

# "The Robert Plank Show"



## Episode #019

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### [How to Create an Email Followup System That Makes You Sales and Money on Automatic Pilot](#)

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Welcome back to the Robert Plank Show. Whether this is your first time, 50th time, or you've been with us since the very beginning, I want to welcome you here and we're going to talk today about making money and how to get automatic passive income that keeps bringing in traffic, leads and sales while you sleep.

It's a really great place to be in when you've paid off all your debt, when you have a savings account, when you have more choices in life, you can make more of a difference in life and for you, whether that means retiring earlier, travelling more, getting rid of this obstacle, paying off some student loan, paying some children's college fund, buying the kid a new car, whatever the heck it is, you want to setup this thing called an internet business that makes money online.

I don't know what your skill level is but in previous shows we talked about things like setting up an information product, you can sell things, having a sales letter, so that people can see what it is they're

about to buy from you. If they're buying a book, some online videos, membership site, whatever that is, people didn't know what it is they are going to buy, but let's take it two steps back before that.

The first step I want to take back is this thing called an opt-in page. This is where if someone has never heard of you, maybe they see you talk on the news, maybe they have met you at an offline physical event, they texted something from a business card, they clicked on your signature link from the forum, they clicked on your about box in an article site, they've typed in something in Google and it ended up on your site, what's the best thing to show someone who doesn't know anything about you? Is that a blog, maybe, but you know what you're going to do?

When you send someone to a blog, if they haven't heard of you, for example, go to [RobertPlank.com](http://RobertPlank.com) and you'll find great content there... BUT there's too many things to click on and to read. You could send them to a sales letter and say buy something.. BUT... if this is the first time they've heard of you, they're not ready to buy...

Here's something better. An opt-in page, where you have something that you're giving away for free, some quick freebie, a free chapter of your print book, a free video from your membership site, a short report that's based on an idea in your e-book, whatever it is. You want people to join this email opt-in list so that we can start and we can continue to send out these email blasts, this broadcast, and talk to them any time that you want. When we have that new blog post, we can send one email and get thousands of people to look at it and comment on it. When you put out a new product or you want to remind people about an existing product, we send one email and everyone goes out there and gets it.

## **The Money is In the List**

At the end of the day, you want a big list. Have you heard that "the money's in the list?" It will always be true and what I see out there are people who are just cooking up these new harebrained ideas instead of implementing what works.

People hear about where there's this brand new social network and I want to start using traffic on that, but there's a brand new way to flip websites, or there's a brand new way to market on Amazon and Kindle.

Some of these ideas are just that, they're ideas and there are things that in a month from now, the loop hole will be closed or turns out it never worked in the first place and they just took an old thing and marketed it under a new name, but either way, we want to do things that are simple and we want to build up a list because if you had to start from scratch every single month and start from zero dollars in income and go and find new people to maybe look at your product, to buy your product, you'll be working 24 hours a day, if not more, just to get a few hundred dollars.

But if we keep this list that's building up, now we have traffic on demand so that if you've been online for five years and you're marketing your list and you've been getting, say, even a hundred new subscribers a day for five years, what does that come out to? 25,000 subscribers or so.

We want to have a big list but here's the other thing that people won't tell you about is now with that we're building a big list, we want to contact that list. Okay, so it's one thing to have an opt-in page, it's one thing they get somehow in your list but you notice you'll see most people do is they'll start up an email list, they'll hear about this thing called a free gift opt-in page, they'll get people on that list and maybe they'll get 50, a hundred people the first couple of weeks they'll join, some giveaways, they'll buy some solo ads, they'll run some Facebook ads.

They'll post on forums, put out some articles, they'll contact some affiliates, even if someone maybe bought from them before or their network or someone, they invite them to join this list, all these different things and maybe they'll get to, let's just say, a thousand subscribers, which is not huge but it's still pretty respectable if you're just starting out and most people, most of your competitors, don't have a thousand subscribers.

