

The 4 Day Formula



How To Re-Energize Your Email List
&
Re-Engage Your Audience In Only 4 Days

Bonus
Worksheets
Included

Small Business
Bootstrap Edition

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Chapter 1: Introduction



Hi, it's Mike here,

I'm really excited today because, in a moment, I'm going to walk you through this simple step-by-step formula.

We will go through the entire email campaign day-by-day.

Before I do that, let me tell you about how and why I came up with this four-day marketing formula.

- What I Did -

At the time, I had heard about email marketing campaigns and didn't know much about them, but I made up my mind to learn all I could and design a system that would change my life.

When I decided to create this formula, I wanted to figure out what it would take to design a campaign that was easy to follow and could be repeated over and over again on a bootstrap budget.

So I studied the best. I learned from the masters who are at the very top in each area of Internet marketing.

I found the one isolated thing that each guy was really great at, put them all together, and in my opinion, that's what makes this one of the best email marketing formulas around.

These people are a group that actually found a way to enjoy Internet marketing. They have figured out financial security. They figured how to create a game plan, follow through, and make a very healthy living online.

That's the life I wanted and that's the reason I created this easy-to-follow, step-by-step bootstrap email marketing formula. I developed a method that is realistic and practical.

This formula works for just about anybody with no tricks, no gimmicks, and no black hat magic (sneaky, underhanded stuff)!

What I'm about to share with you will finally give you a solid game plan, and it'll help put an end to that frustrated, helpless feeling you get inside, the one that says, "What Do I Do Next?" I got the same feeling too.

- What This Is -

This campaign will **build goodwill** by providing your fan base with informative *value articles* about a like interest, thus creating loyalty and trust.

What I've done is made this as easy as humanly possible. So while Internet marketing is never easy (nothing worthwhile is), this makes it more of a snap!

If you would like to;

- Increase your marketing skills
- Get more financial freedom
- Re-engage your audience
- Grow your old email list
- Build customer trust and loyalty



Then you're exactly in the right place!

- Who This Is For -

This formula was created so that it can help the small business that has a small email list, as well as businesses with lists containing thousands of fans but in need of direction. This is not for the business folks who already know how to run a campaign.

It's designed for the business folks who know about how important running a successful email marketing campaign is, they're willing to work, but they just need a solid game plan.

This will also work great for the person with a day job who is looking forward to breaking away on their own into an Internet business, as well as the person running a business from a home-based office.

All it takes is sometime during the morning and evening to run a complete email marketing campaign.

With this formula, you decide how much time you want to invest out of your day: a few hours to run a single campaign, or all day taking care of multiple campaigns.

The beauty of this design is that it is really a bootstrap system. It costs practically nothing but a few hours a day of your time.

You will be emailing so our mail service is important, as well as how big your list is, how often you email, etc. You may have to keep it under a limited number of subscribers, but the cost of the email campaign(s) is **FREE!**

For example, MailChimp will allow 2,000 subscribers on your list, and you can send out up to 12,000 emails a month **free!** I love **free!** Who doesn't, especially when your just starting out?

I certainly won't mind when I have to start paying their monthly fee because by then I will have . . . OVER 2,000 SUBSCRIBERS!

Here's the link to their pricing: <http://mailchimp.com/pricing/>



Now at this point, I know you might be thinking “I’ve never done anything like this before – how can you expect me to jump in?”

That's OK. This formula will work for you even if you've:

- Never run an email campaign before
- Have an old email list
- Got a unique or specific niche
- Or even if you think you've tried everything

This step by step formula makes it so easy to gain our audience's loyalty and trust while growing your business.

Here's a great example of how well email campaigns can work.

Fact: According to Direct-Marketing Association;

Every \$1 spent on Email Marketing Campaigns
results in an average return of \$42.80!

Every \$1 spent on Direct-Mail Marketing Campaigns
results in an average return of only \$12.57.

Chapter 2: What I Discovered

I've got to tell you about the hidden danger I discovered while I was doing my research into email marketing campaigns and list growing.

Did you know a stagnant email list can do a lot more harm than just lost revenue?

You see, I thought the problem was that by not knowing what to do with my email list was just causing me to losing money, but it was much more than that. In fact, what was happening was actually **BIGGER** than I ever could have imagined.

