a confession - I'm afraid of ...

### Body:

Hi (Name),

I have a confession to make.

I'm afraid of (elevators, airplanes, enclosed spaces, the dark, heights, crowded spaces, open spaces, etc).

I used to suffer from panic attacks.

They started when I was 10. The first time I had one, I almost called 911.

Over the years they got worse.

I often drank 2 to 3 beers a day to "take the edge" off so I could sleep at night.

Then my panic attacks turned into agoraphobia. That's fear of open spaces. In other words - I couldn't walk down the street or be in a car very long before I'd start to freak out and have a panic attack.

I was a prisoner in my own mind, and I hated it. Then, I made my panic attacks go away by a stroke of dumb luck.

I came in contact with someone who used to be a monk, and still was a vegetarian from his monk days. I thought vegetarianism was an interesting concept - something I have never thought about before. So I looked it up online. And after digging around a bit, I landed on this web site run by people who followed the same path of worship as my former monk friend. From that, I just started reading some of the spiritual texts.

The introduction of one grabbed me when the author said: "Just try this, step by step. And if you don't experience relief, then don't do it anymore. It's as simple as that."

So I started trying some of these spiritual principles.

Strangely enough, they actually worked.

Really well.

Pretty soon, my panic attacks were gone.

And before I knew it, I was a full on monk.

Crazy!

I was a monk for almost 3 years of my life, and it was a great experience.

Of course, some people are born to be entrepreneurs, and that was me.

So, I ventured back out into the world determined to become rich by enriching other people's lives, now that I had my head on straight, so to speak.

And I faced the same challenges as I did when I first became a monk.

At the time, a friend sat me down and said: "Why do you want to complicate your life and make it so much harder?"

When I first got into marketing, the same friend said: "I don't think this is gonna work."

Good thing I didn't listen to him.

My friends thought I was odd, disillusioned, even crazy when they first found out I was a monk.

My friends thought the same thing when they first found out I had set a goal to be a millionaire in 5 years.

Good thing I didn't listen to them.

Before becoming a monk, I lived a very "anti-monk" lifestyle, so to speak. I did indeed have to make a lot of sacrifices that were tough at first, but ultimately ones that were worth it.

When I first got into internet marketing, I was broke. I painted houses for 12 bucks an hour, had a negative net worth and lived with my dad near not one, but two pawnshops.

I had a lot of challenges ahead of me. I can remember going months without spending a cent on anything outside of Internet marketing that wasn't essential. Meaning I didn't rent movies, or even watch television. I didn't buy new clothes. I wore the same shoes for 3 years straight. I drove a 1987 Honda Civic that didn't have air conditioning, and a muffler so loud I once got pulled over for it.

Almost every penny I made went into my Internet marketing business. And I'm glad I "paid the price" because it was worth it.

Now, I really understand the two pains we as humans must all experience—the pain of discipline or the pain of regret.

Now, the pain of discipline weighs ounces compared to the pain of regret, which weighs tons.

What would your life be like if you looked back on it in 10 years and you hadn't made any progress on any of your major life goals?

How easy would it be for you to sleep at night with this gnawing away at your brain? Far too few people every consider this. And they should.

I'm asking you to consider it right now.

Which pain are you going to experience?  
The pain of discipline or the pain of regret?

How bad do you really, really want it?

And what are you going to do in order to get it?

Would you make the same sacrifices as I did?

I was buying training courses with my last few dollars instead of buying big screen TVs.

I was buying software instead of buying new shoes.

I'd be remiss if I didn't extend to you what I think is one of the greatest training opportunities on the internet: (Affiliate website)

It comes with a 100% Satisfaction Lifetime Guarantee, so it's a zero-risk decision on your part.

I've used this training and it continues to pay off massively.

Try it for yourself: (affiliate website)

I hope I've inspired you in some way.

(Name)  
(website)

P.S. This website offers a free trial version of the one above. Go sign up and see if it helps you with your marketing goals. Here it is: (affiliate website)



## **Email #11**

note: **Free gift.** Reward reader with free gift. Kicks in law of reciprocity.

### **Subject Line:**

I've got a free gift for you ... no sign up required (inside)

### **Body:**

Hey (Name),

I've got a free gift for you.

It explains the SEO (Search Engine Optimization) Trick that can get you ranked on the first page of Google, within 72 hours.

And yes, it is legal.

Here it is: (website URL - free PDF ebook, free training, webinar, video)

I used the above link and it helped me with my marketing. In fact, I use it as an "add on" service and I charge an additional \$200 dollars a month for it. You can do the same.

I've gotta go.

talk soon,

(Name)  
(website)

P.S. I'm listening to this song right now ...  
(URL link to video with song)

## **Email #12**

note: **What does your audience want?** Ask them. Help them get it.

### **Subject Line:**

Help me out: What do you want? How can I help you get it?

### **Body:**

Hi (Name),

This might sound weird, but ...

What do you want?

How can I help you get it?

How can I help you reach your goals?

So I can spam you. : D

I'm a digital marketer and writer, and I do a lot of other things. At the end of the day, however, I am in the service business—to serve my customer by helping them get what they want.

Are you hungry for spam? LOL. : D

Okay, I'll stop.

What do you struggle with? What do you need help with?

The main reason I send out emails is to help you get the results you desire.

As you notice I often give lots of good information and helpful resources.

But I always want to help more.

So this is where you come in.

I'd love to give you exactly what you want over the next few weeks.

And the best way I know is to simply ask you what you want.

So here is the favor I ask of you.

Can you take a quick moment to reply to this email?  
Just hit reply and answer these questions:

1. What are you struggling with?
2. What do you want?
3. How can I help you get it?
4. How can I help you reach your goals?

If you are struggling with something personal, and wish to remain anonymous, I will keep our messages anonymous, just between you and me.

If you are open to sharing your struggles with our community, I will share my answers to your questions with our community.

Either way, whenever I share with the community, I will not use your personal name or your email. I will maintain your anonymity and privacy.

Thanks for being open with me and I look forward to helping you.

(Name)  
(website)

source: <https://www.slideshare.net/brianabbott/autoresponder-message-sample-series-free-sequence-of-emails-to-swipe>

Most of the email subject lines & body content are my own.

**Please Note:** Email #10 was written by Brian Abbot.



## **How to Write a 25 Letter email sequence**

Email marketing has been around for some 25+ years. While some digital marketers might dismiss email marketing, because it's been around for such a long time, I believe that its longevity proves its value.

Most digital marketers use a template for sending their emails, as explained in the previous chapters. Also, it appears that most digital marketers send an email sequence that is five letters, seven letters, 10 letters, or 12 letters, that arrive every other day or every three days. Typically, after the initial emails, they continue sending email letters on a less frequent basis, maybe once a week, once every 10 days, once every two weeks, or an email that's a “email blast” sent out to announce a new product or service they are offering, or a webinar to watch.

I'm guessing that this pattern is so common that those on the receiving end—the subscribers, the readers— might be getting bored and fatigued by the lack of variety.

### **Share Real Life Adventures**

One thing I did to change this is taking my entire journal from a travel trip through Europe, and breaking it down into a 25-letter email sequence.

### **Include Pictures at the Website Blog**

Some of these emails are long. At the beginning of each email, I provide a link that invites the reader to read the email at my blog to see the pictures that coincide with each email. In order to speed up loading times in the emails, I do not include pictures within the email sequence. Also, as a large percentage of subscribers and readers are using their phones, the photos may reduce loading times causing them to dismiss the emails altogether. Furthermore, they might be reading the email from a place that has spotty internet connection. So, I invite them to read the email as a blog post and to see the pictures that go with it.

That's an idea that you can use: Turn your personal journal into an email sequence.

## **Think like a Screenwriter**

When I did this with my journal, I thought in terms of scenes you'd watch on TV, starting out each email letter with a definite beginning (introduction of characters, setting), middle (introduction of conflict or possible conflict, a building of tension or excitement, generating enthusiasm about the possibilities that lie ahead), and then ending on an "open loop", some sort of unfinished business whose purpose was to incite curiosity for the reader. get them curious to find out "what happens next".

## **Get the Reader Emotionally Invested in your Story**

My goal is to get the reader as emotionally invested in the story as I was when I was writing, by giving them characters (me, my girlfriend-at-the-time, the people we met) to root for, a situation (traveling Europe) that presents risk, uncertainty, excitement, and inspiration, and a goal (experience traveling Europe for \$5 dollars a day or less) to aspire to.

I encourage you to take your journal and do the same:

Share personal stories and use them in your email sequences.

Use the power of storytelling to show your readers who you are.

This allows them to become emotionally invested in you.

## **People Buy Stories**

People don't buy products or services, they buy the stories behind those products or services. They buy the feeling they get, that they associate with the product or service. When they "associate that feeling with the product or service", they are subconsciously making a promise to themselves that that product or service will generate a new meaning in their lives to give them the same feeling.

## **My Travel Journal as an Email Sequence**

The original 25-letter email sequence is based on the actual notes from my travel journal, that I kept while traveling through France and Germany with my girlfriend-at-the-time. It was a four-month trip and it was amazing.

After returning to the States, I published this travel journal in one of three companion ebooks that come with [HowToTravelEuropeCheap.com](http://HowToTravelEuropeCheap.com)

A few years later, I put this 25-letter email sequence as 25 separate blog posts, and, also, into a 25-letter email sequence, that you can read at [TravelCheapBluePrint.com](http://TravelCheapBluePrint.com)

The email sequence details my travel journal through France and Germany with my girlfriend at the time. We hitchhiked, rode trains, buses, and found housing via WWOOF (Willing Workers On Organic Farms) and CouchSurfing. During our 4-month trek, we stayed at a hostel one night.

### **A Valentine to Traveling Europe**

The story is a valentine to Europe, a valentine to freedom and adventure, part love story, part travel adventure story. It's a poignant account of our adventures as the territory of towns and cities, and people that inhabited these places, unfolded before us.

Read the original at: [www.TravelCheapBluePrint.com](http://www.TravelCheapBluePrint.com)

See the ebook at: [www.HowToTravelEuropeCheap.com](http://www.HowToTravelEuropeCheap.com)

### **The 25-Letter Email Sequence Formula**

The 25-Letter email sequence idea is this: Turn your journal into a series of blog posts.

For each blog post, create a beginning, middle, and end (cliffhanger).

Think your email sequence as a drama series that you'd see on ABC or Netflix or Amazon, wherein each episode has a definite beginning (inciting incident), middle (introduction of conflict), end (resolution of conflict that leads to a greater conflict, or a conflict that is not resolved, leading to an "open loop"—unfinished business that keeps the viewer eager to know what will happen next, also known as "the cliffhanger").

