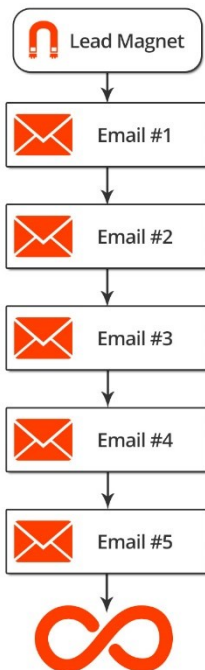


Introduction



This guide lays out our top converting email series for turning leads into paying customers.

This email series represents a **Straight Line Sales Funnel**. Why's it called that? Well, it's a series of emails triggered in a straight line with the intent to sell a product or a service.

Hence, straight line sales funnel.

It's not the fanciest thing in the world; however, it allows small businesses and entrepreneurs the opportunity to quickly and easily setup a sales funnel for their business without becoming overwhelmed with a bunch of fancy-pants technical stuff.

It's essentially Sales Funnels 101. You need to understand the straight line concept before you can move onto the fancy stuff like [Interest Driven Sales Funnels!](#)

What You'll Need

You'll need a few things before you can go about implementing this top converting email series; a lead magnet, an autoresponder service, and a landing page or opt-in form.

A Lead Magnet

A lead magnet is something of value that entices someone to give your business their email address. For example, a coupon, checklist, or guide can act as a great lead magnet. You can learn more about lead magnets by [clicking here](#).

An Autoresponder Service

An autoresponder service is what automates the email process.

For example, a lead joins your email list and they're automatically sent the first email in the series. A couple days later, they automatically receive the second email in the series.



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Basically, all you need to do is get the person on your email list (through various sources like advertising and promotion) and the autoresponder will do the rest. The autoresponder will send the emails, which build the relationship and ultimately convert the individual into a paying customer.

While there are hundreds, if not thousands, of autoresponder services out there, Crazy Eye Marketing, uses and recommends [ActiveCampaign](#).

It's a great service loaded with features at a great price.

A Landing Page / Opt-in Form

A landing page is the page a potential customer visits that contains an opt-in form with the opportunity to provide their contact information in exchange for a lead magnet.

While a dedicated landing page is not a necessity, you must have an opt-in form on your site.

- [Landing Page Article](#)

Getting Started

Before we get into the email series, I want you to take a few minutes to think about:

1. Your audience
2. Your product(s) and/or service(s)

Your Audience

Take a few minutes to get into the mindset of your audience.

Somehow, this individual found your business and decided to exchange their precious contact information for a lead magnet.

At this point, the relationship is very new. They probably don't know you or your business yet but, they've shown interest and proven they want to learn more.

This is exactly what this autoresponder series is designed to do – build a trusting relationship.



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Your Product/Service

Now, take a few minutes to think about the top selling product or service you offer. In particular, the problem(s) it solves.

Ok, we're going to work a little backwards so you'll probably know this stuff already; however, it's important to take a minute to *really* remember it and even write it down.

I want you to think about the **pains** people have that are associated with the **problem** your product solves.

For example, let's say we sell drills:

- **Problem:** A guy needs a hole in his wall to hang one of his wife's family air looms.
- **Pains:** The guy's wife keeps nagging him to hang this freakin' air loom and he just wants the nagging to stop.
- **Solution:** This drill will make clean, straight holes in the wall that'll make hanging the air loom a cake walk, which will stop the wife from nagging.

Really think about the **pain** people feel that gets them to take action and make a purchase from you and your business.

People don't like pain and will avoid it at all costs.

So, if you're able to really identify with someone's pains, you're going to make the sale.

Problem-Agitate-Solve

The Problem-Agitate-Solve (PAS) formula is a proven marketing formula that copywriters and sales people have been using for decades. Why? It works.

If you thought about your product/service like I asked you to in the section above and identified the **pains** that come along with having the problem your product solves ... you've followed the PAS formula!

Pains are the "agitation".

Now, all you need to do is implement it.



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More info on PAS formula:

- [Copy Blogger Article](#)
- [copywritematters Article](#)
- [Email on Acid Article](#)

The Email Series Overview

While I highly, highly, highly, highly, highly, highly, highly ... HIGHLY, recommend writing your own emails because you know your customers, products, services, business, and yourself better than anyone ... I don't want there to be any excuses not to start, so I've included a copy & paste series below.

Before I get to it, I want to address the overall flow of the series with you - it goes like this:

- **Email 1:** Deliver lead magnet, welcome to my business
- **Email 2:** How can I help?
- **Email 3:** Problem
- **Email 4:** Agitate
- **Email 5:** Solve
- Repeat emails 3-5 (PAS) for different products and services

Copy & Paste Email Series

Email #1

Timeframe:

- Immediately after subscribed

Subject Lines:

- Per your request: [lead magnet]
- Here's your download
- As you requested ... [lead magnet]
- Welcome!
- As expected
- Nice to meet you!



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Content:

[name]!

If you did not collect the name, use "Hi!" or any other saying that means "hello".

I prefer to deliver upon my promises before anything else ... so as promised, **Click here to download your copy of [lead magnet name]!**

Here's the deal. We know you receive a *ton* of email every day and really struggle to get through it all.

And, you know what? That's OK.

We tend to share "almost" everything on social media as well. So, if you don't want to miss out on any exclusive sales, offers, contests, products, gifts [edit to fit your business], you can get updates by following us on your favorite social media platforms:

Like us on Facebook [link to Facebook]

Follow us on Twitter [link to Twitter]

Follow us on Pinterest [link to Pinterest]

+1 us on Google+ [link to Google+]

[include whatever social media networks you're active on]

Finally, here's what you can expect from us:

* This part is a bit open ... include what your subscribers can expect *

ie. X emails, X times per week containing articles that will help you solve ["whatever" problem your business/products/services solve]

Sound good?!

