

## Sample Email Sequence

This is a short startup email sequence that a Business Coach might use to encourage new subscribers to sign up for a one-to-one strategy call for them.

Obviously, don't use it directly - use it for inspiration. And don't pay too much attention to the content of the emails (I'm far from an expert on cash-flow management and managing staff - I've just used them as an example).

I'm assuming you've collected subscribers' first names and email addresses and use the shortcodes <firstname> and <email> to insert them into emails. Replace these with whatever short codes your email system uses. And replace "Ian" with your name of course.

**Overall Goal of Sequence:** Encourage new subscribers to sign up for a one-to-one "business breakthrough" call.

**Timing:** Starts immediately after subscribers sign up for free copy of "Breakthrough to Growth" report. Emails sent every two to three days.

### *Email 1:*

**Subject Line:** Did you get your "Breakthrough to Growth" report?

#### **Goals of email:**

- ▶ Make sure new subscribers got the report and they're reading it.
- ▶ Establish friendly conversational tone and encourage interaction.
- ▶ Get people who are ready for one-to-one call already to book one.

**Call to Action:** Apply for a free "business breakthrough" call

#### **Email Body:**

Hi <firstname> - Ian here.

**Thanks for signing up - it's great to have you on board.**

Over the next few days and weeks you'll be receiving my regular emails with hints, tips and practical strategies for growing your business.

I typically send 2 or 3 short emails a week with the aim that you can read and digest each one in a couple of minutes. Please do email me if you have any questions at all. I'd love to hear what you think and to understand your perspective and challenges.

I have a quick question for you right now: did you manage to download your free “Breakthrough to Growth” report?

The report’s packed with some of my best tips on getting more customers and increasing profitability. In fact one of my clients implemented the “iPod Strategy” from page 4 and increased profits by 23% in just 6 months.

Can you do me a favour and hit reply just to tell me you got the report. Sometimes people have trouble downloading or opening it and I want to make sure you can get access.

Best regards

- Ian

PS if you’ve read the report already and you’re looking for more in-depth support to implement the business breakthrough strategies, why not schedule a short “business breakthrough” call with me?

We’ll quickly review the biggest challenges in your business right now and lay out a roadmap to get you to your growth goals. The calls are free, with no obligation. But I can only do 5 per month.

To schedule a call, click [here](#) to complete an application form.

#### Notes:

*There’s quite a lot to get into a first email, so I try to keep it as simple as possible. Notice how the first few sentences are pretty short. That’s to make the email look easy to read.*

*Early on I restate how often I’ll be emailing them, so it doesn’t come as a surprise later.*

*The email is quite chatty and casual in style - setting the tone for future emails. And right off the bat I try to get them to hit reply to interact with me. I’m not asking for much - just for them to confirm they got the report. But that reply can then led to a deeper conversation (e.g. I could reply and ask which bits they found the most helpful).*

*Their reply also helps make sure that my future emails get in their inbox as most email systems will take the reply as a sign that I’m someone they know.*

*When I ask them if they’ve read the report I also highlight one specific element in it to arouse their curiosity to read it if they haven’t yet.*

*Finally, the strategy session call to action is in the PS to separate it out from the request to say whether they got the email.*

### **Email 2:**

**Subject Line:** What's your biggest business challenge right now?

### **Goals:**

- ▶ Get subscribers used to taking action
- ▶ Identify subscribers who have significant challenges and are ready to discuss them

**Call to Action:** Email me to tell me about your biggest challenge. I'll send you my best ideas to help by return.

### **Email Body:**

Hi <firstname> - Ian again.

Do you have a particular challenge or problem in your business right now that's holding back your growth?

Could be something general like not getting enough new customers. Or something very specific like struggling to motivate your sales team.

Whatever it is, tell me about it and I'll do my very best to give you some ideas.

I've worked with literally hundreds of small businesses - so chances are I'll have seen something that might be able to help you.

Just hit reply, or email me on [ian@ianbrodie.com](mailto:ian@ianbrodie.com) and I'll get back to you asap with some suggestions and practical tips that should be able to help you.

Speak soon,

- Ian

PS I'm going to email you in a couple of days with a short story about probably the most important lesson I learned in business. Get this wrong and your chances of getting sustainable growth are pretty slim.

