The 6 Email Sequence that Generated 280+ High-Value Leads

...and our highest agency sales total ever...in just 9 days!

LS Platinum Workshop

Hello!

I am Pat Henseler

Director of Training at LinkedSelling

You can find me in the LS Platinum Group

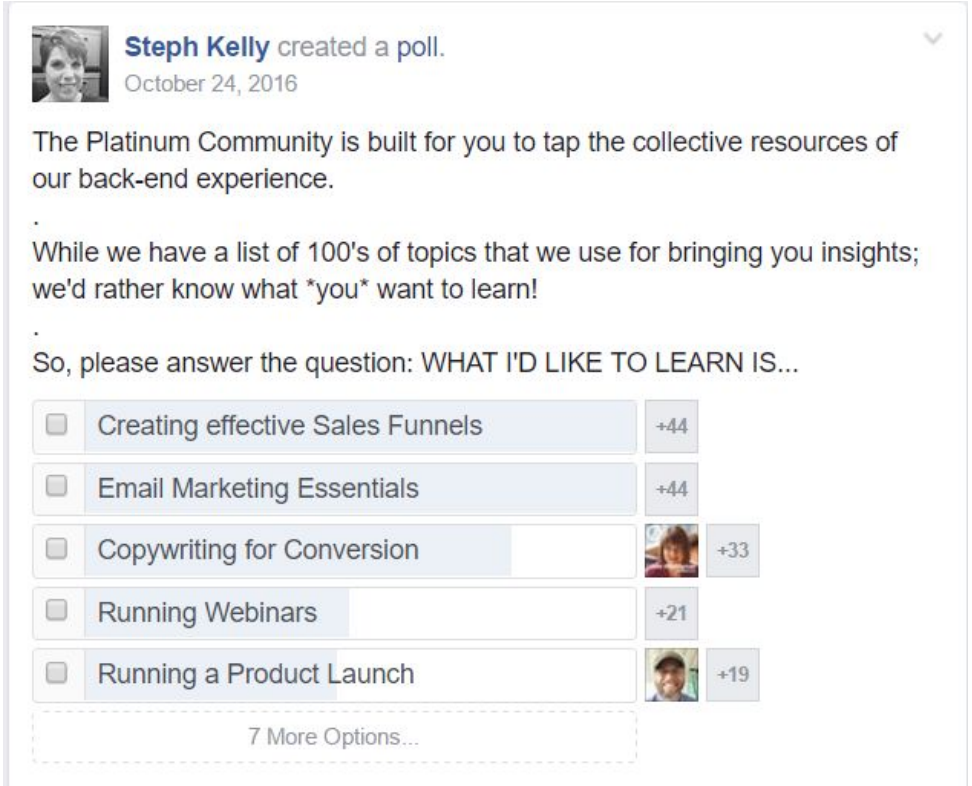
"E-mail remains a significantly more effective way to acquire customers than social media—nearly 40 times that of Facebook and Twitter combined. And the average order value is also 17 percent higher." (McKinsey)

"Email has an average ROI of $38 for each $1 spent." (DMA)

We've sent over 670 broadcast emails over the past year. And if I added in all the individual auto-responder sequences that number would balloon to thousands....

And you've asked for it...

Setting the table...


Steph Kelly created a poll.
October 24, 2016
The Platinum Community is built for you to tap the collective resources of our back-end experience.
.
While we have a list of 100's of topics that we use for bringing you insights; we'd rather know what *you* want to learn!
.
So, please answer the question: WHAT I'D LIKE TO LEARN IS...
Creating effective Sales Funnels
+44
Email Marketing Essentials
+44
Copywriting for Conversion
+33
Running Webinars
+21
Running a Product Launch
+19
7 More Options...