Excellent.

Approximately **24 hours** from now I'm going to send you an email about something that's been bothering me - I want to see if it's been bothering you as well. **Don't miss it.**



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Again, welcome and enjoy!

[your name]

[<http://yoursite.com>]

Email #2

This email is “special”.

It’s a conversation starter and supposed to come across as a personal email from the CEO, founder, etc. ... someone “important.”

While the content below is more for businesses that help people achieve certain goals, ie. getting in shape, feeling great, making money, launching a business, taking a family vacation, etc. ... the same idea of asking for questions can apply across all business models.

For example, ask what they’re looking for or what they’re expecting from your newsletter.

Timeframe:

- 97 minutes after email #1

Subject Lines:

- Quick question

Content:

What’s the one biggest problem holding you back from [\[accomplishing whatever goal your business helps people accomplish\]](#)?

One to two sentences would be great!

[your name]

CEO

Email #3

Timeframe:

- 24 hours after email #1



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Subject Lines:

- [Pain from problem]?
- [Problem your product/service solves]
- 99 problems but a ...

Content:

[name],

Since you're on this email list, I know that you have a problem with [whatever problem your product/service solves].

You've spent your precious money trying to solve this problem.

Even worse ... you've wasted your time trying to solve this problem.

I know. I've *personally* been there.

And it's terrible.

This link will help solve your problem with [whatever problem your product/service solves]. [link to your sales page]

Don't delay. You know what they say - bad news gets worse with time ... as do problems.

Make it happen,

[your name]

[<http://yoursite.com>]

Email #4

This email has a place for "'bad' solution to the problem." This simply means to address common solutions people try that often fail. For example, with weight loss, people may take crazy supplements, or a crazy diet where they only eat lemons for a week.

These would likely be "bad" solutions people have tried that yielded less than desirable results and didn't fix the problem or remove the pain.



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Timeframe:

- 24 hours after email #3

Subject Lines:

- Argh! It shouldn't be this hard
- Does this bother you too?
- **[Pain from problem]**?

Content:

[name],

Are you tired of **[pain]**?

You're not alone.

There are thousands of people trying to solve **[problem your product/service solves]**.

People (probably even you) have tried **["Bad" solution to the problem #1]**, **["Bad" solution to the problem #2]**, and even **["Bad" solution to the problem #3]**.

Yet, at the end of the day all you really want is **[result of your product/service]**.

You're tired of all the gimmicks promising X, Y, and Z.

I get it.

But, you'll **never** get past this point unless you do something about it ...

Click Here to do something about it. **[link to your sales page]**

Problem solved,

[your name]

[http://yoursite.com]

Email #5

Timeframe:

- 24 hours after email #4



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Subject Lines:

- What's working, right now
- Did you see this?
- This works!
- **[Product Name]**

Content:

Ok **[name]**,

This is *literally* it.

This product [\[link to your sales page\]](#) is going to solve your problems with [\[whatever problem your product solves\]](#).

It's *that* simple.

And ... to be honest, I'm a little astonished you're *still* having this problem.

What [\[product/service name\]](#) does is:

Benefit #1 - blah blah blah - Address "bad" solution #1 if possible

Benefit #2 - blah blah blah - Address "bad" solution #2 if possible

Benefit #3 - blah blah blah - Address "bad" solution #3 if possible

Remember! There is a difference between "benefits" and "features". List the BENEFITS to the end user.

- ie. Get more ladies with X
- Get more sales with X
- Don't be alone on X holiday with Y
- etc, etc, etc.
- **BENEFITS!!!!**

⇒ **Click Here to get more information about [\[product/service\]](#)**

I look forward to working with you and ... I'll talk to you later!

[\[your name\]](#)



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Make It Happen!

Did you know we offer a full stack marketing program?

You'll learn how to build high converting sales funnels, insane marketing automations, and send high quality traffic by following our 8 step program!

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Bonus: Subject Lines

Subject lines are the *second* most important aspect of an email, outmatched only by "who" actually sent the email.

Think about it – if your best friend sends you an email, you'll probably open it right away, even if there is no subject line.

Having said that, your ultimate goal is to be someone people want to hear from (like a best friend).

Of course, that takes time and currently the prospective customer hardly knows you. You have to educate them about you and your products, while building their trust in you; the only way to do that is for them to *actually* read your emails.

How do you get someone to read your emails?

First step, they have to open it. And how do you get someone to open it?

With a *killer* subject line.

If the subject line doesn't grab their attention, your email will not get opened. It will not get read and people will forget you exist.



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Since there is already an abundance of information on subject lines available, I won't go any further. The focus of this guide is our top converting email series – not to train you to be a copywriter.

Take some time with this portion. Read the articles I share below and write down 10, *killer* subject lines.

Like everything else, don't lose sleep over it. Never postpone action because you can't come up with the "perfect" subject line. You can always go back and change subject lines. If one falls flat, no worries – change it!

Awesome Subject Line Resources

- [Best Practices for Email Subject Lines](#)
- [19 Quick Tips to Improve Your Email Marketing Subject Lines](#)
- [18 of the Best Email Subject Lines You've Ever Read](#)
- [Improve Your Open Rates with These 12 Subject Line Tweaks](#)
- [The 9 Best Email Subject Line Styles to Increase Your Open Rates](#)
- [How to Write Email Subject Lines That Will Increase Your Open Rate By 203%](#)
- [How to Write the Perfect Email Subject Line](#)

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