What the average person does, and I'm not being mean but this is what I see, the average person spends a couple of weeks, they're excited, they're enthusiastic, and they build this thing up and then they let six months go by without doing anything and they forget they were doing this thing called building a list, why? Because they were doing 35 other things at the same time, even though with the list, you'll be the number one priority, so they build up this list, they say, "I forgot I had this list," and it's a thousand people. Now they email to this list, send out one email six months later and what happens? They get flooded with notification saying people reported the email as spam, people unsubscribed, some of those emails bounce.

Let's just say that after the email list is at about 1000 subscribers, but about 500 people left and even those that are left, they don't really click, they don't really do anything. There's this person and I see it happening over and over again, this person is left with this idea that, "Maybe list building just doesn't work, maybe email marketing just doesn't work, I'm going to go off and dabble with social media or go off and dabble with products and e-books."

The reality is it's not that list building and email marketing didn't work, it's that they were doing it wrong. It's like if you gotten a car and you didn't know how to drive and you put your foot in the gas pedal and crashed the car, you say, "I guess, this called driving a car thing doesn't work," but no, you just didn't follow a couple of easy and simple rules.

What I want for you is to have a different (better) set of problems. If your problem right now is that you can't pay the bills, that's one problem and if you get those bills paid off, then maybe the next problem is if you don't know how to manage your assets to pay your taxes better, right? Let's say you're trading one problem for another, you're never just getting rid of all the problems but you're getting better problems.

The way I look at it, a lot of people who are struggling to make it online are only "surviving." They have survived old problems, like if you were living in a cave and you didn't have any food to eat, that's a problem of surviving. You're only going to last a couple of days but then, let's say, you have food to eat, and your problem now is you just don't have the money to have like the sushi and stake, that's a better problem to have. The survival problems I'm saying is people who don't have a website set up, they don't

have an internet presence, and you could solve that by going to [incomemachine.com](http://incomemachine.com) right now, that's [incomemachine.com](http://incomemachine.com).

There's survival problems like getting your website setup and there are luxury problems like your website isn't converting quite as well as you want or your website is making some money but not quite as much money as we want, so what's the answer? The answer I was talking about today is to create this email followup system so that just on the off chance, someone comes to our site and they just want to know about us, they can sign up and we give them the chance to buy.

We're not going to hold them up for buying just yet, if they want to buy right now, they can, but if they're not quite ready, if the timing is not quite right, things like that, then we have them on this email list and we can send them broadcast when we want, but even if we don't, this thing sends out an email followup sequence. On day one, they get this email, day two, that email, day three, that email. I know a lot of people are worried, "Oh my gosh, I got to write all these things," but don't worry we're going to be talking about that on today's call.

## 1% List Decay

My point of all this, before we get too far off the road, is that your list decays about 1% a day. There's really no signs to this but I'm pretty sure that if you don't email your list for, let's just say, a month. A month is way too long to go without talking to them.

You're going to accelerate that list decay but even in the best situation, you might dispute with this, but I know I'm right, is that it's best if you email your subscribers every single day and that's this thing that I called the Worst Kept Secret of Internet Marketing and when you want to make money, you're going to be emailing every day and then I see they'll take a rest, take a break and they'll go months without until they're hungry again, they're back in survival mode and they end up having to email every day again and again and again, just to get the income build back up.

My thinking is that why not train your list to expect an email from you every day that way, it's just expected. I know what you're thinking, you're worried about your subscribers getting mad at you, you're worried about bombarding people. That's what always what comes up. The reality is with email is we're all getting bombarded, we're all getting hundreds, if not, thousands of emails every single day, so if you're only emailing once a week, once a month, then you're not going to rise above all that noise.

The other thing too is that it ticks me off, and I know that I'm not the only one, it ticks me off when that's the only line of thinking, what time of day should I email, how often should I email, how long should an e-book be?" Mechanical questions and the thing is it's not just about emailing once a day versus emailing once a week.

If Bill Gates said, "I will send you a personal email once a day for free on what technology to do today," or if Warren Buffett sent you an email once a day saying, "Here is the stocks that I'm trading today, why don't you go and follow what I'm doing," or if Donald Trump sent you an email once a day saying, "Here's the best real estate tips." It sounded almost more like Bill Clinton or like Elmer Fudd, I don't

know, but more of a Donald Trump, but you get the point, is that if someone has really good, really solid, really helpful information, I don't care how often that person is emailing me, it's about is this a waste of time or not?