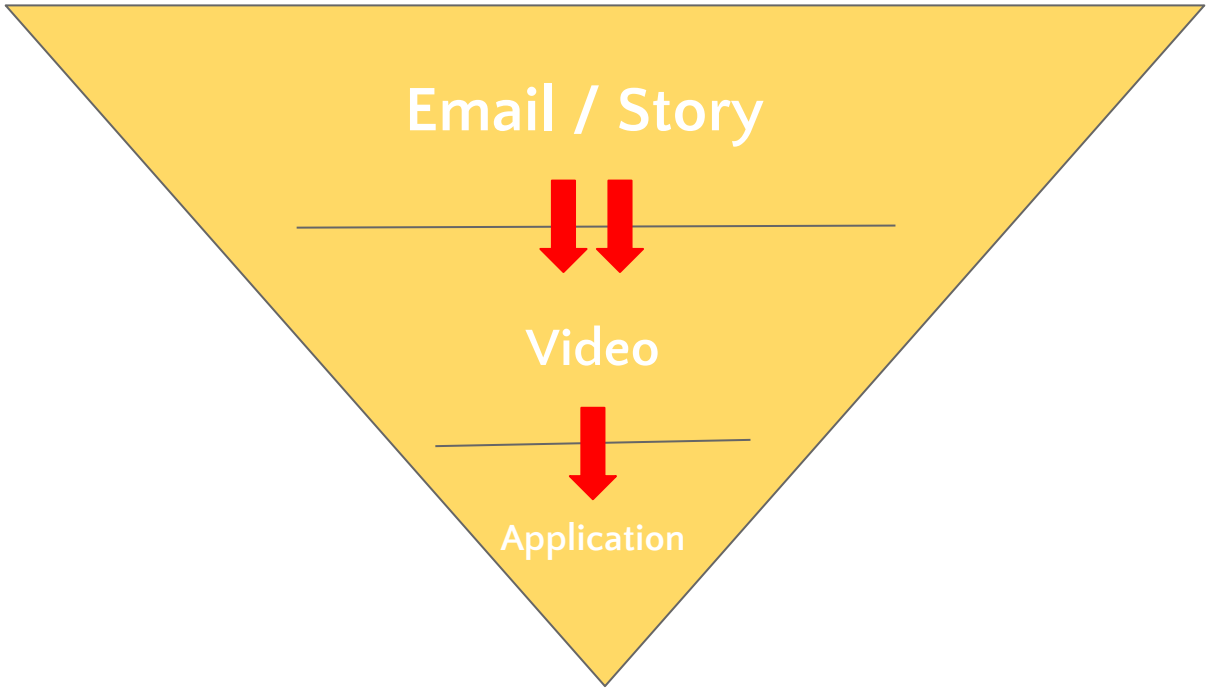
Email is like...

Setting the table...


I'M KIND OF A BIG DEAL

The extremely, all-good, no-filler, A+++, win-sanity funnel of the gods....

The extremely, all-good, no-bad, A++, win-sanity squared funnel of the kings....



1

Warming Up...

So many people are only looking for the quick wins. Put emphasis on the relationship and on the prospect.

Map Out Your Core Story

- List out every potential pain point of your prospects?
- What do your prospect's want to achieve?
- What is their journey from Point A...
- ...to Point B.

Map Out Your Core Story

- That should = your service/produce.
- What you provide and the steps along the way that allows your prospect to eliminate their pain point.
- Now just add evidence to each step along the way. (3rd party, personal, logical)
- Overcome objections.

Warm-Up Emails...

[Dec 19] Email #1

Audience
Exclude: No broadcast unsubscribes, hard bounce

==========
Subj:
Why is this still a thing?
==========

Anger, Agitate the Pain Point, Something to Chew On, What's Next?

[Dec 21] Email #2

==========
Subj:
How to Capture 70-100% of Your Target Market (almost nobody does this)
==========

Use for next day unopens: Your current marketing only speaks to 3% of your target market (how to fix it)

What others are doing wrong? How to start taking advantage.

[Dec 23] Email 3

==========
Subj.
The Sniper Rifle strategy (aka the right way)
==========

Straight Value, Why it works, Branding, What's Next?

[Dec 26] Email 4

==========
Subj
Reflecting on what's important
==========

Personal Story, Relate, Timely, Exclusivity, What's Next?


25
12
NHL

Warm-Up Emails...

1. Anger (Common Enemy).
2. Agitate the Pain Point.
3. Make Em Think - Something to Chew On.
4. Novelty - The Opportunity Everyone Else Is Missing.
5. Value.
6. Tell Their *Story.*
7. The Why.
8. Proof.
9. Building....Anticipation.

2

Taking Action...

Now that the hard part is over...it's time to get them to act. Maybe your call-to-action is a webinar OR a link to book a call OR a link to a short video...The bigger the overall ask - the more content you should push them towards...