Spice up your emails. Embellish your story. Build tension. Raise the stakes. Incite curiosity. Add unexpected twists and turns, and surprise the viewers (readers) by revealing how characters are something quite different than what you first expected.

Make your 25-Letter email sequence crackle with the “20 Writing Tips to Make your Email Sequences Pop” on page 22.



Raegan. Waiting for the train. France.  
photo: Kris Kemp  
[www.HowToTravelEuropeCheap.com](http://www.HowToTravelEuropeCheap.com)  
[www.TravelCheapBluePrint.com](http://www.TravelCheapBluePrint.com)

## **Build Rapport with your Audience**

An essential way you can build rapport with your audience is by establishing yourself as a friend, an authority, a leader.

### **Friend**

Someone who they can know, like, trust. Think of a tripod that has three legs. All three legs are needed to support the tripod. The three legs are know, like, trust. If one of these are missing, the tripod will collapse to the floor. The foundation of a friendship, and of establishing rapport, is built on these principles—getting someone to know, like, and trust you.

### **Authority**

Someone who is considered an expert in their field. An authority is a person who knows more than most people on a specific subject.

### **Leader**

Lead the field in your subject. Become an expert in your industry. Read books. Watch videos. Attend webinars, live conferences. Read articles. Stay current by subscribing to YouTube channels and websites specific to your industry.

Lead with value. Study future trends to see where the market is headed, so you can identify and determine what is likely to happen. Then, take your findings and prepare a “The Future of (industry)” White Paper that you offer free to your audience, your subscriber list. Identify what’s coming and how this will affect your industry.

Recommend tools and that will enable your audience to cope with the coming changes, so they can survive and thrive amidst the changing digital landscape. Find reliable tools and services that have affiliate/referral programs. Join them. Share you affiliate links.

Offer the White Paper and other reports for free to your readers, to your subscribers. In doing so, you are leading with value. You are rewarding them for their loyalty. And they are likely to reward you with their trust. Also, they are likely to buy your recommended products or services.

### Overview

Establish yourself as a Friend, Authority, Leader. In doing so, you'll appeal to your audience as a friend to trust, an authority to respect, and a leader to follow, who rewards his audience with “insider information” and recommended products or services, that enable him to navigate the current marketplace, and future changes that accompany the inevitable shifts that arrive from incoming technologies.



## Fill-in-the-Blank Story Sequence (6 Emails)

### Email #1

note: Introduce yourself. Here is your free gift.

#### Subject Line:

Hi (Name), here's your free report ...

#### Body:

Hi (Name),

Thanks for signing up to my Free \_\_\_\_\_ (Webinar / Phone Consultation). I'll be reaching out to you within the next day or two, via text, to schedule our call. : )

or ...

Thank you for signing up to get my Free \_\_\_\_\_ (Report/ Ebook/Video Training). I'd love to know what you thought of it. Feel free to email me anytime at \_\_\_\_\_ (email) or text me at \_\_\_\_\_ (phone number) with your comments.

By now, you're probably wondering who I am. My name is \_\_\_\_\_ (Name). I'm a \_\_\_\_\_ (description - math whiz, freelance writer, travel blogger, etc) and \_\_\_\_\_ (description of hobby - ski bum, hiking enthusiast, musician, independent filmmaker, screenwriter, etc) who lives in \_\_\_\_\_ (town/city, state - Truckee, California, Burlington, Vermont, Palm Beach, Florida, Brooklyn, New York).

When I'm not \_\_\_\_\_ (fun hobby - hitting the slopes, hiking trails, camping, writing screenplays, playing keyboard, etc), I'm helping people - like you \_\_\_\_\_ (earn/save) \_\_\_\_\_ (hundreds of

dollars a month, thousands of dollars a month, thousands of dollars a year) using little-known techniques and yes, they are legal.

Over the next few weeks, I'm going to share with you a few of these techniques.that you can use to \_\_\_\_\_ (save/earn) \_\_\_\_\_ (hundreds of dollars a month, thousands of dollars a year) in/on \_\_\_\_\_ (taxes, gym memberships, ski passes, marketing costs, energy bills, tax credits, tax deductions, etc).

I shared these same techniques with a recent client and he/she saved \_\_\_\_\_ (three thousand, five thousand, seven thousand, etc) dollars at the end of the year.

What would you do with an extra \_\_\_\_\_ (three thousand, five thousand, seven thousand, etc) dollars at the end of the year?

So, stay with me, okay?

In the meantime, did you see that video of me that went viral? Link below:

Link to funny (skiing, surfing, bicycle, dancing, etc) video (Use a category of sport /hobby that you enjoy, that you mentioned in the email, in order to maintain consistency. Use the funny video to make them laugh and show that you are a human with a sense of humor. Keep the video funny and non-violent and non-political. Avoid political debates. Use the funny video to get them to laugh. Self-effacing humor helps to build immediate rapport. And this is the goal of the emails, build rapport, so they can know, like, trust you. Once they do, they are more likely to buy your recommended product or service.)

talk soon,

(Name)  
(website)

P.S. Feel free to reach out to me anytime via email or # if you need help with anything! (Be open and available to your audience. They are rewarding you with their time. Reward them by being available to them.)



credentials, etc), I was able to secure a loan of 25k from the Small Business Administration/Association.

Minus a few minor hiccups, the first year went better than expected. Then, the end of the year arrived. I had to leave town to help out with a family situation in another part of the country. I was gone for \_\_\_\_\_ (2, 3, 4, 5, 6) \_\_\_\_\_ (weeks/months).

While I was helping sort out a family situation, I had left the care of the business in the hands of my assistant manager.

That turned out to be a mistake.

Unbeknownst to me, my assistant manager had been using the company vehicle as a personal vehicle and she was a dating a guy who borrowed the vehicle to run drugs. He was pulled over. The vehicle was impounded, and because it was a federal drug charge, the vehicle and the business were seized under federal asset forfeiture laws. Essentially, it's almost impossible, financially to fight this—requires hiring a lawyer, and usually a year of litigation.

I walked away. Frustrated. In debt, and blocking the idiot assistant manager who allowed her “boyfriend” to borrow the vehicle.

Looking back on it, it was partially my fault for not vetting my hire.

Lesson learned.

Long story short, I lost the business, and ended up declaring bankruptcy.

I was so out of money, out of a job, and in debt, so much so that I ended up moving back in with my parents, living in the tiny room I had through high school, and delivering pizzas. Oh, the joy. LOL.

Thinking about it, though, things weren't that bad. Thank God I had a free place to stay and parents who were kind to me. It was like a vacation. Because I was \_\_\_\_\_ (a girl, a guy, a fast driver, good with directions, quick, good with people, etc), I ended up making bank

delivering pizzas, and soon had a small mountain of cash in my dresser drawer at the end of my bed.

Click here to see a picture of my car at the time: (website link to funny car that is falling apart - find it on [giphy.com](http://giphy.com) or add the embed code to email)

Little did I know that things would change for the better, that people, places, and situations would unravel before me, serendipitously, like a “Choose Your Own Adventure” where each choice leads to an opportunity.

You’ll never guess what happened next ...

Coming to your email inbox in \_\_\_\_\_ (3, 2) days ...

(Name)  
(website)

### **Email #3**

note: An unexpected mentor. (Where Luke meets Yoda.)

#### **Subject Line:**

You'll never guess what happened next (continued)

#### **Body:**

Hi (Name),

You'll never guess what happened next ...

At the pizza place where I worked, there was this older guy named Frank, but everyone called him the \_\_\_\_\_ (category of people who would be considered as a mentor to your audience - The Wizard (math, taxes), Muscles (fitness, diet, natural health), Mr. Smooth (relationship, dating coach), Clown (comedian), BrainMan (person with a lot of ideas), etc).

He never used / always used a \_\_\_\_\_ (industry tool - calculator, gym, pickup lines, borrowed comedy routine, etc).

To use the above example to fit the story: At the pizza place where I worked, there was this older guy named Frank, but everyone called him the wizard. He never used a calculator.

He ran all the numbers for the orders, the deliveries, and payouts, in his head.

And he knew where all the address locations were.

This guy was the Rain Man of the pizza world.

One night, after the pizza shop closed, Frank and I were running the end-of-the-day numbers, and he told me how he saved the pizza company \$17,853 dollars a year with this one simple \_\_\_\_\_ (industry - tax , gym, comedy, pickup, memory, diet) trick.

To use the above example to fit the story: one simple tax trick.

We talked for over an hour and at the end of it, I had taken notes, and even written down names of books that I had never even heard of. And yes, I'll be sharing these with you in the near future.

A few months later, Frank was hired at a huge pay raise for a competing pizza operation after they heard about his techniques to save thousands in taxes.

He was a smart, esoteric fellow And I'll always remember him.

It was a few weeks after that, that I turned in my two week notice.

For the previous months, all my free time was consumed with learning these little-known money-saving techniques that I used to help my parents save 8k a year in taxes.

They were so happy they paid for my ski pass to Heavenly (Lake Tahoe, California) for a full season. Win win win. :)

I put my skills to use with friends and other family members, saving them thousands of dollars a year in tax deductions.

++++  
Arrange the beneficial follow up, according to the industry you are in.  
**I put my skills to use with friends and family members,**  
helping them to find love, *even if they had given up all hope.*  
helping them lose weight and get healthy, *without having to go to the gym.*  
showing how how to laugh again, *even if they haven't laughed in years.*  
showing them how to travel for \$5 a day, *even if they think it's impossible.*  
teaching them how to earn money online, *even if they are skeptical.*

++++

What happened in my life showed me that as long as I have the right perspective and the proper attitude, I can find the diamonds in the dust.

At the moment, I run my own \_\_\_\_\_ (industry - tax, email marketing, website, dating coach, travel) consulting agency. And I'm on track to earn six figures this year.

I say this to motivate and inspire you. If a \_\_\_\_\_ (trait - college dropout, someone who was bankrupt, person with a low credit score, creative wanderer, person who is considered the black sheep of her/his family, an unmarried drifter, vagabond entrepreneur, freelance writer, freelance artist, person living in their van, once-failed business owner, etc) can do it, so can you.

God has blessed me on this journey. I am thankful for His faithfulness.

Thanks for joining me on this journey.

I hope I've inspired and entertained you in some way.

Later on, I came to an epiphany. And I'll be sharing with you what happened in the next email ...

talk then,

(Name)  
(website)

P.S. Schedule a consultation with me, right now, to learn these little known secrets that are both legal and very effective.