The other thing that I see is that people are thinking and I don't know if it's just that they're reading old courses, but they're thinking very 1999-ish when it comes to email marketing.

What does it mean? It means that even back, right around when I started building list, but when I had other mentors and things like that who builds a list, these things really popular called newsletter, weekly email newsletter, and they went on for maybe five or 10 pages and I actually read a couple of those and I was in a few actually, but people would send long email messages and they'd have tips of the week, they have an announcement area, they would say, here's article one, here's an ad, article two, here's an ad, article three, quote of the week. It was this half-hour or one-hour show but in written email form.

I know people are trying to like make it like a monthly magazine. I know that the draw in a lot of these courses that people are teaching is that you only have to do this once a week, once a month, but the problem is just the marketplace just didn't want it then and they definitely don't want it now with stuff like text messaging, social media, Twitter, or Facebook where everyone's attention span is very, very short.

I was lucky that I started building list late, probably about 2005, compared to now that is lifetimes ago in internet years, but I started building this list and just out of getting tired, I would just send these short emails. I would send emails that were half a page at the most and so every now and then, I'll send an email that might be a page but when we're talking about short messages, reminders, quick tips, things that are like barely an article but maybe even shorter than an article. If you have something more to say, then you send them over to a blog post or to a video because the whole point and here's like I would say the biggest breakthrough so far in this call, the whole point of sending an email is to get people to click on a link in that email, right?

What I see are people who are going to the motions, they don't know what they're trying to accomplish, so they just heard sending emails is good, and so people just write all these emails, write this sequence, send them out and then wonder why they don't make a million dollars, because you don't even know what you're trying to do. What we're trying to do is get people on a list, get them to buy if they want to buy right now, if they're not quite ready, if the timing isn't quite right, then we're going to build up this relationship. I know people are worried about that word because it sounds like I have to do a lot of work but luckily you don't because of this thing called an Automatic Email Followup Sequence. We're getting them on a list and we're sending these emails out periodically, every day at first, to get them used to us and convince them that we know what we're talking about, that we're better than most of the alternatives, and that the only choice left, once they're ready, is to buy from us.

You train your subscribers. They get trained to open your emails, they get trained to read them, they get trained to click on your links, and even after that, they get trained to. If they're not used to commenting on blogs, that's something to train them for. If they're used to buying low-ticket items or high-ticket

items, you're whole community, it's the weirdest thing but they as a collective, get trained for certain things.

Kind of switching gears, when I was first building a list, I wasn't doing it very aggressively like you should be doing and I had an opt-in page but it was really tiny, and this is before people taught things like forced opt-in pages or squeeze pages or it might have been like a year or two before this became the mainstream thing. I think this might have even been pre-2005, when I just had a tiny list and I didn't really consider myself an email marketer, but I did have a signup form on, what I guess is my blog, but it was, but yes, I guess it was a blog that I coded by hand, it was pre-WordPress days. One day, I opened up my email and I just saw a flood of opt-ins and I was like, "What the heck," and I hit the refresh button and a minute later, another opt-in, a minute later, another opt-in. I was trying to figure out what was going on, and literally, almost to the second, once a minute, I was getting boom opt-in, boom opt-in.

A new person was signing up to my email list and I was thinking, "What the heck is going on? I'm not sending any traffic, I'm not paying for any ads right now, what's going on?" I looked and I looked at where the traffic was coming from and the owner of the very popular message board or forum links to my site from his front page, and so he was sending all these traffic, just flood of traffic and then I thought, I went to panic mode.

I'm thinking, "If I'm getting one opt-in a minute and it's on this tiny little formula that no one can find in my site, imagine how many people I am losing," so I really quick went and remove everything else from that page and made the opt-in form really giant and used what I knew to make all the buttons really big and have a headline above it and I was doing all these things that we now know as a squeeze page, but it happened because, at first when I knew that there wasn't any traffic, I thought who cares if someone signs up or not, but as soon as traffic starts flooding in, I thought, "Holy crap, I need to go and make these adjustments."