LinkedSelling

★ Featured In ★ Inc. 500 WSJ CNN Entrepreneur MAGAZINE DIGITALMARKETEI MIXERGY

This 1 strategy allows established businesses to identify and attract their biggest clients ever.

Watch this video to implement it in your business:

Your next step...

First off, be sure that you have *watched the above video in its*

CTA Emails

[Dec 27] - Email 5

==========

Subj.

This could be something for us to work together on.

==========

Exclusivity, Mystery, Connect the Dots -> Appeal to Desires

[Dec 29] - Email 6

==========

Subj.

Do you want to schedule a time?

==========

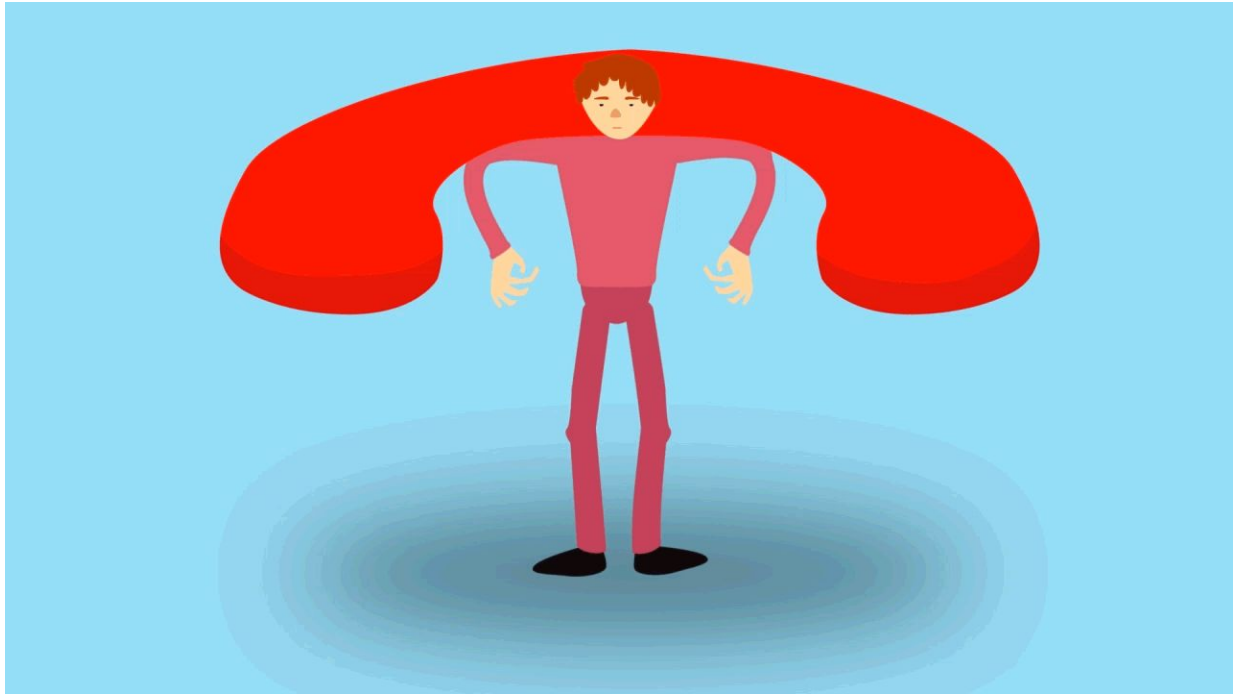
Exclusivity, Mystery, Connect the Dots -> Appeal to Desires, Scarcity

CTA to Unopens...

[Dec 28] - Email (-6.5)

==========
Subj.
Never again.
==========

Pain Point, Relate, Exclusivity, Mystery,
Connect the Dots -> Appeal to Desires



CTA Emails...

1. Exclusivity.
2. Scarcity.
3. Mystery.
4. Appeal to Prospect's Desires.
5. Relate to Your Prospect's Story (Common Enemy Syndrome)

Coming Soon...

What's on the Horizon?

1. **LS Platinum Website –** Keep your eyes on your inbox later today.

What's on the Horizon?

THE APPOINTMENT GENERATOR

The proven training and coaching program for generating a consistent flow of leads, sales appointments, and clients using an integrated approach with Facebook, LinkedIn, & Email

Take Me to TAG

LinkedSelling Platinum Community

The private Platinum members area, mastermind community, and Coaching from the LinkedSelling Team.