One client, Bill, even called them "dangerous".

And yes, they are legal.

## **Email #4**

note: The epiphany.

### **Subject Line:**

The epiphany ... (inside)

### **Body:**

Hi (Name),

I came to an epiphany.

I realized that people who \_\_\_\_\_ (verb - save, earn, make) \_\_\_\_\_ (amount - thousands of dollars a year, thousands of dollars a month, hundreds of dollars a day, etc) in \_\_\_\_\_ (industry - online income, in profits, in tax deductions, in taxes, etc) all use simple, powerful tools and sometimes hire a consultant, so finding the proper tools and a trustworthy, reliable consultant is key.

To use the above example to fit the story: I realized that people who save thousands of dollars a year in tax deductions all use simple, powerful systems run that offer 24-7 customer service.

Once we hired a consultant and learned how to use these tools, things started going so much better.

There was a number of hidden benefits that we didn't even realize were going to happen.

When we started, the hidden benefits started to appear. I'll be telling you about the hidden benefits in the next email

(Name)  
(website)

## **Email #5**

note: The hidden benefits.

### **Subject Line:**

The Hidden Benefits of Using a Financial Consultant

### **Body:**

Hi (Name),

I realized something.

I realized that you can find beneficial circumstances almost anywhere.

You just have to look for them.

I realized that attitude is, almost, everything. A good attitude brings good results.

These belief shifts worked miracles in my life.

All of the sudden we were able to \_\_\_\_\_ (benefits - save thousands in taxes every year, work from anywhere in the world, work less and earn more, be happier in our relationships, lose weight safely simply by changing our diets to eating more raw vegetables, sleep soundly, stop worrying, relax, get better eyesight simply by eating one raw garlic clove a day, cure any disease simply by fasting, lose weight safely and quickly simply with intermittent fasting, cure toothaches with the practice of oil pulling, etc).

The extra free time allowed us to \_\_\_\_\_ (benefits - travel more, spend more time with our loved ones, sleep in, have time to take ski lessons and even ski Heavenly in Lake Tahoe, California, have time to learn another language, start another business, write my novel, make an independent film, stage a musical, travel and camp at state parks across the U.S., etc).

But it wasn't something we learned to do on our own ...

Thankfully, we discovered a system ...

\_\_\_\_\_ (time period - In 24 hours, In 48 hours, Tomorrow),  
I'll show you what that system is.

Look forward to sharing this with you ...

(Name)  
(website)

**Email #6**

note: The system we discovered.

**Subject Line:**

- This Plan will save you \$5k to \$10k a year, guaranteed
- This Plan will save you \$5k a year or more (the system we use)
- This Plan will save you at least \$1,000 dollars a month
- This Plan will earn you an extra \$3,700 a month, guaranteed

**Body:**

Hi (Name),

This is the system that we discovered: (website link)

It worked for us and brought us these results ...

- Saved \$7,500 dollars in our first year.
- Gave us an Earned Income Credit of \$10,500.
- Earned another credit for expenses: \$5,000.

+++++

Please note: The above results vary according to industry. For example, if your industry is weight loss, the results might be:

- Lost 10 pounds in the first month
- Started sleeping better within the first 3 days
- Had more energy within one week

+++++

and these benefits ...

- More time freedom: From 40 hours a week to 15 hours a week and doubled our income. Every other month, we take a week to travel or visit our family.
- Allowed us time to book speaking engagements which got us a book deal.
- This resulted in additional investment opportunities in new businesses.

+++++

Please note: The above benefits vary according to industry.  
For example, if your industry is weight loss, the benefits might be:  
Am getting more attention from my partner  
Feel refreshed as my sleeping is a deep sleep  
Started hiking again now that I have more energy

+++++

This proven system worked for me and I know it will work you ...

You can learn more about this system at the link below ...

(website link)

Try it. It's got a 90-day satisfaction guarantee so you can try it at zero risk.

It works for us and I'm sure it will work for you, too.

Visit the website. Click on the "Buy Now" link. The payment processor uses a secure, safe payment option so you know your credit card details are safe. Once you make the purchase, you'll be sent immediate delivery of the system, along with easy-to-follow instructions on getting started.

I'm excited to hear how you like it.

Thanks for joining me on this journey so far, and I'll reach out to you in a week or two to say hi.

(Name)  
(website)

P.S. Here's the link ... (website link)

P.P.S. If you're skeptical, here's a few review sites for the system.

(review website 1)  
(review website 2)  
(review website 3)



## The Story Email

source: <https://www.copyblogger.com/email-marketing-templates/>

**Subject Line:** The strange solution to your \_\_\_\_\_ (category/market)  
\_\_\_\_\_ (issue/struggle/challenges/problem).

NOTE: Fill in the blank with your market's most pressing challenges.  
Here are some examples:

Skin/Beauty - blotchy skin, acne, dry skin, puffy eyes, itchy eyes, wrinkles

Hair - split ends, itchy hair, dry hair, greasy hair, hair loss

Money/Finances - low credit rating, credit repair, make money online

Marketing - SEO, digital marketing, social media marketing

Hi Name,

Just like you, I used to suffer from \_\_\_\_\_ .

The constant \_\_\_\_\_ (symptom) and the \_\_\_\_\_ (symptom) were miserable.

NOTE: Fill in blanks above with the problems/symptoms/challenges/struggle your industry/market is experiencing or facing, or might be facing due to market changes or unforeseen circumstances arising from future trends. Feel free to expand on this and add quotes from authority sources that prove the veracity of your statements.

It was just miserable.

And I really feel for anyone else putting up with \_\_\_\_\_ (struggle).

But you know what?

It doesn't have to be this way.

You see, one day while I was \_\_\_\_\_ (driving, walking, shopping, etc), I had a kind of weird idea about how to solve my \_\_\_\_\_ problem.

I decided to \_\_\_\_\_ (some action).

NOTE: Think of the most counterintuitive and unusual aspect of your product that most people would be shocked to hear and that can actually work/help with the problem.

So I tried it to see what would happen.

And much to my surprise ... it worked!

In fact it worked so quickly I almost thought it was a fluke.

But it wasn't a fluke.

It DOES work.

And I believe it can eliminate your \_\_\_\_\_ problem, too.

I show you exactly what I did and how you can do the same thing in my \_\_\_\_\_ product over at:

(website)

But hurry.

Right now it's priced low.

That won't be the case forever.

Grab it today and watch your \_\_\_\_\_ problem vanish by tomorrow.

I'm excited to hear about the results.

(Name)  
(website)

P.S. If you buy \_\_\_\_\_ today, I'll also give you \_\_\_\_\_.

## The Historical Solution Email

source: <https://www.copyblogger.com/email-marketing-templates/>

also known as ...

The Ancient Secret Email

or ...

The Ancient Secret that Government Doesn't Want You to Know About

**Subject Line:** How the ancient \_\_\_\_\_ conquered \_\_\_\_\_

NOTE: This email takes some thought and research, but it's well worth it. Talk about how an ancient culture or notable person solved the problem or achieved the benefit the product gives the customers.

Name,

Ever hear about the ancient \_\_\_\_\_?

They were kind of an unusual people with some rather unusual philosophies.

Especially about \_\_\_\_\_.

You see, they didn't suffer from \_\_\_\_\_ problems.

I suspect they probably even laughed at all the other tribes/nations/countries around them who DID suffer from \_\_\_\_\_.

What was their secret?

Well, believe it or not it had to do with \_\_\_\_\_.

NOTE: Be purposely vague, do NOT get too detailed with this, just a generalization of how they solved the problem.

I've actually done a ton of research on this while creating my \_\_\_\_\_ product.

And I must say their solution to \_\_\_\_\_ IS weird.

But it works like crazy.

You can see what they did at: (website)

This works!

Feel free to email me at (email) if you have any questions.

Look forward to helping you!

(Name)  
(website)

P.S. How does that saying go?

Those who refuse to learn the mistakes of the past are doomed to repeat them in the future? You can avoid the pain and frustration of \_\_\_\_\_ by doing what the ancient \_\_\_\_\_ did.

I'll show you exactly what they did at:  
(website)

## The Credible Testimonial Email

source: <https://www.copyblogger.com/email-marketing-templates/>

NOTE: This email template uses a testimonial from someone with “celebrity” status within your niche/market. These kinds of testimonials are extremely powerful. And when used with the following template, can persuade even the most hardcore skeptics to give your product a shot ...

**Subject:** \_\_\_\_\_ Digs \_\_\_\_\_

NOTE: The first line is the name of a testimonial provider with celebrity appeal, the second is the product they gave you a testimonial for.

Name,

Here’s a question that came in:

“Ben, is there really anything in your \_\_\_\_\_ product that most of us don’t already know who study \_\_\_\_\_ all the time?”

I can’t possibly answer that.

After all, I don’t know what you know.

But, I will say it’s certainly been unique and helpful to people who have “seen it all” when it comes to \_\_\_\_\_ and \_\_\_\_\_ products and courses.

NOTE: Fill the blanks in with your product’s topic, i.e. “blogging” “SEO”, “dog training”, etc.

Take, for example, \_\_\_\_\_.

NOTE: Celebrity name.

He/she is no fluke.

NOTE: Talk up the celebrity here — who is he/she, what have they done, what their credentials are?

Not exactly your “average” person, is he?

Probably, he’s seen quite a few \_\_\_\_\_ products.

And here’s what he says:

NOTE: Place the celebrity testimonial here.

There you have it.

Proof that \_\_\_\_\_ is NOT just more of the usual suspect info.

But you can only get it at a \_\_\_\_\_ discount until tonight.

Click this link to get it for only \_\_\_\_\_ while you still can ...

(website)

Let me know how it works for you.

your friend,

(Name)

(website)



## **Results/Features versus Benefits**

Results/Features versus Benefits of your product or service.

Which is more important.

In my opinion, the benefits are considered more important for the buyer.

Let's discuss.

What's the difference.

Results/Features of your product: What your product promises for user.

Benefits of your product: The residual effects of the result. The "afters".

### **Aftershave**

**Features:** With natural Aloe Vera that prevents chaffing. All natural ingredients that can be used for all skin types, even sensitive skin.

**Benefits:** Your partner will love soft, smooth face. Feel clean and fresh for your next meeting at work. Rest easy knowing your face won't break out like it did with those other shaving creams.

### **Tax Consulting**

**Features:** Free consultation with a top-rated tax consultant trusted with 150 5-star reviews. Save \$2,500 dollars a year or more, guaranteed.