That's a really powerful mindset is that, I know a lot of us are making web pages with this idea that, maybe some people will see, most people won't. What if today you send a million clicks over to your web site or opt-in page, you'd want that sucker to be optimized as much as possible, then that leads me to every now and then, I'll go and check eBay and I'll look at what internet marketing seminars and things like that went on maybe five years ago that

I'm always about the basics, the fundamentals, things that worked years ago that people have forgotten about that still actually are just as powerful today, so I went, and I can't even remember what seminar it was, but I searched eBay and saw an auction site for a couple of different seminars and I got one. I got the discs and watched them and this is a few years ago and they we're talking about some really high-level ideas.

They were talking about direct mail, upsells, downsells, funnels, one-time offers and all these stuff and as I was listening in all these, and I was thinking, this is a good idea, that's a good idea but I felt guilty because I thought to myself, I'm looking in to all this fancy stuff but I'm not even making the best use of the people I have. I'm looking in to all this traffic but I'm not even monetizing my existing subscribers as good as I could be.

## Mini-Launch

I had this one month, somewhere along the way, I know I'm telling things as out of order, but at some point, I want to do better than I was doing and I want to say that, once again, in the early days of my list building that I was probably making about 10,000 a month.

I remember the first year that I consistently earned \$10,000 dollars a month online. This is even before that where in a good month, I'd make 10K. On a bad month, maybe \$3000 or \$4000, so it's pretty wildly unpredictable income stream and so I just said, "This month, I want to make \$25,000."

Keep in mind that this was before webinars, we had teleseminars but there wasn't much I could do. I had someone of an affiliate program, I had some traffic coming in, but I didn't have gobs of traffic and I wasn't selling anything really high-ticket like today if that was what you're trying to say. Let's dig out one of our thousand-dollar programs and let's just sell 25 copies of that, but back then, I was selling stuff for like 20 bucks, 30 bucks, so I just sell tons and tons of volume but the good news was that I had an email list of thousands of subscribers and a lot of them had not yet bought from me, so what did I do? I talked to my list.

In the beginning of one month, I think it was a February, so it was a really short month, I said, "I want to make 25K this month and normally I make this amount and so that means I had to make this amount for a day."

I know that's a scary thing to tell your list but no one else was being that honest, being that brutally on it. At that point, I didn't just say give me money but I said, "Here's this product that I have and I want to give you a copy because of this, this, and this," and I was looking at the sales letter and looking at things I'd left out and doing a better job of explaining it in my email.

The next day, I said, "Yesterday I made this amount in sales, now I have this left through the month, now I need to make this amount per day," and that daily amount would rise or fall depending on what it is that I want to accomplish, but the end of the story is that I broke that 25K record by a long shot and then at some point, my baseline, my minimum per month became 10k, then the minimum became 20, then 30, and up and up and up, but it started by building that, not the reputation but the relationship with my list.

First of all, email your list every day and be interesting. I see people bastardized this, they'll email their list and they'll be what I call stuck in the friend zone, they'll say, "Today, here's a free gift for you, these videos are free, you're welcome. The next day, I'm going to give you these resell rights, they're free, you're welcome. The next day, I just bought these rights to this and I was going to sell them, but here you go, here's what's free and I see these people and they'll build a list, work every day for 30 days, they would give away something for free and then after a month, they'll say, "Hey buy this," and wonder why nobody buys, because you were too nice, you gave away too much stuff.

Now the other extreme for this I see is what we call churn and burn where on day one, they'll say, "Click this link to make \$200,000 in a day from your underpants." Next day, they'll say, "Click this link to make a million dollars a day from Twitter." The next day, "Click this link to make a million dollars a day from

Yelp. Every day they will have a different offer that's just over the top crazy and they end up alienating their subscribers very quickly.

I see people who shoot themselves in the foot, where they'll say, "I'm going to show you offers you can buy, but I believe in delivering value, so I'm going to email you every day. Unless you click this special link and then I'll move you to this list where you're only going to get an email once a week and if you're on that list, if you don't want that, you can get this as free, you'll only get an email once a month." They make these crazy complicated systems and they basically train their subscribers to opt out of all their emails.