I found that there is a hidden danger that works 24 hours a day in an attempt to destroy your business, your future, and your customer's loyalty and trust in you!

Do you know what that hidden danger is? **SILENCE!**

That's right, silence. When your fan base does not hear from you, doesn't receive any value from you, they lose track of you and forget you, or worse than that, lower your level of importance or recognition in their lives.

The longer you let your email list sit doing nothing, the more people on that list, your audience, become disengaged and slip away.

So why should you care, how can this hurt you?

The silence is killing your status as an authority. Your audience's loyalty and trust are dying along with any chances of making a living online in the future!

Until one day, it happens: they've had enough, and they hit the **"unsubscribe"** link, and they're gone forever! You should always be consistently engaging your fan base.

Up until now, you haven't had a clear plan and knowledge to put together a successful, simple, email marketing campaign, but all that's about to change with the step-by-step campaign formula to follow.

Chapter 3: Marketing Model

- Welcome to Behavioral Response Marketing -

Behavioral Response Marketing is not new, it has been long forgotten. This is a marketing structure in which the audience tells us what they **do** and **don't** want.

We ask them, and they respond. That way, we're not wasting resources or time trying to convince them what they should have and where they should buy it.

You'll see what I mean as we go further into the campaign.

This campaign formula applies these 3 principles (**Golden Rules**):

- Money earned will be proportional to the **Value** given
- Money earned will be proportional to the **Goodwill** given
- Money earned will be proportional to the **Amount of Offers** given

We're going to build **goodwill** with our fan base by the **amount of offers** you give them that have real **value**.

If you keep these **Golden Rules** in mind while you create reports, articles, products, and services, you will be a hero to your audience.

So the next thing you need to do is to start filling out the campaign **worksheets** so that you can have a clear vision of who exactly you're trying to help and how to help them.

Chapter 4: Worksheet Walk-through

- Your Target Audience: Your Avatar -

OK, the first thing you're going to start with is this:

You need to sit down and really think about exactly who your audience is. I have included a **worksheet** to help out.

You will start with your model customer profile, or avatar. With a cup of coffee in your home office, or den after dinner, you need time alone without distraction.

It's important to dig deep and think about who this person is.

You want a clear vision so you can describe your avatar to a tee as if they are sitting right across from you carrying on a conversation.

Get ready to do some heavy thinking. You need to know your audience's needs, wants, fears, and desires.

A clear vision of who your target market is composed of, where they are and how you should communicate with them will start to appear once you complete this avatar profile.

Let's try this exercise:

Imagine you're sitting down at a coffee shop, and you're across the table from your customer. Who are they? How are they dressed? Are they quiet or are they abrasive?

You need to dig deep down. I mean really deep into who this person is, all the way to even how much money they make.

You **must** answer these questions and more:

- What do they look like?
- Are they dressed professionally in a suit & tie?
- Are they dressed in business casual, or maybe jeans and a nice polo shirt? Plumber or contractor clothing or uniform? Can you picture who's sitting across from you?
- What type of business do they have?
- Do they sell products or services?
- How many employees do they have?
- Do they have an office or are they home-based?
- When you're in their office, what does it look like?
- Is it neat or an organized mess?
- How would you talk with this person?
- What would your conversation sound like?
- What kind of words would you use in your conversation?

You wouldn't want to talk to the small-business owner and use the same lingo and terminology that you would with the CEO of a major corporation.

- What's the greatest problem that they are facing in their business , the one that is causing them the most pain?
- What is the biggest fear they have?
- What will happen if they don't solve the big problem? Will they have to go find a job? Financial independence and future are gone?
- What could be holding them back?
- Why are they where they are today? How did they get there?
- Do they lack knowledge in something critical, an area you can help with?
- Do they suffer from lack of follow-through? Procrastination?

Tip: You should know as much about your future client as you know about a really close friend.

- Let's Take Inventory -

OK, what you're going to do here is to **build goodwill** by giving your audience real value at absolutely no charge.

How do you do that?

Great question and the answer is really straightforward. You're going to send your audience an article about something that relates to their interest and one of your products or services.

First, you need to take a good look at your company and see how many products or services we can offer.

