



THE COPYWRITER'S FORMULA

Writing Powerful Email Sequences That Convert

with Raquel Dunlavey



Welcome

Hungry for more sales? I've got you covered! Do you want to know my **proven formula for increasing your organic sales and conversions?** It's a five-step process that guides your prospects to action without coming off too salesy or desperate— the kiss of death in inbound marketing.

This guide will teach you how to optimize your sales funnel with email marketing that systematically yet authentically speaks to your customers. Your copywriter extraordinaire has repeatedly proven that this method increases conversions. And you can do it too! Once you learn how to write a kickass email sequence, **your company's potential is unlimited.**

Let's Get Started!





What You Can Expect

Learn how to take your lead magnet from start to finish

Your lead magnet is your number one tool for growing your business. I'll take you through the steps to make yours work for you.



A 5-step guide to creating your own email sequence

Learn a proven framework for converting leads into loyal customers– directly from a professional email copywriter.



Understand how to optimize your email sequence

You'll get tips and tricks to make sure that you have a lead magnet sequence that speeds up your sales funnel and increases your revenue.

First, what is an email sequence?

You may have heard the term "email sequence" before and wondered what the heck that was. **An email sequence is a series of emails that follow your prospect through their buyer's journey from attention to action.**

There are many reasons for email sequences: lead magnets, webinar registrations, abandoned shopping carts, client reactivation campaigns— the sky is the limit with email marketing.

In this guide, I'll show you how to follow up your lead magnet with an email sequence because it's truly the **backbone of your sales funnel.**



Email #1

Thank You



The Thank You email is the easiest to write. You'll keep it simple and friendly. **The primary goal of the thank you email is to deliver their freebie.** Immediately after someone opts in for your Lead Magnet, you need to send them an email that accomplishes three goals:

First, it delivers the lead magnet to their Inbox. **(Pro tip: host your download on your website for maximum conversions and organic traffic)**

Second, the email affirms their decision to opt-in. **When you require the subscriber to double opt-in, you protect your website's spam reputation.** Your emails won't be delivered to anyone if your domain is blacklisted as spam, crippling your email marketing strategy.

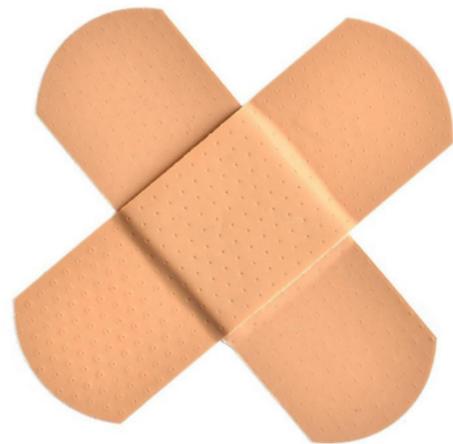
Lastly, it creates excitement. I always like to congratulate the subscriber for downloading the resource and briefly highlight the benefits of the lead magnet to their business. You'll establish a positive impression between your brand and the subscriber.

Oh, and one final reminder for this first email...

NEVER use this "Thanks" email to try to sell something! Simply do what you promised to do and deliver the PDF to their Inbox. If you design this email campaign correctly, you'll have plenty of opportunities to "sell something" soon.

Email #2

Problem and Solution



In the second email, you want to **identify a specific problem your potential customer is facing**. Next, you'll introduce your product or service as a solution to overcoming that particular pain point.

Assuming that you have already created your customer persona, you're familiar with the external problem your potential customer is facing. You already know how that problem makes them feel and have identified why that's just plain wrong.

Perhaps you're a landscaper, and you know your potential customer doesn't always have the time to mow their lawn on Saturdays. You wisely created a PDF resource promising "7 Ways to Cut Your Lawn In Less Time So You Can Reclaim Your Saturdays."

In this second email, you can acknowledge (and even empathize with) their pain. Then you remind them that you offer lawn-mowing services at an affordable price. Don't forget to include one or two calls to action.

You don't want to sell TOO hard... but you want to remind people that **you have the solution they're looking for.**

Email #3 Testimonial

Do you know what's even better than talking about yourself and telling everyone how good you are at your job?

Answer: Letting other people do it for you!

In Email #2, you presented a problem and positioned yourself (or your product/service) as the solution.