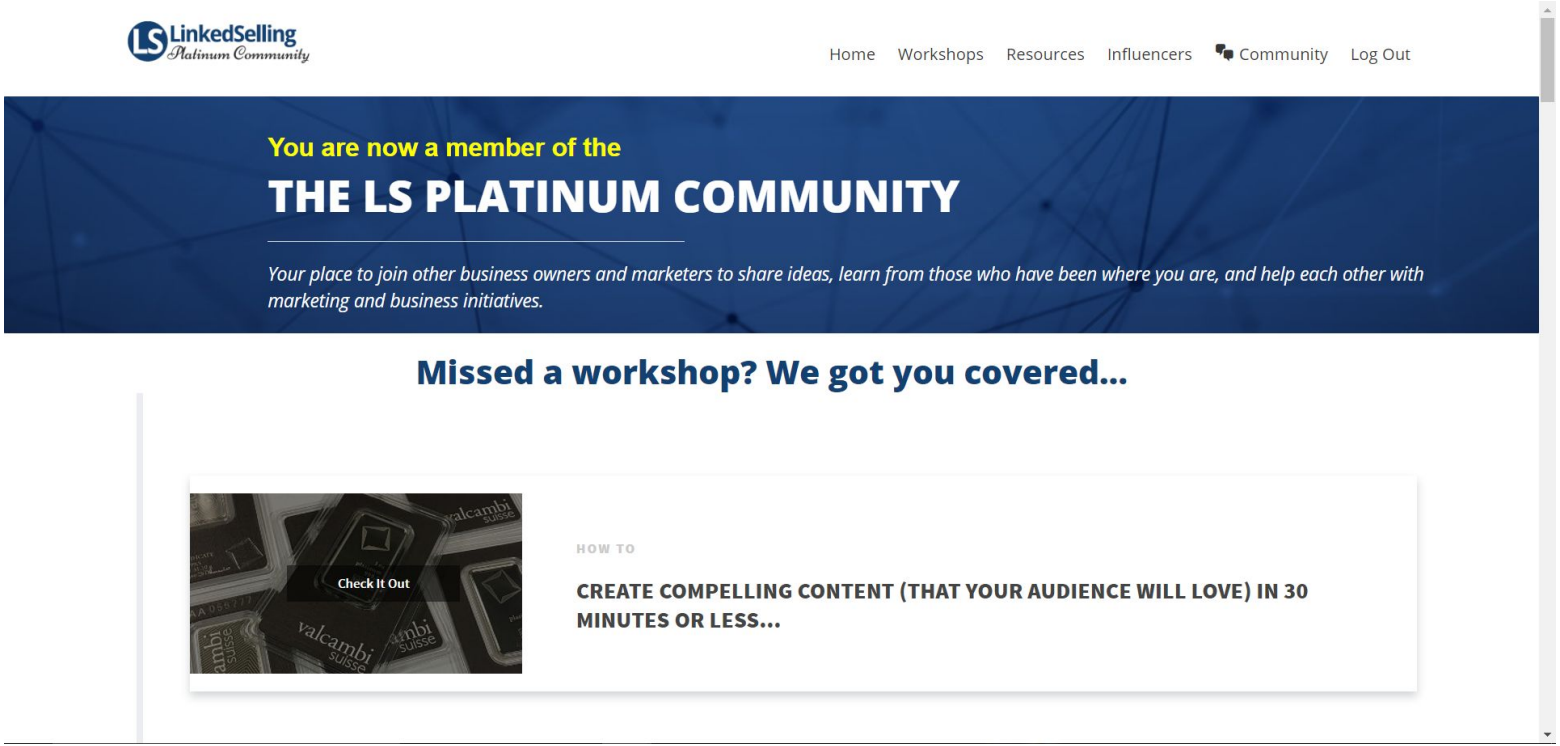
Take Me to Platinum

Linked University

Linked University is the definitive training program for building your business on LinkedIn.

Take Me to LinkedU

What's on the Horizon?



What's on the Horizon?

1. **LS Platinum Website –** Keep your eyes on your inbox later today.

2. Special Guest on our next Platinum Workshop…**Geeta Nadkarni – "Coverage that Converts"**

Thanks!

Any questions ?

You can find us in

- The LS Platinum Group