For example, our company is *VSL Digital*. We are a Video Production & Marketing Co. One of our primary services is advanced email marketing campaigns utilizing video, but we have many other products and services like:

- Video Sales Letters
- Custom Cinematic Logo Intro's
- Video Hosting
- Live Action Video

I could keep going on you get the idea, right?

Each one of these individually are a **Gold Mine** of information for your audience and a chance for you to connect with them and start building trust and loyalty.

Now list all your company's products and services that you have to offer. You will be referring to these products or services in your value articles.

I have included a **worksheet** to help out, so after you've completed the inventory sheet, you're ready to start.

- Check List -

You will need to have an email service so the interested person's email address will be automatically added to a master list and stored so it is ready for your upcoming campaigns.

There are email services like Aweber, MailChimp, and others that have an auto-respond system, segmentation, and more.



I personally like MailChimp for many reasons and chose them. If you're like me, starting the bootstrap style, I recommend MailChimp because it is easy to get going and grow with. They are very user-friendly.

Once you set up an email service, then you'll need a landing page with an opt-in form to capture email addresses.

The opt-in form will serve two purposes.

1. It will collect email addresses for our list.
2. It will engage our visitor into taking action.



You will then need to upload the solution report / article to a website server for downloading so it doesn't bog down your website if too many people try to download at the same time.

Note: A webmaster may need to help set up a landing page, opt-in set up, uploading reports, and an email service auto-respond system if you don't have the resources available to use.

Here's a working landing page with optin form:
<http://vsldigital.com/go/free-4-day-formula/>

- Daily Campaign Schedule -

I broke the process down into each day to make it easy and take the guesswork out of the campaign. Just follow along with each day as written and your questions should be answered as you go.

I selected a day to start, but it may not fit your marketing model. It really doesn't matter. If Wednesday is the real start day because the audience is more receptive to that day, it doesn't matter, just follow the formula and adjust the weekday to fit your schedule.

All the work is in the beginning, once this gets going it will become easier. You will rinse and repeat over and again.

Use the formula exactly as it's written. At the end, if there's an idea that will produce better results, it's possible to go back through and make some tweaks and changes, and try another new campaign with the same list, just different subject about another item.

There is both an art and a science to marketing to a list. How well you know your target audience will determine how well they receive your reports and articles.

I can't stress enough how important it is to know your audience!

- Here are some fantastic bonuses to this formula -

Bonus 1: This formula is capable of producing us multiple streams of income, and you can repeat the process over and again.

Bonus 2: With each campaign lasting less than one week, you should start to see some results rather quickly!

Chapter 5: Campaign Schedule

- Create Value Article #1 -

Monday Evening

Now that you've taken inventory and have a list of each product or service your business offers, you're going to pick just one.

Then you will write a *value* article that is informative about that particular issue

For example:

If I picked Video Sales Letters from all the things we do, I might make a video or write a really informative article about why cartoon “doodle” videos are so popular right now.

- or -

If you have a flower shop, then maybe write something about who made up Valentines Day or a secret tip on how to keep flowers looking fresh and colorful longer.

- Dispel a myth or two -

Pick one thing and create an article that is informative and has real content that the target audience can get value from reading, something they can use.

Make your interaction with the audience informative and fun: Show a new way to do something, cook something, fix something, or demonstrate a skill or concept.

For example, if we were florists, we might write an article titled:
“How to pick the right color rose for any occasion.”



At this point, you might be wondering how this kind of activity will generate income?

Your goal is to get people to your website to see what you have to offer and show how it will benefit them and make their lives better.

That's easy, all you're going to do is: At the end of the value articles, you're going to hint that you might have something they would be interested in and link to it.

That's all.

You will be really cool about it, never pushy and at no time use the word **BUY**, you're simply going to say something like this:

*“Obviously you are serious about [results], so maybe [your product or service] **might be a good fit** for you.*

You can find out more at yoursite.com/sales page.”

They choose to go to your sales page and see your products.

You want them to feel **compelled** to want to do business with you, not feel like you **convinced** them into it, and here's why:

When we feel **compelled**, it comes from within us and is a decision we made ourselves, and we will defend that decision.