Now it's time to use a testimonial from a previous or current customer to confirm that you really can solve this particular problem. Go back to your archives and find a review or testimonial from a client that speaks specifically to the issue you addressed in the previous email.



Going back to the lawn-care example, you'd want to use a testimonial where a customer reclaimed their weekend so they could spend more time with their kids. And if you don't already have a testimonial to use, reach out to one of your favorite customers and ask them to write one up for you.

Remember: this testimonial MUST speak specifically to the problem you presented in Email #2. It shouldn't be focused on how great your company is or how you're "a pleasure to work with." It MUST concentrate on the problem and solution you've already brought up.

The testimonial itself can be anywhere from 50 to 500 words... as long as it's "on point." And, of course, be sure to include some CTAs. They should be low-key and helpful to match the tone of the testimonial.

Email #4

Overcoming an Objection



If people haven't reached out to you after the previous emails, it's likely they still have some sort of objection to hiring you or buying your product. Of course, people have justifiable reasons for NOT spending their money. Still, the job of Email #4 is to help overcome that sticking point. **Quite often, people's prominent objection relates either to cost or time.**

If the primary objection people have to buying your product is the price, you'll use this email to showcase how your product will earn them money in the long term.

If the objection is time-based, you can use this email to show them how your product will save them time.

You'll also want to include a "P.S." in this email where you can add even more value to the potential customer and continue to overcome their main objection. A P.S. gets noticed every time. Remember to focus on one objection instead of a laundry list of reasons. Clarity wins!

Email #5

The Closing Sales Letter

While you likely included a Call To Action in your previous emails (especially #2 and #4), this fifth email is where you want to do a "hard sell." This is your last "hurrah" at getting a sale through this 5-part email campaign... and quite honestly, it's the hardest one to write!

What I typically recommend is the P.A.S.T.O.R. framework created by Ray Edwards.

Here are a few things to keep in mind with this most essential email in your campaign:

- 1) Include a direct call to action **multiple times** in the email.** You want to give people clear instructions about the action you want them to take. If you want them to click a link, tell them "click this link." If you want them to give you a call, tell them: "Here's my number. Call me right now!" Do NOT be shy!
- 2) Talk about the success** people will achieve when they buy your product or service. Cast a vision for them of what life will look like after they invest with you. Be specific and clear.
- 3) Be confident.** If you genuinely believe in your product or service, and if it will really make their life better, you owe it to them to educate them on the benefits of working with you.

How Can I Maximize The Impact of My Email Sequence?

When setting up your lead magnet-based sales funnel, think about how you can maximize the power of each element. A lead magnet funnel typically involves 4 components:

Lead Magnet
Landing Page
Download Page
Email Sequence



01 Lead Magnet

Your lead magnet can be anything, **but it must be valuable!** This cannot be overstated. If a prospect signs up for your freebie and finds it wasn't worth giving up their contact information, they will hit that unsubscribe button and never consider your company again.

Luckily, I cover lead magnets in-depth on my blog, so don't panic trying to think of what kind of lead magnet will work best for your business.



02 Landing Page

This is where the prospect will enter their contact information. Your landing page should **focus on the benefits** of your lead magnet to the subscriber's business.

Landing pages don't have to be overly complicated. Just make sure that it's friendly and creates excitement for your offer.



03 Download Page

Have the download button in your Thank You email **link back to a Download page on your website**. You'll want to hide this page on your website so no one can access it without signing up for your lead magnet.

The Download page is an excellent opportunity to include a welcome message, reiterate what they'll achieve with your lead magnet, and let them know you're happy to help in any way you can.

You're not selling on this page, just being friendly and helpful.



04 Email Sequence

A high-converting email sequence connects your business with your client's underlying needs. By identifying your ideal client and their pain points and following this guide, you will create targeted messaging that gets results.

Get prepared for lift-off. Your sales are going to soar!



Ready To Write Your Own Email Sequence?

Now that you have the framework and best practices for a powerfully effective email sequence, it's time to get started on YOUR next money maker.

Creating an email sequence isn't easy. But like anything important in life or business, that doesn't mean it's not worthwhile.

Writing these emails will take you a while to get right, but now that you have the tools and knowledge to take control of your email marketing, you're on the path to unprecedented growth.

To Your Wild Success,

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