**Benefits:** Unsettled and stressed about having to slog through taxes this year? Rest easy when you hire Carrie's Tax Consulting services. Guaranteed to get you the best return on your money. Rest easy with Carrie's Tax Consulting services. You've got better things to do.

Basically, the features/results are what the product promises for the user. If you're buying a diet supplement, it might promise to help you burn fat fast and "lose that pot belly". That would be the feature/result.

The benefit of "losing that pot belly" would be more confidence, attracting the attention of that cute guy/girl at the cafe, feeling good that you're able to fit into your favorite pair of jeans, the one you kept since high school or college.

I run two main websites, [KrisKemp.com](http://KrisKemp.com) and [KrisKempCreative.com](http://KrisKempCreative.com)

### [KrisKemp.com](http://KrisKemp.com)

Features: Self-Development made simple. Discover the simple techniques you can use to get the life and love you deserve.

Benefits: Financial freedom. Emotional freedom. Confidence. Abundance in the areas of relationships, love, and money.

### [KrisKempCreative.com](http://KrisKempCreative.com)

Features: Build an Audience & Grow your Profits. I will show you how to do both using email marketing, landing pages, and videos.

Benefits: Free time to spend however you wish.

## **The Benefits**

When writing your copy for your email marketing sequence, emphasize the benefits of your product or service.

People tend to attach a feeling to the benefits, to the residual outcome of what your product or service may offer them.

Remember this when writing your copy. Emphasize the benefits.



## **The “When I First Landed” Story email sequence**

A Personal Note: This is an email sequence that I wrote very quickly. I’m a pretty fast typist and, as I’m typing, the ideas flow out, fast and beautifully furious. It’s a volcano of ideas that continues to erupt beneath my feet.

Writing is like a gym for the brain, and when I write fast, the ideas arrive even faster, one idea connecting to the next and then sprouting three other ideas until it’s a vine that’s flowering and headed in a million different directions. A garden growing in the imagination, with roots reaching to the subconscious. Writing helps excavate the goldmine in our heads, eureka moments, standing knee deep in the stream of consciousness, panning for precious metals, an endless wealth of ideas and possibilities and stories that entertain, motivate, challenge, and inspire.

The “When I first landed” email sequence does a number of things:

### **Assume the Readers Interest**

It assumes the readers interest. In doing this, in “assuming the readers interest”, it sets up a variable that you are worth listening to. It does this without any pretension or presumption. It neither explains nor apologizes. It assumes that you are worth listening to. On the readers, or the listeners (if this is saved as an audio for podcast or video) end, because it starts out this way, they are likely to assume that you are, in fact, worth listening to.

### **Tell a Compelling Story**

It tells a compelling story. When writing the sequence, write as fast as possible. Share your story, or the story of someone else that you will make your own. Writing fast often helps to kick the subconscious into overdrive, allowing your imagination to explore territory that might otherwise be missed. (Take a cold shower. Spin in circles. Listen to inspiring music.)

### **Incite Curiosity**

Add unpredictable characters and unexpected situations into the story. Doing this will get the reader curious to find out what happens next.

### Openers that incite curiosity

It's been said that every person has their secrets.

One day, I met a man whose secret changed my life.

The story I'm going to tell you might seem unbelievable.

But you deserve to know the truth.

Every city has its secrets. Even New York City.

Discover the secret that will change everything.

© Kris Kemp (novel "the rails") [TheRailsNYC.com](http://TheRailsNYC.com)

### **Introduce Multiple Storylines**

Within your email sequences, introduce multiple storylines. How? By including characters who have their own story. Each character is on their own mission and, sometimes, their mission might conflict with your mission. This creates drama.

### **Establish rapport**

Get the reader to know, like, and trust you. This establishes rapport. Once they know, like, and trust you, they are more likely to buy from you.

### **Create Open Loops**

An open loop is a circle that is "not closed". In writing, this is a kind-of cliffhanger moment. An open loop is "unfinished business" or "something that is not resolved". Our brain wants to see things resolved. Situations and stories that are unresolved typically trigger an unsettled feeling.

The "open loops" concept is done effectively in TV shows that end on cliffhanger moments. By now, you're emotionally invested in the characters and you "need" to know what's going to happen next. The open loop has, effectively, "hooked" you.

## **The “When I First Landed” Story email sequence**

### **Email #1**

#### **Subject line:**

When I first landed ...

#### **Body:**

(Name),

When I first landed in (place/area/city/town/country), I had only a few plans:

1. Find a place to live
2. Get a job
3. Start writing my novel.

But plans have a way of melting/disappearing/getting derailed in the face of reality. And unforeseen circumstances have a way of pushing things in a different direction.

What happened next was very unexpected ...

Coming tomorrow ...

(Name)  
(website)

## **Email #2**

### **Subject line:**

What happened next was very unexpected ...

### **Body:**

(Name),

What happened next was very unexpected.

In fact, I never anticipated what was to come.

I was staying with a friend who had kindly offered me a spare bedroom for a few days. She lived in a third-floor walkup a block away from 14th Street / Union Square, home of Union Square Park and a major hub for connecting subway trains.

I spent the daytime hours hustling for work, applying for jobs, and evenings her and I would drink wine while she complained about her boyfriend who “wasn’t available” for her. (Later on, when I met him, I found out that her complaints appeared to be true. At the same time, she appeared to like the type of guy that was “unavailable”.)

Anyway, so I’m riding the trains and applying at various restaurant jobs across the city ...

A few days later, I got a phone call from someone who called himself Tom.

What he said was something so strange, I thought at first that it must be a prank call.

Find out what he said in tomorrow’s email.

(Name)

(website)

### **Email #3**

#### **Subject line:**

A strange call and a surprise ...

#### **Body:**

(Name),

A few days later, I got a phone call from someone who called himself Tom.

What he said was something so strange, I thought at first that it must be a prank call.

Tom said I had received an inheritance from an uncle I'd never met, never even heard of, and that the contents of the inheritance was not money, but something considerably more valuable.

“Okay,” I said. “Is this for real?”

“Yes,” he replied.

Then, he went on to list the law firm that he worked for that I later checked out and, yes, it was legitimate.

Tom told me that I had inherited the property rights to an abandoned mansion in Maine.

I was intrigued and excited.

Three days later, I booked a train North, eager to see the mansion and the 10-acre property on which it sat.

This gets even more bizarre ...

(Name)  
(website)

## **Email #4**

### **Subject line:**

This gets even more bizarre ...

### **Body:**

(Name),

Three days later, I booked a train North, eager to see the mansion and the 10-acre property on which it sat.

This gets even more bizarre ...

Click here to see pictures of the mansion and the property.

Look closely at the picture taken from the front yard.

Look closely at the window on the second floor.

What is that?

Just when I thought I would get started cleaning out the place, I was visited by a neighbor.

He was peculiar, and invited me to lunch at his favorite restaurant, a hole-in-the-wall cafe on the edge of town.

Interested in meeting a local, I agreed.

At lunch, he told me a story that almost seemed unbelievable ...

Coming tomorrow,

(Name)  
(website)

## **Email #5**

### **Subject line:**

A story that almost seemed unbelievable ...

### **Body:**

(Name),

At lunch, he told me a story that almost seemed unbelievable ...

He said that the mansion had been abandoned for years.

He said that no one who visited it ever returned because it was haunted.

I showed him the picture, and his eyes widened.

He sat his shoulder bag on the table and opened a manilla envelope. Out of it fell a small pile of pictures showing the same image, in the same window, and in different windows.

As I type this, the hair on my forearms is standing up.

I asked him for suggestions on what to do.

He told me that I should sell it to someone who lived out of the country.

Shook by what the man had told me and by the images he had showed me, I decided to get a hotel for the night.

I had trouble sleeping. So, I stayed up late watching movies until I was so tired I feel asleep fast asleep.

What would I do with the house? Find out ...

(Name)  
(website)

## **Email #6**

### **Subject line:**

What would I do with the house ...

### **Body:**

(Name),

I had trouble sleeping. So, I stayed up late watching movies until I was so tired I feel asleep fast asleep.

The next morning, I felt so much better.

I had slept well. I felt clear headed and decided to visit a local restaurant for breakfast and to chat up some more locals to get their advice on what to do with the house.

At the restaurant, I sat down at the corner booth with a view of the door. I ordered a coffee and biscuits and eggs with bacon.

I watched YouTube videos while waiting for my breakfast to arrive.

Ten minutes later, it arrived, steaming, hot, fresh.

I ate slowly, savoring every bite, sopping the buttery biscuits in the egg yolk and finishing it with the sweet salty bite of bacon, then washing it down with the fresh-brewed hot coffee that I loaded up with fresh cream and sugar.

What did I have to worry about? I thought. Life is good.

I had a house that was worth a small fortune. Even if it was haunted.

It was just a matter of finding someone to buy it, or rent it.

Someone from out of town, who didn't know the history.

Or, maybe the fact that it was haunted would help it sell to someone into that. Maybe they'd turn it into a haunted house, year 'round.

Being in this new town, sitting in a booth at a half-empty restaurant, the delicious breakfast, and that coffee ... had got me thinking.

My phone buzzed with an incoming text.

It was the girl friend from New York City who was letting me stay in her spare room.

“Send me pictures of the house.”

I checked my phone to send her the pictures.

What I saw next horrified me ...

(Name)  
(website)

## **Email #7**

### **Subject line:**

What I saw next ...

### **Body:**

(Name),

I checked my phone to send her the pictures.

What I saw next horrified me ...

In fact, I was so shocked that I almost spit out my coffee.

I downed nearly the entire glass of water to keep myself from fainting.

There was ...

On my phone ...

Pictures from inside the house ... the mansion ... that I had not taken.

At first glance, I thought that perhaps the camera had gone off accidentally, but there were at least 10 pictures that were ...

Not taken by me.

The pictures were of random objects in the house.

A wall. A countertop. A clock. An old couch. A door. Stairs.

What was so creepy was not the objects, but the fact that ... I had not taken the pictures.

“Would you like a refill?” The waitress asked.

Her voice surprised me and I almost jumped in my seat.

“Yes, please.” I stammered. “Another water, too.”

She refilled the drinks and walked away.

I returned to my phone.

I looked up to see her glancing at me as she cleaned off another table near the door.

I looked outside to make sure that it was still daylight, that I wasn't in a horror movie or anything.

It was still daylight. Across the street was a park with giant trees. Fall was fast approaching. The leaves were beginning to turn colors.

I took a deep sigh.