When we feel someone is trying to **convince** us, it comes from without, and we're always going to have a subconscious want to prove them wrong.

- Value Article #1 -

Day 1 – Tuesday Morning: 6 – 7am

Email Value Article #1

You need to get value article #1, the informative article that you wrote and your email template.

After you have your computer fired up, your fresh cup of coffee or tea, and your value article #1, you're ready to start your campaign.

You're going to sit down and start emailing your article on roses to all the people on your old list that you want to re-energize.

There is an opt-in when they get to the landing page for the value article.

Why do they have to opt-in?

This for segmentation, a different email campaign based solely on only what they responded to.

I explain segmentation in a chapter further in the guide and why it's important to your campaign.

When your audience finishes enjoying the great article you wrote for them, they would also discover that you have an excellent product or service that **might be a good fit** for them.

This will give you the chance to show your stuff and make a sale or gain a member, whatever your goal is.

Note: **“might be a good fit”** is a powerful subconscious phrase to open an internal decision plant to feel **compelled**, again we are letting them make up their own mind. We are merely suggesting the possibilities.

Here's the **goodwill building** campaign's funnel:

- You will email to 100% of your old list
- Your audience will be taken to a landing page
- The landing page will have an opt-in form and button
- The opt-in form will take your visitor to your value article
- The value article will mention your product casually and there will be a link to our sales page where you now have the opportunity to make a sale



- Funnel Example -

Note: Numbers and items used are purely for example purposes only.

Actual results will differ based on knowledge of target market.

- Value Article #2 -

Day 1 – Tuesday Evening

Create Value Article #2.

The last thing you need to do today is write one more value article, and you'll call it value article #2.

You're going to need this for tomorrow depending on how many people opt-in for value article #1.

Now if these people raise their hand and say they like roses (using our example), then you'll give them two more articles about roses.

You will give them one tomorrow and one the day after, I will explain why you're going to skip a day in a bit.

Think of something else that relates to one product like roses.

In your example of roses, the first article you wrote was , “How to pick the right color rose for any occasion.” (See value article #1, page 16 for reference.)

This time you're going to write something about “How to protect your roses in the winter,” see where I'm going with this? Always add at the end:

*“Obviously you are serious about [results], so maybe [your product or service] **might be a good fit** for you.*

You can find out more at yoursite.com/sales page.”

- Value Article #2 -

Day 2 – Wednesday Morning: 6 – 7am

Email Value Article #2

Good Morning, Well how did you do?

OK, so yesterday, you emailed your value article #1 out to all the people on your list.

Now it's Wednesday morning, and you fire up our email and 20 people(example) liked your value article #1 article about “How to protect your roses in the winter.”

Those are the people who raised their hand and said yes, “I'm interested in roses” and opted-in for your article.

They're telling you exactly what they like, you're not telling them. This way you don't waste any resources on the wrong audience.

What you're going to do today is to send those 20 people(example) the article that you wrote on Tuesday evening, your value article #2 about “How to protect your roses in the winter.”

Note: Numbers and items used are purely for example purposes only.

Actual results will differ based on knowledge of target market.

Caution: DO NOT Make Them Opt-In Again!

There is no opt-in required for value article #2, #3 or #4

The email link should go directly to the download page



- Email Example -

- What About The Other People -

If you're wondering at this point about the other people on your list, don't worry, they're completely neutral.

Then you sent some article about "Picking the right color roses" but they haven't had time to read it, but they'll get around to it.

On a scale of 1 to 10

1= hate and 10 = love they are neutral or 5.

They don't hate you nor do they love you yet.

You haven't done what your competition has done
Buy Here! - Buy Now! - Buy Today! - Bombardment

As long as you keep providing your fan base with a value, they will always at least be neutral and that's more than you can say for your competition.

The more value you offer, the further trust you build and that will move them up to the scale to your goal of 10!

Your goal is to build a loyal trusting fan base through goodwill

- Value Article #3 -

Day 2 – Wednesday Evening

Create Value Article #3

After you emailed the value article #2, it's time to write the value article #3 that you will also be sending to them next.

Soon you will start seeing traffic picking up on your site, so you need to make sure your analytic system is up and working.

Google Analytics works fantastic with WordPress and it's free. That's the one I use. It's all part of my bootstrap start-up.

