



**Anatomy of an
Autoresponder
Email Series
Proven to Turn
Freebie-Seekers
into Buyers**



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Anatomy of an Autoresponder Email Series Proven to Turn Freebie-Seekers into Buyers

This resource guide outlines the exact methodology I used to write my most profitable email autoresponder series. Inside, I give the inside scoop on the 8 emails virtually proven to move freebie-seeking email subscribers into the buyer zone.

A word of warning though:

No email campaign is one size fits all, so take what you can use and leave out the rest!

Okay, that's all for now.

Let's. Get. Started!



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Before we get into the autoresponder emails ...

Be sure you have a clear goal before writing anything.

And this is important.

No matter how great the writing, no email series can survive a wimpy, floundering goal.

Do you want to sell a one-on-one session?

Do you want to sell an info product?

Do you want to sell a service?

Your strategy will be different depending on your goal.

So you've got to get that all mapped out first before you start smacking the keyboard and bangin' out emails.

Now, no matter your goal, there are some overarching hot buttons you'll want to include in your emails.

And that's just what we're about to cover next ...



My goal for this autoresponder email series is to ...



Email #1: Give them what they asked for

In this first email, you need to be direct. Use a straightforward subject line, so they know you're all about business (not uptight, but professional and reliable).

Inside the email, you want to thank them for requesting your “freebie” and subscribing to your list. And you want to give them what you promised. Don't wait for a second email – give them exactly what they requested in this first email.

This is critical. Waiting to give them what they requested means your breaking expectations. And you want to set the tone early in the relationship that they can count on you to do what you say you're going to do.

So let's say they're signing up for a 7-Day Challenge or a 3-Part Video Series. In this first email, you want to give them the first day's email for the challenge or video series and set expectations on when they'll receive the remaining parts of the training.



Email #2: Encourage action + build credibility

SEND 2 DAYS AFTER YOUR PREVIOUS EMAIL

In this 2nd email, you're following up to encourage action, introduce yourself and share some of your results. Remember, this is still pretty early in the relationship, so you don't want to get all hot and heavy and come off as a sleazy salesperson.

Keep it light and focused on the reader. No chest-thumping or head-bangin' sales pitch.

Just give them a glimpse into what you have done for others and what you can do for them.



Email #3: Q&A time

SEND 2 DAYS AFTER YOUR PREVIOUS EMAIL

In this 3rd email, you're going to talk more about your flagship product. This email is all about building trust.

For example, I used to offer a Copy Clinic for newbie entrepreneurs and I'd build trust by talking about how the Copy Clinic is actually much less expensive than hiring a copywriter ... even though I'm a copywriter who would like to have the bigger paycheck.

Again, this isn't an "in yo' face" sales pitch, but you do want to start digging deeper into the benefits of your offer and framing them in a way so your prospects will trust what you're telling them.



Email #4: Share those rockstar results

SEND 2 DAYS AFTER YOUR PREVIOUS EMAIL

In this 4th email, you're going to talk about the rockstars who are shining because of your offer. This email is all about proof and credibility.

People don't have time to deal with amateurs and newbies. They want to work with people who have a track record of results.

If you don't have testimonials yet, no worries. There's plenty of other ways to show proof and credibility:

- Stories from your past job or other related interactions that showcase your expertise
- Media appearances
- Love notes from helping folks in Facebook Groups
- And much, much more



EMAIL #5: Picture the “promised land”

SEND 2 DAYS AFTER YOUR PREVIOUS EMAIL

This 5th email is all about getting the prospect to picture themselves on the other side. You want to come across helpful, non-pushy and relatable. You know what it’s like to be in their shoes and you’re here to lift some of the burden.

You want to show them what life will be like on the other side in the “promised land.”

How they’ll have a renewed sense of confidence or whatever you’re selling and will love life and business again after buying from you.

Here you’ll include details from your sales page to showcase the value of the offer.

You’ll also make it very clear who your product is intended for.



EMAIL #6: Shower them with valuable content

SEND 2 DAYS AFTER YOUR PREVIOUS EMAIL

In this 6th email, you're going to do some "soft" teaching to show off the value of your product.

You're not going to give away the farm, just enough to show people you know what you're talking about ... in a way that helps you sell your product.

You can choose to tell a story.

Give a checklist.

Share a Q&A.

Be inspirational.

Share something bizarre.

Whatever you decide, make sure you can sensibly tie it to the benefits of your product. Also, be sure to mix up the emails. For example, don't send three straight Q&A emails or double up on the checklists.

The point of Email #6 is to show the value of your product and get folks wanting more expert-level training.



EMAIL #7: Reveal even more incredible results

SEND 2 DAYS AFTER YOUR PREVIOUS EMAIL

In this 7th email, you're going to talk about more incredible results. We're just one email away from closing down this autoresponder series, so the testimonials you share really need to count.

You're not going to give away the farm, just enough to show people you know what you're talking about ... in a way that helps you sell your product.



EMAIL #8: Bring on the straight up sales pitch

SEND 1 DAY AFTER YOUR PREVIOUS EMAIL

In this 8th and final email, you're going to give a full, in yo' face sales pitch.

Keep it short and sweet.



Nudge Emails

SEND FREQUENTLY DEPENDING ON THE TIMING OF YOUR OFFERING

I typically send at least 2 to 3 emails toward the end of a series because more than 50% of folks will decide to jump off the fence and buy at the last minute!

Use your judgment on the frequency and how many nudge emails to send. The one thing you never, ever, ever want to do is create a FALSE sense of urgency. That screams desperate liar.



And that's it, folks!

Now, it's up to you to take action.

Go use this information right now, love!

And if you really enjoyed what you learned, here's what I want you to do next:

Say what's up to me on [Facebook](#) so I can put a gorgeous face with your name. Download the "Write Like A B.O.S.S." Guide for more profitable writing tips at:

<http://www.baab.biz/freeguide/>.

Lastly, give yourself a high five. You just got your hands on a resource that shows you how to **quickly, easily and painlessly write in a way that propels your audience to take action** - download your webinars, subscribe to your email lists and **buy what you're selling**.



Who's this writer chick?

Apyrl Beverly, "The Word B.O.S.S." and founder of BAAB Writing is a six-figure, award-winning copywriter who has helped solo entrepreneurs, small business owners, CEOs and marketing executives of big profitable brands generate millions in revenue – all by tapping into the power of words.



Known for her educated, “tell-it-like-it-is” writing voice, Apyrl has broken just about every grammar rule she ever learned and survived the wrath of her English teachers.

She is a graduate of The Ohio State University in Journalism and the University of Phoenix in Masters of Business Administration in Marketing. She’s mom to the most amazing kid in the universe and is married to the masterful “money man.”

Get your copy of her first book, [Shots Fired! How to Write Copy that Pierces Hearts and Opens Wallets](#). By the way, the book hit the Amazon Best Sellers List in 3 categories in 24 hours – so it’s a must-have!