"Relax," I told myself.

Once again, I looked at my phone.

I slowly moved my finger toward the phone screen, tapped it to open up the photo gallery, and continued to swipe, slowly, through the mysterious photos from inside the old house.

Suddenly, I felt scared all of the sudden.

My finger trembled. I swiped into the next set of pictures ...

To see ...

A picture ...

of me sleeping in the hotel room.

A closeup picture of my face.

As I slept.

I felt sick.

My mind raced.

Someone had used my phone, to take a picture, of me, sleeping.

I swiped to the next picture.

It was another picture of me sleeping, taken from above.

I swiped to the next picture.

It was another picture of me, taken from the edge of the bed.

I swiped to the next picture.

It was a picture of me ...

eating breakfast ... at this very restaurant ...

That could have only been taken 15 minutes ago.

I looked around frantically.

Who was watching me?

Who was taking these pictures?

How was this being done?

The hair on my arms was standing at attention, protein strands, antennas collecting signals from faraway places.

I looked around the restaurant.

A few tables were occupied by locals, eating, talking, looking at their phones. Nothing out of the ordinary.

I had to get out there. Immediately.

Hurriedly, I slipped out of the booth, paid the bill, left a generous tip, and got out of there as fast as I could.

At the hotel, I called a cab to take me to the train station, quickly packed, got a ride to the train, and felt safe once I was inside, sitting down at the window seat as it rolled south.

I sighed with relief.

I found the wi-fi signal and contacted realtors to list the house.

On the return trip, I got their calls and set up the house for an “open listing”, giving the ability for realtors to compete for the commission and offering an “open to best offers” clause.

On week later, I sold the house.

The earnings enabled me to secure my own apartment in a quiet area of Brooklyn, New York.

I’ve never returned to that small town in Maine.

(Name)  
(website)

P.S. Find out what happened to the people who bought the house ...  
(affiliate website link)



## **The Soap Opera Email Sequence**

It was only recently that I heard about the Soap Opera Email Sequence, somewhere online, mentioned on a blog or in a YouTube video.

Intrigued, I did a bit of research.

### **What is a Soap Opera sequence?**

The Soap Opera Email Sequence, also known as the S.O.S. (Soap Opera Sequence) Email Sequence is an email sequence that mimics the formula of Soap Operas, a popular television show format.

So, a Soap Opera sequence follows the formula of a soap opera. Great. What is a Soap Opera?

### **What is a Soap Opera?**

A Soap Opera is a television or radio series dealing typically with daily events in the lives of the same group of characters, frequently characterized by melodrama and sentimentality.

Soap operas are dramatic series that deal with the relationships, mainly romantic, among the regular characters. They are shown mainly during the day and are aimed primarily at housewives, many who soon became hooked on the dramatic storytelling, interesting characters with mysterious secrets, and the lifestyles--usually wealthy and prosperous—that they inhabited.

The term soap opera originated from radio dramas being sponsored by soap manufacturers. The radio dramas consisted of dramatic stories, told via radio, that catered to stay at home housewives and single women. As the first major sponsors of these shows were soap manufacturers, the media started calling these shows soap operas.

## **Soap Opera Sequence Defined**

A Soap Opera Sequence, also known as an SOS (Soap Opera Sequence) Email is an email sequence that follows the pattern of a Soap Opera—a television series dealing with daily events in the lives of the same group of characters.

Typically, soap operas present multi-layered characters that have strong personalities, a weird habit or secret side of themselves, usually set against the backdrop of a lifestyle that is wealthy and glamorous. Soap operas are frequently characterized by melodrama, sentimentality, secret romances, unexpected twists and turns, and “cliffhanger” moments

- 
- interesting characters who we can root for
- characters with mysterious pasts and dark secrets
- secret romances that involve risk
- unexpected twists and turns
- episodes that end on “cliffhanger” (what’s gonna happen next) moments
- a story with building tension
- decisions that come with massive risks and big payoffs
- characters like "onions" - the more you peel the layers, you more you cry with tears of sadness, shock, joy, hope, or some other emotion
- stories that spin off into other stories, then get interconnect again later
- people chasing dreams that clash, creating conflict and drama

In short, soap operas are dramatic stories with unique characters whose goals, and hidden secrets, introduce conflict within the story. Typically, these stories are set within the context of ambitious business tycoons that inhabit the world of the rich and glamorous.

The combination of the interesting characters, each on his own mission, gives us someone and something to root for. The backdrop of the glamorous and wealthy lifestyle allows viewers to fantasize about “what they would do” or “what their favorite character ought to do” within that world, and when the unforeseen circumstances present obstacles in the path toward their goal.

## What Is a SOAP Email Sequence?

A Soap Opera Email Sequence is an email sequence (series of emails, typically sent in consecutive order) that plays out like a soap opera.

Essentially, the soap opera sequence mimics the soap opera and, in doing this, it grabs the attention of the reader/viewer by giving him ...

- someone to relate to, empathize with, and root for as he/she moves within this world to accomplish his/her mission
- a sneak peek into a world of glamour and wealth
- a birds eye view of a world that offers excitement, entertainment
- the promise of adventure, romance, and unexpected outcomes
- a sense of building tension and heightened emotion

The Soap Opera Sequence (SOS) takes you on a journey that has interesting characters, who inhabit a world of risk, uncertainty, and adventure, one that promises excitement and entertainment, and “what happens next” moments followed by unexpected outcomes and big emotional payoffs.

Like a soap opera, the soap opera sequence gets you to emotionally invest in the characters of your story, and this is why it is so effective.

When you emotionally invest in the characters within the story, and in the story itself, you are likely to keep reading/viewing the incoming Soap Opera Sequence (SOS) emails. This, the “hooking of the reader”, is what makes the Soap Opera Sequence so valuable.

You’ve probably seen the modern-day soap operas on NetFlix, Amazon, Hulu, HBO, Showtime, and BBC.

Shows like “True Detective” (HBO). The first season of “True Detective” is one of the most unique and captivating shows ever to appear on TV. The writing, the acting, the storytelling, the cinematography.

Shows like “Stranger Things” (NetFlix). The first season of “Stranger Things” is beautifully-told, modern-day fairy tale of people who live in a small town in the mid-1980’s. “Stranger Things” is a valentine to the

1980's, that captures it's innocence with a sense of respect and humility. Throughout the season, homage is paid to 1980's music, fashion, movies, and icons via the cinematography, set dressing, editing, and more.

Shows like "Downton Abbey" (PBS/Carnival Films/Masterpiece Theatre). "Downton Abbey" is an historical drama that follows the lives of the Crawley family and their servants in the family's Edwardian country house. It is the one of the best shows on television, for it's writing, acting, set design, cinematography, music, and storytelling.

The soap opera theme is seen in abundance on shows you've watched and are likely to watch in the future ...

Downton Abbey, Stranger Things, True Detective, Lost, Breaking Bad, Mr. Robot, Mad Men, Grey's Anatomy, This is Us, Carnival Row, Stumptown,

And the classic soap operas ...

The Bold and the Beautiful (CBS), Days of our Lives (NBC), General Hospital (ABC), The Young and the Restless (CBS)

### **The Goal of a Soap Opera Sequence**

The goal of a Soap Opera Sequence is to get your viewer/reader/subscriber "hooked" on the story, the characters, so they continue reading/watching.

Get your readers emotionally invested in the story, so much so, that they "have to know" what is going to happen next, because they care about the characters, the characters have a mission that they aspire to, and even a challenge/shortcoming/struggle that they can relate to.

Draw the reader deep into your world. Get the reader to continue coming back, to continue reading your emails, by ending on "cliffhanger" moments.

To get an idea of a cliffhanger moment, read the "When I first landed" email sequence on page .

You want to get your reader “hooked”, where your story and the characters that you’ve created are occupying a place in their mind, as they wonder “what will happen next”.

### **Take Notes**

The next time you watch streaming media TV shows, keep a pen and paper nearby and jot down notes and ideas of how the show draws you in, with unique characters, cliffhanger endings, unforeseen circumstances, building tension, humor, curiosity, suspenseful moments, incredible risks, and big payoffs. Make notes. Use these notes and ideas within your own email sequences.

These shows can be incredibly addictive, with little cliffhanger moments at the end of every scene, relatable characters that garner our sympathy — they usually are very good-looking, have a deep inner wound that they cover with a bad habit (drinking, drugs, excess sex with strangers, etc), while also having a mission (to find love, invent something, write a novel, cure a disease, etc) that gets us even more emotionally invested as we are rooting for them to succeed, despite themselves!

That, my friend, is what I want you to do when you write your Soap Opera Sequence!

You want to leave your readers/viewers/listeners begging for more.

You do this by using the suggestions above, by watching show taking notes and weaving these stories within your own personal stories, your struggles, your victories, your defeats, your triumphs.

In your Soap Opera Sequence (SOS) emails, introduce attractive characters who share common flaws and grand ambitions, within a world that is both real and enchanting, within a dramatic, open-ended story that hooks your readers/viewers/listeners from the start.

### **Recommended reading:**

Save the Cat - Blake Snyder

Save the Cat Goest to the Movies - Blake Snyder

## **The Soap Opera Sequence (SOS): A Deep Dive**

When someone joins your email list, it's essential that you quickly build a bond between them and you (the attractive character).

First impressions are crucial, especially when it comes to your email list.

How your email reader “sees you” is important.

Soap operas rely on open-ended, high drama episodes that hook the viewers in, and keep them coming back to find out what happens next.

The programs are continuous stories that never end. There's always some more drama going on. If you relate to the characters, you can't help but get sucked into the drama and you feel like you're involved yourself.

We're going to use the same story structure and elements to create your opening email sequence.

The goal is to create an instant bond between you and your subscribers.

If your first email is boring then that's it, they'll unsubscribe.

If you give them something interesting and hook them with an open storyline in the first email, then they'll look forward to the next one, and the next and the next.

In your Soap Opera Sequence, you're going to want to introduce your attractive character and build up an open-ended dramatic story that draws the reader in.

Andre Chaperon, owner of this concept, sometimes writes email sequences that have over forty or fifty emails.

But, a simple five day email sequence is what seems to convert best, and that's what we'll be creating today

The secret that makes this work is the “open and close” loops that drag your reader from one email to the next.

# SOAP SEQUENCE BREAK DOWN



## **The Soap Opera Sequence (SOS): Step by Step**

### **Soap Email #1: Set the Stage**

In the first email you send to your new subscriber, you "set the stage". You thank them for signing in, you offer a link to the free gift (lead magnet), you set the stage of who you are and what they can expect from you share with them an interesting story about a secret you discovered that enabled you to get positive results fast, despite your lack of experience. These results shocked you and surprised you, so much so that you have to pass them on and pay it forward by sharing these techniques with your audience.