## Notes:

*This is a short email with the goal (again) of getting them to reply and get used to interacting with me. It will also give me a clue as to who trusts me quite a bit already and who has an urgent problem they want to address. So when I reply I might will offer a strategy call if the problem looks like one I could do a great job of helping with.*

*I give them a couple of examples of the sorts of problems then can send me to help trigger their thinking.*

*And finally, the PS teases what I'm going to be sending them in the next email. That will help to build tension and increase the number of people who open that next email.*

## Email 3:

**Subject Line:** Hope is not a strategy

### Goals:

- ▶ Establish importance of taking action rather than just passively consuming information

**Call to Action:** If you'd like to take immediate action to accelerate the growth of your business then email me to set up a free "business breakthrough" call.

### Email Body:

This is probably the most important lesson I ever learned in business <firstname>.

It's what got my business from "doing OK" (but with me working my socks off) to growing at 20%+ every year for 5 years with a lot more free time.

Like many businesses, when I first started up I did OK initially. Referrals and recommendations from my old contact base fed my pipeline and I hit six figures in my first year of business.

But then things began to dry up.

I'd pretty much exhausted the work that I could get from my "inner circle". I was making progress with local networking and referrals - but slowly.

And for quite a while I let it drift. I kept thinking something would drop in from my network, or that the local referrals and networking would begin to pay off.

But, of course, it didn't. Not enough of it anyway.

### **Hope is not a strategy**

Eventually I figured out I needed to be a lot more pro-active. I couldn't rely on people passing work to me.

I needed to take control.

So I took a step back and really thought about who my ideal clients were and the value I could bring to them.

I narrowed my client focus. And I picked a small handful of marketing tactics I could work on and excel at.

And most importantly of all, I got much more systematic. I set targets for each of the marketing tactics and translated them into weekly goals.

And then week in, week out I implemented those tactics.

Of course, I wasn't perfect. Some weeks I lapsed into bad habits and didn't do everything on my plan.

But 9 times out of 10 I stuck to the plan. And it turns out that's about 8 times out of 10 more than most businesses.

Today my business is much more on autopilot. I know the strategy works so I get on with implementing the plan.

But the start of it all was that day when I took a step back and chose action over hope.

If you ever find yourself in that position of thinking "something will turn up, it always does". Or "once the recovery kicks in we'll be alright". Take a step back and remember **hope is not a strategy**.

Do something.

Start by choosing to take control.

Start by putting yourself in your clients' shoes and figuring out what they really want.

Start by finding ways to get yourself in front of your ideal clients more often and in ways that add value to them.

Start by thinking about how to nurture your valuable relationships with clients and prospects.

Start by learning how to have effective sales meetings with clients.

**Then do it.**

If you do, you'll be way, way ahead of most people. And you'll have the satisfaction of knowing you're in control of your own destiny.

And if you'd like to take immediate action to accelerate the growth of your business then email me to set up a free "business breakthrough" call. We'll review the key steps you need to take to go from "hoping for growth" to driving it. **Hit reply** and tell me what you'd like to get from the call.

Speak soon,

- Ian

PS in my next email I'll tell you about how my newly-growing business almost went under due to a common mistake that most businesses make.

**Notes:**

*This is quite a long email, but the short sentences and paragraphs and the use of bold text make it easy to read.*

*It provides a very useful tip on taking action rather than hoping for success. But it also serves a second purpose: the people who it most resonates with will be action takers. Just the sort of people you want on your list.*

*And notice the teaser for the next email in the PS again.*

**Email 4:**

**Subject Line:** My cash flow struggle

**Goals:**

- ▶ Establish empathy, that I've been in the same position as them

- ▶ To show them I know how to fix cash flow problems quickly

**Call to Action:** If you're facing similar problems with cash flow I can probably help. Fast. Just hit reply and we'll set up a quick discussion to give you some ideas and practical next steps.

**Email Body:**

They say that “turnover is vanity, but profit is sanity” <firstname>.

But in the world of small business it's cash-flow that's king.

In fact it's one of the top growth barriers that almost all small business hit (more on those in my next email).

In my last email I told you about how when I took a grip of my business and decided to focus on a small number of marketing strategies I could master my growth took off.

In fact my turnover doubled in the next 6 months.

But a month later, the business nearly went under. The problem: cashflow.

You see, while the business was growing fast, I was running around like the proverbial headless chicken hiring new staff, negotiating with new suppliers and putting out fires where I could.