Here's the link: <http://www.google.com/analytics/>

You want to keep this about one single product or service.
Same as in your example:

Florists = Flowers = Roses



The first article was, "Choosing the right color rose for any occasion."

The second article was, "How to protect your roses during winter."

Now the third and last article you will write about is:

"How to a make sensual rose potpourri."

Now you're going to write something informative, but a fun article about how to make this rose potpourri that smells wonderful, relaxes you, and how they can make it for literally pennies!

- Value Article #3 -

Day 3 – Thursday Morning: 7am

Email Value Article #3

I think by now you have a clear understanding of what to do.

It's the same thing you did in value article #1 & #2, find something that relates to your one product and started writing about it!

Examples:

- Florists = Flowers = Roses
- Plumbers = Services = Drains
- Car Dealer = Cars = Sales or Services (tune-up, repair)

Don't forget to include:

*“Obviously you are serious about [results], so maybe [your product or service] **might be a good fit** for you.*

You can find out more at yoursite.com/sales page.”

- Value Article #4 -

Day 3 – Thursday Evening

Create Value Article #4

This is your last email in this campaign.

You're in the homestretch!

What you're going to do this evening is create another great article on something that relates to one of your products and started writing about it!

It's the same thing you did in value article #1, #2 and #3

Remember, you do not to send your audience to an opt-in page.

You're simply going to supply a link in your short email right to your last gift; you have for them on your download page.

Don't forget to include:

*“Obviously you are serious about [results], so maybe [your product or service] **might be a good fit** for you.*

You can find out more at yoursite.com/sales page.”

When you're done with this, let's put it away for Saturday morning.

Now the mystery of running a successful email marketing campaign will disappear with this a step-by-step formula to follow. This really is an easy formula to follow.

Note: Numbers and items used are purely for example purposes only.

Actual results will differ based on knowledge of target market.

- Value Article #4 -

Day 4 – Saturday Morning

Email Value Article #4

This is it!, the last email for this campaign.

You might be wondering, why Saturday instead of Monday?

Well, think about how crazy Monday is, getting the week going, a lot on your mind and emails waiting to bombard you.

Imagine how much more relaxed your audience is on a Saturday. You will get a lot better chance of them reading and enjoying your article with a cup of coffee.

They will also have more time to visit your website and browse your choice of products and services without a million other things on their mind.

- Why Are You Taking Friday Off? -

Because some people haven't had time to open your value article #1, #2 or #3 yet, and you don't want to overload them.

Let's give them a chance to enjoy what you sent, not rush through or get frustrated and feel overwhelmed.



Chapter 6: Rinse & Repeat

- Rinse -

Goodwill Building:

You still have a few more products or services listed on your inventory sheet so let's grab one for this campaign.

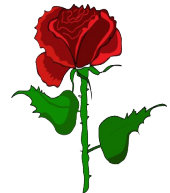
You'll need to get ready to start writing three (3) value articles exactly like you did in the campaign #1.

You're going to start with just one (1) first, to see who's interested.

Remember, you let **THEM** tell you what **THEY** like. It's not about what we think they are going to like. Makes sense, right?

In the first campaign, I used the example: Roses.

Example: Florists = Flowers = Roses



So now for a second campaign let's say you use Gardenias.

Example: Florists = Flowers = Gardenias

You'll write about:

1. "Where's the best place to plant them."
2. "Here's how to protect them from bugs."
3. "Here's how to make their fragrance last."



You'll only write one for now until you're sure your fan base wants to hear about Gardenias. They'll let you know without you wasting any time and money.

By now, a really clear picture will be forming of what exactly you will be doing.

- Repeat -

Goodwill Building:

On **Tuesday**, you're going to email your **value article #1** with an **opt-in** to all the people who are now in your master list inside your email service.

On **Wednesday**, you're going to send out an email with a **direct link** for your **value article #2** to all the people who opted-in for Tuesday's article.

On **Thursday**, you're going to send out an email with a **direct link** for your **value article #3** to all the people in this second campaign

On **Friday**, you're going to take a break from emailing that campaign's fan base to give them time to catch up and read your earlier articles you sent them on Tuesday, Wednesday and Thursday.