The initial email you send is the most important email. Your initial email needs to form an immediate bond with the reader. If it is boring, the reader is likely to "unsubscribe", then delete the email.

When you form that capture the reader's attention, with sparks of interest, curiosity, humor, and good storytelling, you capture the reader's attention.

And that attention is worth something.

We live in, what has been called, "the attention economy". If the most valuable form of currency is time, and how you "spend your time" is directly related to "where you focus your attention", then attention is valuable.

One great way to get your readers attention is to hook them with a secret.

Here's a fill-in-the-blank example you can use to kick start your first email:

**Please Note:** This example follows the "thank you for signing in" section, the "here's your free gift" section, and the "here's what you can expect from me" section that comprise the first few paragraphs.

Fill-in-the-blank example

## #1 Set the Stage

### Subject Line:

Welcome (name) + Here's your Free Ebook/PDF/Report

### Body:

Hi \_\_\_\_\_ ,

I'm so glad you're here.

Here's the free gift: (link to Lead Magnet)

Over the next few \_\_\_\_\_ (days/weeks/months) I'm going to be sharing with you some more \_\_\_\_\_ (tips/strategies/things) that are going to make the biggest difference, so you can overcome obstacles that I've run into when \_\_\_\_\_ (trying to do this, trying to accomplish the goal).

Excited to share with you what comes next,

(Name)  
(website)

P.S. Thank you for joining me on this journey.  
I am excited to share this with you.

(Name)  
(website)

## **The first email does a few things ...**

1. Thanks them for signing in / subscribing, and rewards them with a free gift (ebook/download, etc)
2. Sets the stage of who you are and what they can expect from you
3. Lets them know how often you will be emailing them
4. Introduces yourself—who you are, what you’ve accomplished, how you can help them benefit (build an audience, grow profits, save money, save time, lose weight, travel for cheap, work from anywhere, become a freelancer, build healthier relationships, find a complimentary business to work with so they can halve their marketing expenses, etc)
5. Let's the reader in on a secret—that you discovered some simple technique that enabled you to double your income working less hours.
6. Shows your human side because in #5 above, you can add self-effacing humor, a line like “if a happy traveler can do it, so can you”

## **Hook the Reader**

Make your initial email hook the reader. Out of your entire email sequence, your initial email is the most important, because it is this email that will either “hook” the reader, or cause him to react with apathy.

Your single goal with this email is this: Hook the reader. Get the reader curious and excited to read your next email.

## **Soap Email #2: Backstory**

Email #2 is where you start with your backstory.

Start with high drama.

In terms of screenwriting, this is called “the inciting incident”—the incident that sets into motion the story and the adventures to come.

Remember that TV show or movie you watched last night? How it started “so good”.

The guy is running down the street. People are chasing him. He’s dodging cars. And bullets. You’re rooting for the main character and ...

You don’t even know what he’s running from!

That scene immediately caught your attention.

When writing your backstory, start at the high point of drama.

You can go back and fill in the details later. After you’ve hooked the reader.

How do you, as an email marketer, incorporate this “backstory” and “high drama” into your email?

Ahhh ...

Think back to a dramatic point in your life, a point where you felt so low that you considered returning to live at your parent’s house, working at the nearby fast food restaurant, or buying a beater car to deliver pizzas with again, just like you did when you were in high school.

Consider a circumstance that is relatable—one that, one time or another, we all probably had to face.

Think about how you plowed through the circumstances and unexpected obstacles, how you rose above those circumstances, how you discovered the tools, inwards and outwards, that enabled you to accomplish your dream ...

Your dream of ...

Starting your own business

Working from anywhere in the world

Earning enough money to get your own apartment or house

Earning enough money to help pay off your parent's mortgage

Becoming a life coach that motivates and inspires others

Having complete freedom to do whatever you want, whenever you want

Accomplishing your financial goals

Accomplishing all your career and relationship goals

Relate to your audience by sharing feelings and situations similar to what your audience is facing now.

Think about the hurdles your audience is struggling with, and the desired result you're helping them to achieve.

+++++

**Please Note:** What you are helping your audience achieve is based on your industry/category. Here are a few examples:

Self-Help: Before I learned these easy-to-follow self-help techniques, I was shy and quiet. Unbeknownst to me, people thought I was stuck-up. After learning the techniques and putting them to use, I was able to make new friends and even got my first girlfriend/boyfriend.

+++++

Let's use an example of a real estate agent.

Here's a backstory you could use ...

## **Soap Email #2: Backstory**

(Name),

“I was devastated.”

“Even though I had gotten my real estate license five years earlier, and had been doing fairly well, I had invested in a real estate deal that went south and my partner had disappeared.”

“In fact, it was just a week ago from today, last year, that I received a call from a private investigator who, after asking me a series of questions, told me he would find him, one way or another ...”

“To make matters worse, I was being sued. Because I wasn’t in the financial position to hire a lawyer, I had to settle out of court. The fees incurred reduced my bank account to less than \$300 dollars. It was over for me. I had a monthly mortgage that I couldn’t pay, a business that was bankrupt, creditors were calling me, and I was about to lose the house.”

“One night as I was sorting through anything valuable to sell that would help me cover my next monthly mortgage payment, I received a phone call.”

“Little did I know, that that one single call, would change my life ...”

“I can’t wait to tell you what happened ...”

(Name)

(Email)

Fill-in-the-blank example

## **Soap Email #2: Backstory**

### **Subject Line:**

I was devastated

### **Body:**

(Name)

I was \_\_\_\_\_ (emotional reaction - devastated, in tears, crying, shocked, shaking, etc).

“Even though I had gotten my \_\_\_\_\_ (industry/category - tax consulting, counseling, computer certification, real estate license, etc) five years earlier, and had been doing fairly well, I had invested in a \_\_\_\_\_ (industry/category - real estate deal, technology, stock, cryptocurrency, business, etc) that went south and my partner had disappeared.”

“In fact, it was just a week ago from today, last year, that I received a call from a private investigator who, after asking me a series of questions, told me he would find him, one way or another ...”

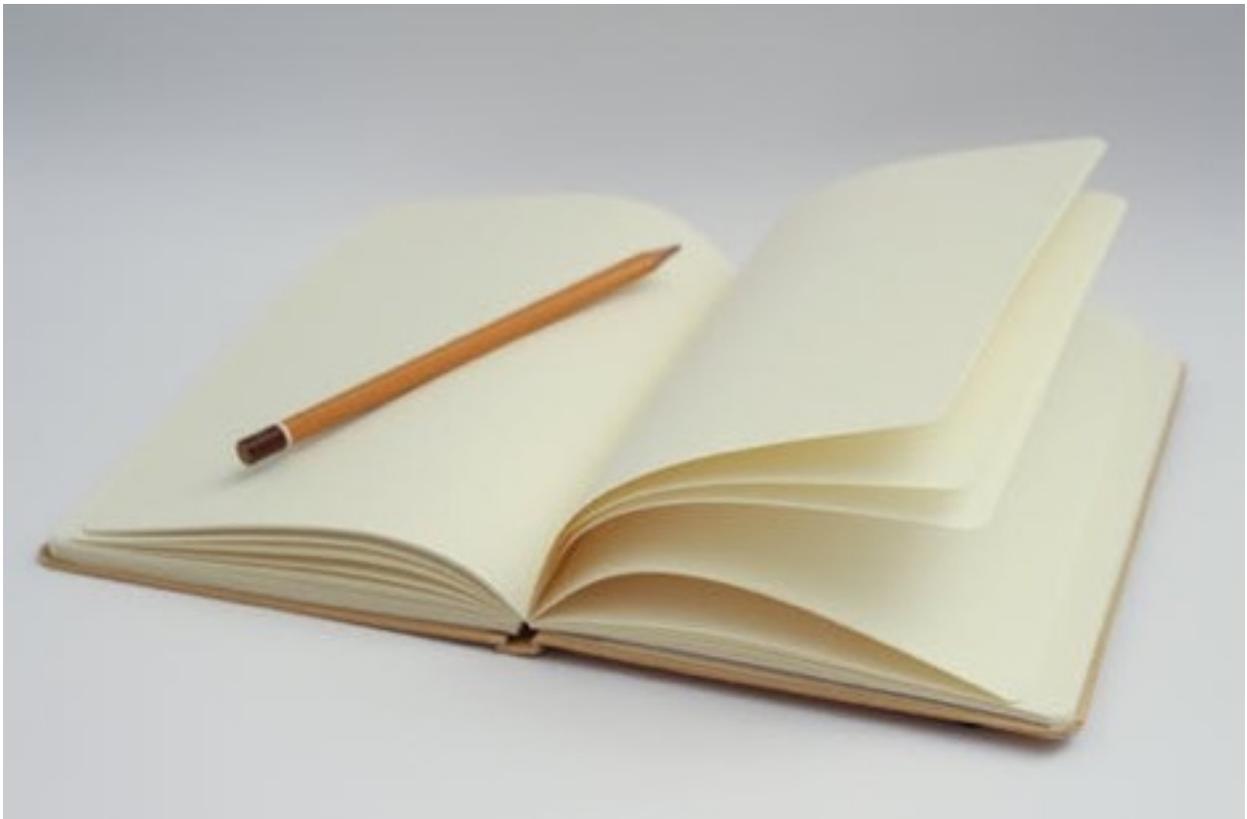
“To make matters worse, I was being sued. Because I wasn’t in the financial position to hire a lawyer, I had to settle out of court. The fees incurred reduced my bank account to less than \$300 dollars. It was over for me. I had a monthly mortgage that I couldn’t pay, a business that was bankrupt, creditors were calling me, and I was about to lose the house.”

“One night as I was sorting through anything valuable to sell that would help me cover my next monthly mortgage payment, I received a phone call.”

“Little did I know, that that one single call, would change my life ...”

“I can’t wait to tell you what happened ...”

(Name)  
(Email)





Fill-in-the-blank example

### #3 The Epiphany

#### Subject Line:

I opened the door to see ...

#### Body:

Hi (Name),

“I've been in the \_\_\_\_\_ (industry/category - copywriting, tax consulting, weight loss, diet, fitness, travel, e-commerce, digital marketing, online teaching, consulting, life coaching, relationship strategies, etc) business for over \_\_\_\_\_ (number) years.”