Here's the thing is that people are going to unsubscribe, you are going to have that 1% list decay which means that if you have those thousand subscribers and you email them every day, same contact, then tomorrow that's going to be down to 990. The next day, it would be down to 980. Next day, it would be down to 970 and that seems scary but all you have to do at that point is just add 10 subscribers a day to maintain or 11 or 15 just to grow from that point. What we want to do in this whole, I hate to say relationship building you see because that's what it is, is to have a consistent message and to keep sharing things and to just realize that it takes your subscribers about a week for them to take action.

I don't know if you heard of this really overused cliché that takes seven points of contact for people to do anything, that's true. Whether you believe that or not, the whole idea is that seven times on average. Let's just say, out of those thousand subscribers you have, let's say that 500 of them would have bought at some point, right? If you like maxed out your list, of course not everyone is going to buy from you but if you maxed out all your buyers, let's just say out of the thousand, 500 people eventually will buy from you. If you talk to them seven times, you're getting half of those because we're getting like on average, so if you email eight, nine, or 10 times, you'll get more.

What that tells me is that if you have a thousand subscribers and 500 of those subscribers are future buyers, then emailing seven times gets us 250 buyers, so why wouldn't you email seven times? Why do you just email once and give up and want to do something else and disappear for two months. That doesn't work, so what we want to do is just realize that people need to be reminded, they are always distracted.

You're giving them a message over email, so how do they get that? They actually navigate around all these other people and get a shock, they're buying all these other people's offers, so you need to email people seven times in a week for any action you want them to take. Let's think about what actions you want people to take, someone comes to us, they sign up in our opt-in page and then we want them to take the action of grabbing that free report, we want them to grab that free report we've given them in exchange for the opt-in and read it, go through it, get results from it, finish it. We can easily create seven emails that will walk them through that process.

The first email, let's just say, when someone grabs our free gift, we say, "Can you go back and download that report, here it is again." Now the next day, you say, "Did you download it, if not, here it is again." Maybe on the third day, you could be talking about, "Did you open it?" At this point we can say, "Did you open it, here is the link one more time," and check out what's on the very first page, then maybe we

can say that by day four, if we're lucky maybe they've got to page five, maybe they looked at a couple of things and say, "Here's the number one thing you should get from this report," and maybe give them like the condensed elevator speech or five-sentence summary of what they should get but the best thing in that report.

Maybe for day five, you say, "Did you get to this halfway point?" Maybe for day six, you say, "Did you finish it?" Maybe day seven, you say, "What results did you get from that?"

It seems really extreme until you think about how many of those lists have you signed up for, how many things have you claimed for free and they never followed up, quite a bit. On the other hand, sites like eBay and Amazon email you every day, every week to make sure that you know about the latest and greatest.

What we want to do, just to be clear, we give away this free gift in exchange for an opt-in and then after they have opted in, once a day for a week while they're at the hottest, we send them back to that download page where they can click on that link to the report and get it and at the button of that download page, we have a link to something that they can buy. We're still building a relationship but they still know that we have the thing they can buy and if they're ready to buy it, they can get it right now. You're thinking, "Okay, that's great, seven days, now what?"

Now what we want to do is what we call a mini-launch, the term "product launch" is so misused, and so many people have claimed they invented it and I was using product launches five years before some of these guys came along, so I think that's a bunch of crap, but the point is that this thing called a launch, it just means more email followup but launches way more exciting.

You think, okay, traffic and money, right? You want to keep sending messages to these people who have signed up with us because they signed up that for a reason, they want something. Just the fact that they're still staying subscribed and opening our emails means that there's still a chance, there's still hope.

The other thing is just by going through this first seven days, you differentiated yourself from everyone else who's building a list because what's happened? Either they've sign up and they got no emails from some other competitor of yours or the competitor churn and burn them with million offers and they got blasted and they unsubscribed.

Or... that person was in the "friend zone" and gave them all this extra stuff and there was nothing to buy, so they have that person as their best friend, not as someone they're willing to pay money to. Just by talking to them for a week, you will lose people, but people that remain are the ones that you actually want on your list anyway.

That's week one, is just making sure they consume their freebie and then for week two, we're just going to, once again, email them every day and transition them from this free report they got into something that we want them to buy.