On **Saturday**, you're going to send out an email with a **direct link** for your **value article #4** to all the people in this second campaign.

Here's the good news: Once you have a group of people in a campaign because they asked for value article #1, you can then put the delivery of value articles #2, #3 and #4 completely on autopilot within your auto-responder service.

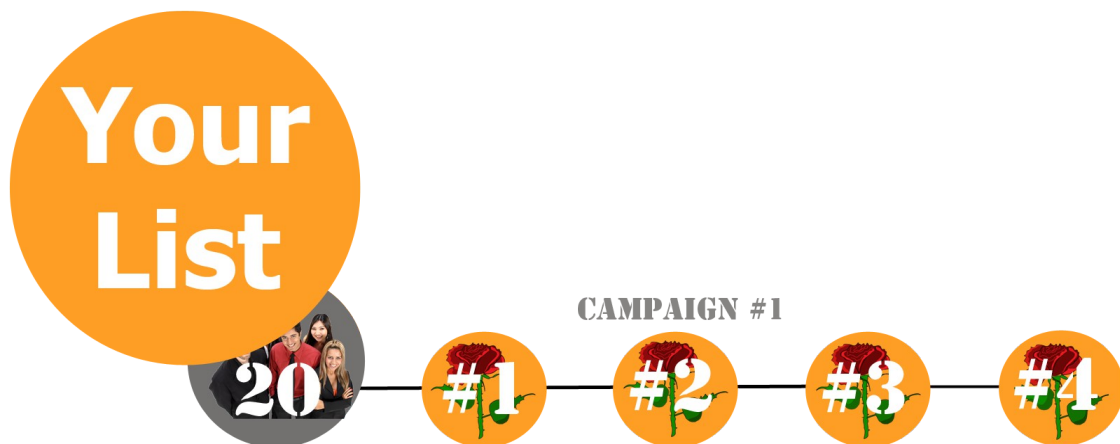
- It's possible to run 4-5 campaigns a week! -

Chapter 7: Campaign Funnels

- The Complete Campaign #1 Funnel -

Here is an example of the complete funnel for campaign #1.

We will start with the response from the first value article #1 and track it all the way to the last and final value article #4.



- Funnel Example -

So how do you think you're looking to your fan base now? 20 of them received some kind of cool stuff from you, and it was all absolutely free! That's better than Buy, Buy, Buy.

You never once asked for any money or used the word "Buy." When your fan base buys from you and becomes a customer, it's because they felt **compelled** and not **convinced**.

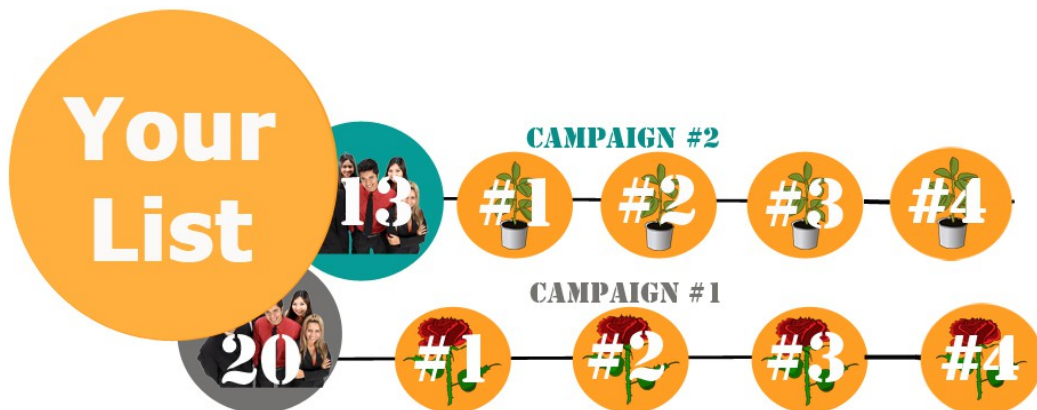
- The Complete Campaign #2 Funnel -

Here is an example of the complete funnel for campaign #2.

For campaign #2, you do a value article on “Gardenias” and 13 more people from your master list opt-in.

This is what that funnel would look like.