“But it's only been in the last \_\_\_\_ (number) \_\_\_\_\_ (weeks/months/ years) that my business has really exploded.”

“I went from \_\_\_\_\_ (verb - getting/earning/closing/selling) \_\_\_\_\_ (number) \_\_\_\_\_ (objective - clients, thousand, sales, houses, etc) a day to \_\_\_\_\_ (verb - getting/earning/closing/selling) \_\_\_\_\_ (number) \_\_\_\_\_ (objective - clients, thousand dollars, dollars, sales, houses, etc) a \_\_\_\_\_ (time period - hour, day, week, month, year).”

+++++

**Please Note:** An example of the above paragraph ...

I went from getting one client a week to getting three clients a week, earning \$2,000 dollars extra a month.

+++++

“Now that I know this \_\_\_\_\_ (easy loophole, easy marketing tactic, simple technique, simple trick), and yes, it's legal, I'm earning more money in less the time.”

“With this easy-to-follow system, I’m doubling my income even though I’m working the same amount of hours. In fact, I just posted an ad for a part-time assistant, so I’ll be working even less, soon.”

“If this works for a \_\_\_\_\_ (description - space cadet, ski bum, nomadic wanderer, Twinkie-addicted slacker, college dropout, someone who has learning disabilities, happy traveler, etc) like me, I know it will work for you.”

Or, you can use this line:

“If a \_\_\_\_\_ (description - college dropout, free spirit, etc) can do this, so can you!”  
I am excited to share this with you.

(Name)  
(website)



Fill-in-the-blank example

#### #4 The Hidden Benefits

##### **Subject Line:**

The call that made me \_\_\_\_\_ (emotional response - cry, cry tears of joy, faint with surprise, tremble in fear, etc)

##### **Body:**

Hi (Name)

It was then that I realized that the hidden benefits of \_\_\_\_\_ (working from your laptop, working for yourself, making money online, having financial freedom, not owning a house, living as a minimalist, etc) are many.

At that moment, I realized that \_\_\_\_\_ (what the audience wants - being able to work from anywhere in the world, true freedom, living a life of freedom, being location independent, being unattached to material possessions, being in the best relationship with yourself, always being positive, being unattached to the outcome, etc) is possible, when you can follow in the footsteps of someone who has reached those goals.

Success leaves clues.

If you want to know where giants go, walk in the footsteps of giants.

I realized that in order to maintain my freedom, I needed system that works.

Thankfully, I found a system ...

In the next email, I'm going to share what this system is, how it changed my life, and how I know it can change your life, too ...

Excited to share with you what comes next,

(Name)  
(website)

P.S. I posted some free \_\_\_\_\_ (category - travel, moneymaking, diet, fitness, relationship, style, etc) tips at my website. Visit \_\_\_\_\_ (URL) and let me know what you think of them. Thanks.



Fill-in-the-blank example

## #5 Call to Action

### **Subject Line:**

The Simple System that can change your life (inside)

### **Body:**

I am so excited you're staying with me.

Because I'm going to share with you the solution that worked for me.

And I know it will work for you.

In fact, it is guaranteed, so there is zero-risk.

This \_\_\_\_\_ (ebook/report/guide) is the system that I discovered. It has worked for me and I know it will work for you. In fact, I guarantee it will work for you.

Read it and if, at any point, you feel unsatisfied with it, you can return it at any time as it comes with a full, lifetime satisfaction guaranteed or your money back.

When you try this system, you are trying it risk-free. I just ask you to try it. It changed my life. And I know it will change your life, too. Find out more about this ebook/report/guide at this link: \_\_\_\_\_ (website link to ebook/report/guide)

\_\_\_\_\_ (link to ebook/report/guide)

I can't wait to see you on the inside in my (ebook/report/guide).

Thanks for joining me on this journey!

(Name)  
(website)

P.S. By now, you're probably wondering if this story is true. It is.

P.P.S. In about a week or so, I'll be sending you a quick email with a bonus treat in it ... you're gonna love it. :)

**Bonus Tip:** Lead with value. Reward your readers with treats. free goodies (links to PDF ebooks, videos, funny videos, money-saving tips) humor - Attach a funny video like the "Godzilla monster chasing people in Japan" or "funny dancing videos" or "hilarious news bloopers" action steps they can use immediately to save money, make money, lose weight, save hundreds on taxes, make money online, find love, etc

**Need help with your email marketing?** Email me at: [bicycledays@yahoo.com](mailto:bicycledays@yahoo.com) with "Help me with my email marketing" in the subject line. In the body of your email, send me your website and the product/service you are marketing. I will review it, and send you ideas that can help you build your audience and grow your profits.



## **Dissecting the Seinfeld Sequence: An Autopsy**

### **What Is The Seinfeld Email Marketing Method?**

The Seinfeld Method serves as a follow-up form of communication to "The Soap Opera Email" – which is typically a story-arch of emails designed to build a relationship with new leads, while introducing them to your products and services. Its primary goal is building trust. "The Soap Opera Email" – which is typically a story arch of emails designed to build a relationship with new leads, while introducing them to your products and services. Its primary goal is building trust.

### **The Seinfeld Method is short-form storytelling with the goal of entertainment.**

If you've ever watched the hit TV series, you may recall it was fondly referred to as "the show about nothing."

There was no story arch; each episode stood on its own.

One week, the storyline is wacky and the next week, mundane.

### **Each email is like a self-contained Seinfeld episode.**

Each email reveals stories of everyday life, interactions with people and places, and personal observations. At the end of every email, there's a tie-in to the product or service being promoted.

And, at the end of each email, he finds a way to *tie the story into* his products and services.

### **Implement the Seinfeld Sequence in your emails:**

Begin thinking about your daily life in terms of story: Ask yourself ... What happened today? What was the peak drama? Who are the characters involved? What was the conflict? How was it resolved? What did I learn from it? How does that tie in with my product or service?

Ask yourself: How can I tie this story back to a particular product or service that we offer?

Create a Call To Action (CTA) that links to a product or service.

You can use the Seinfeld Sequence to tell simple stories that end with a simple observation. Connect the observation to your product or service in a fun way that encourages the reader to click the link.

source: <https://www.vfuturemarketing.com/seinfeld-email-sequence-resumed/>



## **Build Profits with Email Marketing**

Anxious about writing your marketing campaign? Unsure of how to start?  
Struggling with writing sales copy?

Sometimes, it takes a fresh perspective. Sometimes, it takes another person to help you. This is why therapists and counsellors get paid so much. Because they offer a fresh perspective.

I can help you. I can be your fresh perspective.

I've written a small mountain of sales copy—hundreds of email sequences and umpteen landing pages. I can help you write your sales copy. I can write it for you. Feel free to contact me, anytime, for a quick chat.

Email me at: [bicycledays@yahoo.com](mailto:bicycledays@yahoo.com) In the subject line, write: “I need help with my email sequence”. In the body of the email, include your name, contact details, your website, and the product or service you are selling. Let me know how I can help you.

I have a mountain of ideas for selling products or services. I can help you sell your products or services using proven copywriting techniques that convert indifferent readers into excited prospects eager to buy your product or service.

Keep this in mind as you read this ebook.

I look forward to helping you build your audience and grow your profits.

Kris Kemp  
[www.KrisKempCreative.com](http://www.KrisKempCreative.com)  
[bicycledays@yahoo.com](mailto:bicycledays@yahoo.com)  
347-557-5487



## **Recommended Tools for Email Marketing**

### **Hosting**

Click the hyperlinks below for reliable hosting

Crucial Hosting

<https://www.crucialhosting.com/#9a05873f3dd80e99>

iPage

<https://www.ipage.com/join/index.bml?AffID=903017>

DreamHost

<https://mbsy.co/scJjz>

<https://mbsy.co/dreamhost/37705838>

SiteGround

[https://www.siteground.com/?referrer\\_id=7547397](https://www.siteground.com/?referrer_id=7547397)

<https://www.siteground.com/go/snipoodle>

### **Domain Name Services**

Click the hyperlinks below for the best services

NameCheap

<http://www.jdoqocy.com/click-1342324-13608935>

### **AutoResponders**

The best AutoResponders - click links below for free trials

Weber

<https://www.aweber.com/easy-email.htm?id=506257>

## SendLane

<https://kriskempcreative.sendlane.com/referral/PC50504>

<https://kriskempcreative.sendlane.com/referral/PC50504?features>

<https://kriskempcreative.sendlane.com/referral/PC50504?signup>

## MarketHero

[https://markethero.io/?fp\\_ref=kris55](https://markethero.io/?fp_ref=kris55)

[https://markethero.io/8x20-2.html?fp\\_ref=kris55](https://markethero.io/8x20-2.html?fp_ref=kris55)

## TrafficWave

<http://www.trafficwave.net/members/bicycledays>

## OntraPort

ONTRAPORT Demo Request [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=32>

Content Funnel: Email Deliverability Handbook [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=67>

Content Funnel: Business Automation Success Kit [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=69>

Ontraport: Homepage [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=9>

## OmniSend

<https://www.omnisend.com/?rfsn=3125415.b7336ed>

## GetResponse

<https://www.getresponse.com/?a=6DRQEAHTDQ>

autofunnels

<https://affiliates.getresponse.com/material/hit/517/6DRQEAHTDQ>

marketing automation

<https://www.getresponse.com/features/marketing-automation/?a=6DRQEAHTDQ&b=1>

free your marketing machine

<https://affiliates.getresponse.com/material/hit/225/6DRQEAHTDQ>

ultimate lead generation machine

<https://affiliates.getresponse.com/material/hit/225/6DRQEAHTDQ>

grow your email list by up to 10,000 subscribers

<https://affiliates.getresponse.com/material/hit/195/6DRQEAHTDQ>

list building mini course

<https://lp.getresponse.com/lbp/?a=6DRQEAHTDQ&b=1>

OmniSend

<https://www.omnisend.com/?rfsn=3125415.b7336ed>

MailJet

[https://www.mailjet.com/?tap\\_a=25852-4bddf6&tap\\_s=601758-05706b&aff=601758-05706b](https://www.mailjet.com/?tap_a=25852-4bddf6&tap_s=601758-05706b&aff=601758-05706b)

[https://www.mailjet.com/?tap\\_a=25852-4bddf6&tap\\_s=601758-05706b&aff=601758-05706b](https://www.mailjet.com/?tap_a=25852-4bddf6&tap_s=601758-05706b&aff=601758-05706b)

MoonMail

[https://moonmail.io/?tap\\_a=9273-822d14&tap\\_s=602103-82079d](https://moonmail.io/?tap_a=9273-822d14&tap_s=602103-82079d)