Let's just say that you had like a course on time management, to make something easy, and you had all these modules and let's say it was like a hundred bucks so you could put out a free report that's like the three time killers or something like that or like three time boosters or just like three ways to get your life back. The report could just be five pages long and then it just explains, out of all the possible ways for time management productivity, remove interruptions, get focused, get energized, here are the three best things you could do right now for the fastest result, right? You put that into your report and heck, you can even just pull out the best chapter of your course or your book and that's your free report, but we're making sure throughout that whole first week that they consume that free report, okay?

Some of them will, some of them won't but the ones, even if they don't, some of them will actually end up buying, even if they don't, some of them will actually keep reading the emails and even if they don't, that's why we're having content in email and saying like, "Did you check out tip number one? Did you check out that thing on page five where we talked about this, and this, and this," so they're still getting the gist of it even if they don't read every single word that you write.

We transition it in saying, "I know that you came here because you have these problems, I know that you came here to this list because you're overwhelmed, you're running out of time, because here's the story about this one person I know who might be a lot like you.

Maybe they're a workaholic, or lawyer working 100 hours a week, or they have to commute or all these different things. I want to help you get your problem solved and I have a course called Time Management on Crack, and I want you to pay attention to your email, this time tomorrow because I want to tell you about that."

## **AIDAR: Attention, Interest, Desire, Action, Reminder**

The first email, we're just getting their attention, just whetting their appetite, and making them aware that we're still talking and I hope you enjoyed that freebie but now we're going to get in to even better stuff. On the second day, then we relate to their problem, we can say, "Here's where I was at one point, is I was stressed, overworked, didn't have any time, here's what a typical day was like for me but then here is how the day is for now," and then we say, "Why is that? Click on this link and buy my Time Management on Crack course, because this will solve this, and this and this."

We sent this email and we explained the problem, we related to them, and then a little bit of the solution, we just said, "Click on the website to find out more," so we left it up to the website to explain this and we left the rest alone, but we're still not done because we still haven't contacted them seven times, we contacted them seven times to consume that freebie, we might have gotten some sales from that, but we want to contact them seven times about this thing that they can and should and will buy.

On day three, we send them ... let's say, day two was the interest email, day three, we're going to call that the desire email. The first email or that day was attention, we just got them used to that ... we told them that there's a free thing coming up and we gave them a day off basically. We just said, "Here is this thing coming up, check your email tomorrow," because I do like to hit people with a link every day, but sometimes I'll take a day off and just send them a message and just say, "Here's this and this," but then no link, and then give them the link the next day.

We have the attention email, interest email, where then we explain the problem to them, but then we have the desire email, which is where we pretty much send an email talking about our course. At this point, they know what's going on, right? They know we're about time management, they know we know what we're talking about because they went through that free report and they know we have a course but some of them still have not clicked on it and we don't know how much attention people are paying to us and we don't know what personality they are.

That's what always ticks me off about some of these courses on how to launch a product or how to send these email sequences, these launch sequences, is that they assume that people are going to read every single email you sent, is it true and that was never true, so they say, "On day 19, tell a story about how you recently uncovered this specific secret." It's like no, just keep contacting them in different ways so that they'll keep opening your emails and so they're not used to the same exact thing. I know this guy who would send an email every day, he would say the exact subject line, an update for me. Every day, an update for me and I unsubscribed really quick because I was bored.

Another weird thing about this is that we're mixing things up and we're being almost in a way, entertaining. I don't know if you followed the 2012 U.S. Presidential elections with Mitt Romney and Barack Obama. I subscribed to both side's list. Whatever your political leanings are, I don't care, it's not the place for this but whenever there is ... and I bet you that from now, this point on, whenever there's a run for president or reelection or doesn't matter what kind it is, you need to subscribe to the top two candidates' email list because they will email every day with these really weird and cookie subject lines that are actually split test and I supposed my emails too.

Out of all the weird things, I know people will say, "The best subject line to send is one that says HELP!" Or, "The best subject line is one that has their first name in the subject line."