The first article will have an opt-in for the segmentation of your campaigns just like you did in the first campaign, and the other three will be direct links so you don't over burden them with unnecessary repetitive forms to fill out.



- Funnel Example -

Note: Numbers and items used are purely for example purposes only.

Actual results will differ based on knowledge of target market.

-The Complete Campaign #3 Funnel -

Let's say for campaign #3, you do a value article on "Bouquets"
 Now 17 more people from your master list opt-in because they
 are interested in bouquets.



Once you have one part of your audience engaged in a funnel, then all you have to do is take another product, think about the three things that associate or relate to that product, write-up one article and mail it out to see how interested our fan base is.

How easy is that, See how the possibilities are endless?



- Funnel Example -

Warning: NEVER interrupt people in the middle of a campaign with another campaign. Let them finish the funnel completely.

You do not want to take their attention and focus away from the campaign they're involved in, to ensure you get the best conversion results possible.

Note: Numbers and items used are purely for example purposes only.

Actual results will differ based on knowledge of target market.

Chapter 8: Segmentation

Let's briefly go over what segmentation is and why it is necessary to your email marketing campaigns.

Email market segmentation is the first step in defining and selecting a target market to pursue a campaign.

Basically, market segmentation is the process of splitting an overall market, such as the entire list we emailed, into two or more groups of consumers.

Each group (or market segment) like the Roses, Gardenias, and Bouquets, should have certain characteristics in common or product needs, such as the need for flowers or floral services.

Here is an example of the segmentation of multiple email campaigns.



Note: Numbers and items used are purely for example purposes only.
Actual results will differ based on knowledge of target market.

“So why do you segment your audience?”

That's a great question!

You want to make sure each campaign's group stays focused on that one particular product or service without being distracted or overwhelmed so you have a higher chance of conversion.

When there's one group of people involved in a campaign, never interfere with the flow of that campaign.

Only when it's completely over can you start that group of people into another campaign if THEY choose to be a part of it.

You will need to set this email system up in your email service you should already have, along with your auto-respond system (see your webmaster).

This will also be a good time to set up your auto-responder to deliver the other three value articles to your fan base automatically on auto-pilot.

They will receive one on Tuesday, Wednesday and Thursday, then one on Saturday. They are going to love you!

Remember Saturday is better than Monday, because of how crazy Monday can be, getting the week going, a lot on your mind and emails waiting to bombard you.

People are much more relaxed on a Saturday morning. You will get a lot better chance of them reading and enjoying your article with a cup of coffee.

They will also have more time to visit your website and browse your choice of products and services without a million other things on their mind.

Chapter 9: Bonus Worksheets

- Your Avatar – Client Profile
- Company Inventory – Products / Services
- Campaign Checklist
- Daily Campaign Schedule
- Email Headline & Body Template



- Your Avatar -

Imagine you're at a coffee shop, and you're sitting across the table from your customer.

You need to dig deep, I mean to find out who this person is, all the way to how much they even make.

Here's a worksheet to help get a crystal clear vision of them.

First let's get clear on the basics, find out the obvious, such as:

Gender:

Age:

Lifestyle:

Profession:

Income:

Now you're going to start going deeper, you're going to find out

What they:

Desire:

Want:

Aspire to:

What:

Are their their fears:

Are their their frustrations:

Are their biggest challenges:

Keeps them up at night:

Do they like:

Do they dislike:

What conversations are happening around their kitchen table:

Do they read:

Objections could they have to buying:

How do they relax:

Which social media channels do they hang out:

How do they make their decisions:

Now can you describe their business / company:

Do they sell products or services:

How many employees:

Home-based or office:

Neat & organized / organized mess:

What's holding them back:

Why are they where they're at today:

What will happen if they don't solve their biggest problem:



*You should know as much about your future client,
as you know about a really close friend or relative.*

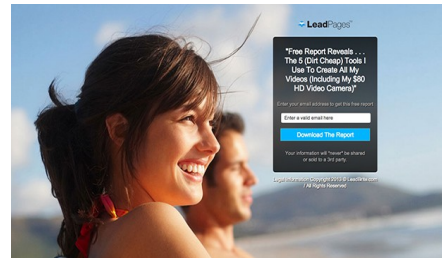
- Product / Services Inventory -
List all items below

| |
|-----|
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| 6. |
| 7. |
| 8. |
| 9. |
| 10. |
| 11. |
| 12. |
| 13. |
| 14. |

- Campaign Check List -

Website:

- _____ Landing Page with opt-in form
- _____ Sales Page
- _____ Download Page



Email Service: Aweber, MailChimp, Contact Us, etc.

