

‘Plug & Play’ Welcome Email Sequence

Email #5: The Case Study Email

[Our goal is to highlight a story of someone who's had success with your solution at some point. What was their life like before, during and after?

The more dramatic the experience, the better. If your solution has helped someone with a dire problem, it definitely could/would for the average person right?]

Subject line: Pill company eats advice - profit up 300%

[Intro the story about your patron]

Last month I received an email from a client who gave me an update to how life's been since working together.

He is an ecommerce guy, let's call him "John", who sells supplements to health conscious millennials.

At first John came to me because his supplements weren't selling as much as he'd like.

[The Problem aka "before"]

At first John came to me because his supplements weren't selling as much as he'd like.

He's paying for ads on every social media channel that exists. FB, YT, Pinterest, Instagram, Myspace... you name it, he was on there spending cash money.

Yet his numbers weren't adding up. In fact, it seemed like he was losing money in the long run.

[Here's where your genius comes in]

Naturally, like a smart human, he finds me and I started digging in. I ask the typical questions.

“What are your sales?”

“Conversions?”

“Lifetime Value?”

“What is the sales cycle?”

Etc...

And I found a glaring hole John may have never seen.

John was doing everything right on the front end. Getting sales and distributing supplements...

...but he barely EVER followed up with those who started ordering and life got in the way.

There were thousands upon thousands who never ordered because something came up.

John being too close to the forest couldn't see this tree.

And my first piece of advice was NOT to write copy for a new sales letter...

But to just follow up a few more times with those who left the ordering process...

With either a call, email or letter in the mail.

[The immediate impact of your product towards them]

John saw an immediate tick in sales. Basically out of nowhere from the small task of talking to that group of ‘would-be’ buyers.

He was ecstatic, wondering what other magic I had.

Unfortunately he had to pay more for those secrets, but that’s part 1 of the results we had.

[Life later after working together]

This brings me to the email he recently sent:

“Hey, hope you’re doing well. I wanted to update you with the supplement sales...

...we put together a simple system for following up with folks who don’t buy and since we last spoke our PROFITS have jumped up 300%%%.

I cannot thank you enough! Let me know when I can give you some more money so we can make more magic.

Take Care,

John”

[Conclusion + Call to action]

John seems happy. I’m grateful because he’s a dream client who ticks all the boxes in someone I’d love to work with.

If you’d like to see how my system can potentially work for you and your business, let’s talk.

Just hit reply and say “*I want what John’s having!*” and I’ll get back to you asap.

Talk to you later,

-YOUR NAME

Check out what our clients are saying:

listminers.com/testes

For questions and collaborations, email:

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