I've tried all kinds of different combination of things and it's not like one specific subject line is going to out-pull everything else but what does get the most attention is something weird and crazy and something that's unexpected that is not super official. I've opened emails that said like, from Mitt Romney, subject line, hey, or from Barack Obama, subject line, how are you doing. I was like what the heck is this so we want to interrupt their pattern and be different than the usual, boring emails we're getting. That doesn't mean you want to get too crazy and send emails with a subject line saying things like your payments been received or payments due, we don't want to have anything deceptive like that but we do want to stand out and be a little cookie and crazy like that.

The other good thing about email marketing is if you send an email today and it bombs, you still have tomorrow and the next day, the next, the next day and most people give up after one or two emails and they think that's a product launch, that's not, you need to email all week. I know that some of you out there might only have one product or you might not have a product yet and you need to promote a pitch webinar which was Robert Plank Show episode 7 – How to Run a Webinar, but we still need to email every day and you might have like a print book and still you can run an email followup sequence or a launch if you want to use a fun word to promote that book, but you want to email every day.

Email one, attention where we get them introduced to this. Email two, interest where we introduce the problem. Email three, desire, where we explain what our product is in the actual email, list some bullet points, list some modules, get them to click, and then email number four, we'll call that action where we say, click the link.

By now, they've heard about us and we say almost nothing other than if you want to get this blank, click this link and email five, we'll send them a reminder email saying, "Did you missed this, did you get this? Using Time Management on Crack, you get this, this, this, and this," and then you just repeat the process.

What we want to have, if you followed me along so far, we got a 12-day email sequence and so someone signed up, I guess it could be 11-day because the first email goes at the same day but whatever, the whole point is they sign up for our free gift, they get emails all day that week, making sure that they consume that free gift, and then they get some emails the following week saying, "Here's this thing that I have for sale." You might be thinking, that's great, that's 12 days but now what will I do? What I'd like to do personally is I'd like to wake up in the morning and send them a quick email and then if it's a good email, I will save it, I will go into my sent folder and put it into my followup sequence.

Just to be sure, I don't want to be leading anyone out, we use a service called AWeber, that's aweber.com and you can do everything we're talking about here today, is that you can get an opt-in form, you get people to sign up, you could send out broadcast or blasts or talk to all your subscribers at once.

Then you can set up a followup sequence where you can say, when someone's on my list, on day one, they get this email, day two, they get that email, and day three, they get the other email but once again, we'll show you, not just tell you, but show you as we set up a whole entire funnel including a sequence at [incomemachine.com](http://incomemachine.com).

Many people out there, they have blog, opt-in page, even a sales letter, even a membership site, even some traffic, but they don't have this missing piece which is a followup sequence because some people are sure, are ready to buy from us right now, but the majority of them aren't and all we have to do, it is really simple, is just to stay in contact. Most of the selling are already been done because they already realized that they know they need this time management, weight loss, or real estate course or whatever it is your selling, so we just need to remind them that we still exist and then do this thing called, I guess you could call it a mini launch, where you walk them through these steps of Attention, Interest, Desire, Action, and Remind them.

## **PAINT: Poll, Action, Idea, News, Tip**

For the rest of the month, as your, I would say that you probably, just to be on the safe side, need 30 days of just explaining who you are and promote one product, you have to blend to that, go mix it around but for 30 days. We're emailing every day for sure and we're letting them know what it is we're all about, so the remainder of those 30 days, I'm going to share you with this one what I call PAINT, which stands for Polls, Action, Ideas, News, and Tips. That's how you stay in touch with this thing called PAINT.

What that means is a good way to get people engaged or entertained is to ask them a question and I've asked questions like how long have you been doing this, how did you get started with this industry. I've done things like I got a print book out, you apply to me with your physical mailing address and I'll send you a copy of the book and it cost me \$7 but I don't care, I just want people to reply to me and start talking. A good benefit too is that with most email clients, when someone replies to your email, your added to their address book and what that means is that you were then white listed so that when email comes in, if the email program is looking as far as should I treat them as spam or not or delete it or put it in junk email, they say this person is in your contacts because you replied to them, so this must not be a junk message, that helps right there.