BenchmarkEmail

<https://www.benchmarkemail.com/?p=1090256>

SendX

[https://sendx.io#\\_r\\_kris25](https://sendx.io#_r_kris25)

MooSend

<https://mbsy.co/BgTc3>

MailGet

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=vqgMoVwdWh6GoJgn>

MailGetBolt

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=wqgMoVwdWhmMoJgn>

FormGet

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=JWZ1eBi6KuFVa4Kfn>

MailGet Bolt

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=wqgMoVwdWhmMoJgn>

MailGet

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=vqgMoVwdWh6GoJgn>

## **Landing Pages**

Click the links below for the best landing page generators and opt-in forms

### **LeadPages**

<https://leadpages.pxf.io/c/1376482/466534/5673>

<https://leadpages.pxf.io/c/1376482/537408/5673>

### **Unbounce**

<https://unbounce.grsm.io/PartnerZoNO8>

### **OptinMonster - 700,00+ sites, looks good**

<https://shareasale.com/r.cfm?>

[b=601672&u=464354&m=49337&urllink=&afftrack=](https://shareasale.com/r.cfm?b=601672&u=464354&m=49337&urllink=&afftrack=)

## **Credit Cards**

Get a Debit Card in 5 minutes - recommend

### **Payoneer**

<https://share.payoneer.com/nav/>

[cmALDOWxNvyEpIaKeiOp7cRGh4\\_nPoBFHRdivqC1OHWLLOL\\_EuyyKR55UX6CXOf18h3uIrxkjfzr\\_gxDvOrg5TQ2](https://share.payoneer.com/nav/cmALDOWxNvyEpIaKeiOp7cRGh4_nPoBFHRdivqC1OHWLLOL_EuyyKR55UX6CXOf18h3uIrxkjfzr_gxDvOrg5TQ2)

## **Free Ebooks**

Free ebooks - click the link below

<https://www.optimalthinking.com/?affiliates=84>

## **Build an Audience and Grow your Profits**

I can help you do both. How? With a completely free consultation in which I will help you identify your USP (Unique Selling Proposition), your target audience, and how your product or service benefits your audience. Get a free consultation by emailing me at: [bicycledays@yahoo.com](mailto:bicycledays@yahoo.com) with “Free Consultation” in the subject line. In the body of your email, explain, in detail, your product or service, your target market, and your specific goals.

## **Get Help with your Email Marketing**

I can help you I've built multiple email marketing campaigns for myself and for my clients. Email me at: [bicycledays@yahoo.com](mailto:bicycledays@yahoo.com) with "I need email marketing services" in the subject line.

## **What happens next?**

Once I get your email, I'll reply. We'll discuss the type of email marketing service that fits your goals. I have a plethora of ideas of how you can grow your customers and build your profits using email marketing.

When you hire me, you're not just getting an email marketing enthusiast, you're getting a copywriter (multiple landing pages, squeeze pages), landing page builder, and writer (ebooks, novel, screenplays, musical). I can write or help you develop your email marketing campaign. I can build your landing page, write your email sequence, and help you determine the best autoresponder to use—one that ties it all together.

Let's grow your profits.

Email me to get started.

Kris Kemp  
[bicycledays@yahoo.com](mailto:bicycledays@yahoo.com)  
347-557-5487

[www.KrisKempCreative.com](http://www.KrisKempCreative.com)  
build an audience, grow your profits

[www.KrisKemp.com](http://www.KrisKemp.com)  
self-development made simple



## **Recommended Resources**

The following are recommended resources you can use to grow your profits for your Email Marketing Service or Digital Marketing Agency. From website hosting, autoresponders, SAAS (Software As A Service) tools, landing page generators, and more, the following list covers your needs.

In the interest of full disclosure, some of these resource links are affiliate links. When you make a purchase using these links, I receive a commission. I've done extensive research on most, if not all of these resources. And you pay the same price, sometimes a discount even, when you use the resource link. When you click on the links, you can be assured that these services are reliable, reviewed, and trustworthy.

## **Themes**

Thrive Themes is incredibly powerful. Highly recommend this theme and the accompanying plug-ins. I got the full membership package that costs \$50 bucks a month, and you can use the themes on 25 websites. Find out more about this theme ... click the link below.

<https://www.ThriveThemes.com>

## **Hosting**

SiteGround - easy to use cPanel, excellent customer service

<https://www.siteground.com/go/snipooble>

NameCheap - even though I use this company for hosting and buying domains, the hosting side of it is a bit weird. They offer pretty good customer service, though.

<http://www.jdoqocy.com/click-1342324-13608935>

CrucialHosting - professional website hosting

<https://www.crucialhosting.com/#9a05873f3dd80e99>

DreamHost

<https://mbsy.co/scJjz>

iPage

<https://www.ipage.com/join/index.bml?AffID=903017>

## **Domains**

NameCheap

<http://www.jdoqocy.com/click-1342324-13608935>

## **Themes**

amazing - highly recommend

<https://www.ThriveThemes.com>

## **AutoResponders**

TrafficWave - send unlimited emails for \$17.95 a month

<http://www.trafficwave.net/members/bicycledays>

SendLane - a pro autoresponder service that works great with MarketHero

<https://kriskempcreative.sendlane.com/referral/PC50504>

MarketHero - works great with SendLane

[https://markethero.io/?fp\\_ref=kris55](https://markethero.io/?fp_ref=kris55)

[https://markethero.io/8x20-2.html?fp\\_ref=kris55](https://markethero.io/8x20-2.html?fp_ref=kris55)

OntraPort - the Rolls Royce of autoresponders - used by Tony Robbins

<http://go.ontraport.net/t?orid=769964&opid=32>

<http://go.ontraport.net/t?orid=769964&opid=67>

Content Funnel: Business Automation Success Kit

<http://go.ontraport.net/t?orid=769964&opid=69>

Ontraport: Homepage [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=9>

AWeber

<https://www.aweber.com/whattowrite.htm?id=506257>

SendLane

<https://kriskempcreative.sendlane.com/referral/PC50504>

SendLane

<https://kriskempcreative.sendlane.com/referral/PC50504?features>

<https://kriskempcreative.sendlane.com/referral/PC50504?signup>

MarketHero

[https://markethero.io/?fp\\_ref=kris55](https://markethero.io/?fp_ref=kris55)

MarketHero: 8x Academy 2.0

[https://markethero.io/8x20-2.html?fp\\_ref=kris55](https://markethero.io/8x20-2.html?fp_ref=kris55)

TrafficWave

<http://www.trafficwave.net/members/bicycledays>

ONTRAPORT Demo Request [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=32>

Content Funnel: Email Deliverability Handbook [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=67>

Content Funnel: Business Automation Success Kit [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=69>

Ontraport: Homepage [Standard Link]

<http://go.ontraport.net/t?orid=769964&opid=9>

OmniSend

<https://www.omnisend.com/?rfsn=3125415.b7336ed>

GetResponse

<https://www.getresponse.com/?a=6DRQEAHTDQ>

GetResponse autofunnels

<https://affiliates.getresponse.com/material/hit/517/6DRQEAHTDQ>

GetResponse marketing automation

<https://www.getresponse.com/features/marketing-automation/?a=6DRQEAHTDQ&b=1>

GetResponse: free your marketing machine

<https://affiliates.getresponse.com/material/hit/225/6DRQEAHTDQ>

GetResponse: ultimate lead generation machine

<https://affiliates.getresponse.com/material/hit/225/6DRQEAHTDQ>

GetResponse: grow your email list by up to 10,000 subscribers

<https://affiliates.getresponse.com/material/hit/195/6DRQEAHTDQ>

GetResponse: list building mini course

<https://lp.getresponse.com/lbp/?a=6DRQEAHTDQ&b=1>

OmniSend

<https://www.omnisend.com/?rfsn=3125415.b7336ed>

MailJet

<https://www.mailjet.com/?>

[tap\\_a=25852-4bddf6&tap\\_s=601758-05706b&aff=601758-05706b](https://www.mailjet.com/?tap_a=25852-4bddf6&tap_s=601758-05706b&aff=601758-05706b)

MailerLite

<https://www.mailerlite.com/a/3qmqusswa4>

MoonMail

[https://moonmail.io/?tap\\_a=9273-822d14&tap\\_s=602103-82079d](https://moonmail.io/?tap_a=9273-822d14&tap_s=602103-82079d)

BenchmarkEmail

<https://www.benchmarkemail.com/?p=1090256>

SendX

[https://sendx.io#\\_r\\_kris25](https://sendx.io#_r_kris25)

MooSend

<https://mbsy.co/BgTc3>

MailGet

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=vqgMoVwdWh6GoJgn>

MailGet Bolt

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=wqgMoVwdWhmMoJgn>

MailGet

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=vqgMoVwdWh6GoJgn>

FormGet

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=JWZ1eBi6KuFVa4Kfn>

MailGetBolt

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=wqgMoVwdWhmMoJgn>

FormGet

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=JWZ1eBi6KuFVa4Kfn>

MailGet Bolt

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=wqgMoVwdWhmMoJgn>

MailGet

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=vqgMoVwdWh6GoJgn>

FormGet

<https://payments.pabbly.com/api/affurl/RVYZo7kQyUZoZ1HUKZ1m/x48M3KDClRmj9fnn?target=JWZ1eBi6KuFVa4Kfn>

OmniSend

<https://www.omnisend.com/?rfsn=3125415.b7336ed>

## Landing Pages

ThriveThemes

<https://thrivethemes.com>

LeadPages - The most trusted Landing Page Software in the world  
Try LeadPages for yourself

<https://leadpages.pxf.io/c/1376482/466534/5673>

Break free with LeadPages: Choose the plan that's right for you

<https://leadpages.pxf.io/i/1376482/466586/5673>

Get fool-proof formulas to writing high-converting lead pages

<https://leadpages.pxf.io/c/1376482/550717/5673>

Jump on this week's Leadpages webinar

<https://leadpages.pxf.io/c/1376482/504910/5673>

Check out these beautiful templates from Leadpages

<https://leadpages.pxf.io/c/1376482/504913/5673>

Unbounce - Pro Landing Pages works great with ActiveCampaign

<https://unbounce.grsm.io/PartnerZoNO8>

OptinMonster - Trusted by 700,000 users

<https://shareasale.com/r.cfm?>

[b=601672&u=464354&m=49337&urllink=&afftrack=](https://shareasale.com/r.cfm?b=601672&u=464354&m=49337&urllink=&afftrack=)