- _____ Set-up auto-respond
- _____ Set-up at least 2 segments;
1-main list & 1-1st campaign



Campaign Materials:

- _____ Avatar Profile
- _____ Individual Product / Service inventory
- _____ Daily Campaign Schedule
- _____ 1 - Value Article
- _____ Email Template



"You're Ready To Start!"

- Daily Campaign Schedule -

Campaign Number: _____

Campaign Name: _____

| Day Completed | Campaign Worksheets | Email Results |
|--------------------------|---|--|
| _____ | Create Company Questionnaire |  |
| _____ | Create Customer Profile - Avatar | |
| _____ | Create Product / Inventory Sheet | |
| _____ | Create Value Article #1 | |
| Email Campaign | | |
| Tuesday _____ | Email Value Article #1 (Create Value Article #2) | _____ # of opt-ins |
| Wednesday _____ | Email Value Article #2 (Create Value Article #3) | _____ # of downloads |
| Thursday _____ | Email Value Article #3 (Create Value Article #4) | _____ # of downloads |
| ----- Take A Break ----- | | |
| Saturday _____ | Email Value Article #4 | _____ # of downloads |

Notes:

- What To Say In Your Emails -

These are suggestions of what to say in the **headline**, try something like:

“Hi [clients name] You've got to see this.”

or

“Hi [clients name] I thought this might help”

or

“Free Gift, Just my way of saying thanks”

or

“[clients name] Have you seen this?”

Now in the **email**, try something like:

“Hi, it's [your name],

I found a great way to [solve a problem] and I just wanted to share it with you. Have a nice day!”

or

“Hi, it's [your name],

This is so cool, [new way to do something] and I just had to show you. Have a nice day!”

or

“Hi, it's [your name],

I have a great gift for you. Just my way of saying “Thanks”. Have a nice day!”

or

“Hi, it's [your name],

I can't believe this really works!

Check it out as soon as you can, it will blow your mind!”

Chapter 10: In Conclusion

Well, you've taken care of the hidden danger "Silence" for now.

Don't forget, it can never be removed, only kept dormant where it can't do any harm, unless you get lazy and stop engaging your fan base.

If you maintain consistent, positive contact providing value for your audience, you will have the advantage over competitors who slack off on their list building and email marketing campaigns.

This book has presented the tools and formula that will allow you to supercharge and grow your existing email list, reawaken and breathe new life into your audience, while saving time and making you look like a hero.

Don't forget, you now have the power to make more money!

That's right, you can create a fresh stream of income with each new campaign.

Plus, each campaign costs practically nothing except time, and that's because you can do all this with resources you already have.

You can see the possibilities are endless!

A virtual **Gold Mine** is waiting for us of people who said, "YES!" is waiting for us.

Tap into it today!



Chapter 11 - Thank You

I want to thank you personally for buying my course and giving me the one most precious thing you have . . . your time!

I feel confident that if you follow the formula and schedule in this book, you will see a difference in your growing fan base when you have something of true value to sell them because you've earned their trust and loyalty through goodwill built by real value.

My goal is to help remove the mystery and confusion about email marketing campaigns that I faced from the beginning, and to help you avoid the mistakes I made and the time I wasted when trying to get my first Internet business going.

I know you're serious about learning how to create a successful email marketing campaign, and I would like to take a moment to acknowledge you for that, congratulations!

Most people never take the time to educate themselves like you have. You are online; you're reading this, and you've got a real commitment and determination to do this, keep going! You can do this.

I hope you enjoyed reading this as much as I enjoyed creating it for you, and I really wish you much success. I would like to leave you with this final thought.

You are where you are today,
because of choices made yesterday.
Change your thinking today,
and you will change your future.

Sincerely; *Mike Mercadante*

Questions or comments, please feel free to contact me at:
<http://www.vsl.digital.com>

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