We can run a poll and ask them a question, we can give them some assignment to do and that just might be a quick link and go to our sales letter but you can say, a good way to be more productive is to increase your health, so how about every two hours at least, take a walk around the block and then we can say, did you do that yet? Maybe today you did that or if not, can you do it today or tomorrow and then talk to them again, so really easy way to follow up is to just give them some action or an assignment to do.

The I in PAINT is the idea, so if you have an idea on how someone can use your course, so if we say, "Here's an idea, what if you use my time management course to get an extra hour out of the day and then you were able to spend x number of days with your family that would add up to y number of days for the entire year," or if you could say what if you went out right here and you just had this idea, if I had this real estate course and you could take this system and let me just pull up this one real estate website in, I don't know, Pittsburgh, Pennsylvania, and let me look at these properties, what if you bought this one right here just to get their brain flowing, get their head spinning with the possibilities.

Now the news, this one's really fun because chances are you've looked up or at least you pay attention to news in your industry, so if you hear about this new thing happened with real estate, so if there was like a real estate crash, right? For example you could say, I just heard that in this one town, the real estate value dropped from this to that, so wouldn't that be a great time to buy a home to flip it or something like that, or with the time management thing? If I said, I just read this study that this, and this, and this leads to more productivity and so why don't you do that right now today, so we're just being almost their friends and we're keeping them informed of things that they're interested in.

Finally, the tips and this is a little bit related to the ideas where we can just give them like this short little checklist and say here's something you can do real quick, not necessarily an idea where it's like this big

grand thing and not necessarily an action email where it's just like one specific action like clicking but if you had 60 seconds, what can you do, you could clean your desk, you can empty your trash, you can do 10 pushups.

You can say, "Here's a tip, here's something you can do in 60 seconds right now to decrease the problem and increase the goal you're trying to get to," so that's what the PAINT formula is, it's Poll, Action, Ideas, News, Tips. Use that along with the attention, interest, desire, action, reminder sequence your selling, use that in addition to the seven day pre-sell sequence that walks them through it.

It's going to be hard for you not to send these emails and here's where I'm going to give you, something I probably shouldn't give you, but the best email we've ever sent is the why didn't you buy email and what that means is you have that opt-in page, someone got an email every day for 7 days, send them back to that download page, and then at some point, you started talking to them and transitioning into the sales letter. If you've been emailing them for two weeks and they haven't bought, send them an email saying, "Why didn't you buy," and put this in your exact sequence and say, "I just want to follow up with you. Our records show you have not bought Time Management on Crack, I just want to know why not and in case you forgot, here's the link, but if not, reply to this email and tell me why."

This is so powerful because you get your finger on the pulse of your marketplace and realizing what it is that they want and what are the objections that they're having that are stopping them from buying. Sometimes it might mean your sales letter isn't clear, they just want to know about the guarantee or they want to have a short report on how to sleep better or how to handle email better, you can say this one part is covered in here, so here's how you buy it.

I know what you're also thinking, what if someone's on my list and they buy from me and they get this email and now they're going to be so offended because they bought and I'm asking them why they didn't buy. Inside Income Machine, we show you how to set up the rules so that if they buy from you, they're taken off that prospect list and that's why we say our records show because it's never perfect and they might have signed up from one email address and bought from another and so even if they did buy and they reply to you that's still a good thing because you can then say, "Great, what did you think about it?" and turn that into a testimonial that you can then use on your sales letter.

If you want more money, leads, and sales, and you want to increase that baseline without a bunch of extra work, there's money sitting in your business, in your list, and it's called this Followup Relationship Email Sequence. If you're stuck in terms of I need to have the whole system set up or I'm stuck on this chicken and the egg thing where why would I make a followup sequence if I'm not building a list, we want to cover all that and more for you at [incomemachine.com](http://incomemachine.com). Go ahead right now there to [incomemachine.com](http://incomemachine.com) and get your email followup system and everything else set up by Robert and Lance helping you.

Set up that whole sequence, the money is in the list. This has been How To Create an Email Followup System That Makes You Sales and Money on Automatic Pilot. Go right now to [incomemachine.com](http://incomemachine.com) to get your whole funnel and system set up and join us next week for [Episode 20: How To Quit Your Day Job and Become a Full-Time Entrepreneur](#). It was nice talking to you, have a wonderful day.