I wasn't managing the most important thing in business: cash.

Slowly but surely our debtor days had been rising as customers hit by the recession had been delaying payment. And since I was too busy to chase them up, some of them just never quite got round to sending us what they owed.

Pretty soon our bank account was looking very dry indeed. We even had to delay payment to one of our big suppliers ourselves until we got paid.

Fixing the issue wasn't too difficult (initially at least). I made sure one of my team sent me an email every morning with a list of our old debts and our current cash levels so that I didn't lose sight of where we stood. And I delegated the task of chasing up (ever so politely) to a staff member who was pretty good at that sort of thing. And I handled our big clients myself.

As part of my coaching these days I teach business owners how to set up simple systems like this in place to make sure they're always on top of the key metrics in their

business. And, of course, there are also some rather more advanced strategies I teach for managing your cashflow.

But the first step is always to realise it's an issue and do something about it.

If you're facing similar problems with cash flow I can probably help. Fast. Just [hit reply](#) and we'll set up a quick discussion to give you some ideas and practical next steps.

Speak soon,

- Ian

PS - these "business breakthrough" calls really are free. Obviously I'd love to work with you afterwards but there's no obligation and no hard sell. Business owner John Smith called his call with me "the best 20 minutes I've spent on my business".

### Notes

*If I was a real cash-flow expert I'd have put something a bit more sophisticated in there. But even so, sometimes it's the simplest ideas that have the most power.*

*By telling my own personal story and admitting vulnerability it helps me build a closer bond with my subscribers. And also gives them the confidence that I've been through what they're going through.*

*Notice how the teaser for the next email was earlier on this time, just to add a bit of variety and to allow me to re-promote the call in the PS. The mini-testimonial helps too (use a real one, obviously)*

### Email 5:

**Subject Line:** The 7 growth barriers all small businesses hit

### Goals:

- ▶ Demonstrate knowledge of key areas needed to grow a small business and ability to simplify and make sense of problems
- ▶ Showcase case studies of successful client work across likely range of client industries (services, retail, financial, manufacturing)

**Call to Action:** For a review of your business and how you can break through these growth barriers, call me to set up a free "business breakthrough" session.



## Email Body:

Today's email is about the 7 most common growth barriers that small businesses hit <firstname>.

Often those barriers sneak up on you and you don't notice you've run into them and they're holding you back. So take a step back for a minute to see which of these could be holding you back.

### **Barrier 1: Lead Flow.**

Probably the biggest issue I see with most businesses is a lack of fresh opportunities coming into the business. Many business owners find prospecting for new customers uncomfortable and so they simply don't do enough of it, or they don't get good at it.

The end result is they spend their time "picking at scraps". Chasing old dead leads or desperately trying to convert every single person they meet into customers. And desperation shows.

But get enough new leads flowing into your business and other problems sort themselves out. It's easier to sell because there's no pressure. And you can pick the very best customers to work with.

One hairdresser I worked with last year doubled her profits simply by focusing on lead flow. By working on promotions and partnering with other local businesses we were able to increase footfall into her salon by 60% and get higher value clients who spent more and stayed more loyal.

### **Barrier 2...**

*I'll leave you to imagine the remaining barriers, they're not as important as the email structure...*

Seven barriers. Each can sneak up on your business and it can be like running into a brick wall. Watch out for them.

For a review of your business and how you can spot and then break through these growth barriers, call me to set up a free "business breakthrough" session. You can reach me on 555 11122 or just hit reply to this email.

Speak soon,

- Ian

**Notes:**

*This email could easily spread over two or three, or even seven. you can either do short punchy bullets, or expand on each point. The value of expanding is that it allows you to bring in a client story to hit on the “know and feel” factors that will get your subscribers comfortable hiring you.*

*Notice at the end the call to action involves phoning. This is really just to capture those people who prefer the phone to email when it comes to getting in contact.*

**Email 6:**

**Subject Line:** Can you help me?

**Goals:**

- ▶ Encourage interaction and gather information on key topics of interest to subscribers by asking for help with survey

**Call to Action:** Click this link to take the survey.

**Email Body:**

Hi <firstname> I wonder if you can do me a quick favour.

I want to make sure my emails to you “hit the spot” and focus on the business problems and opportunities that are the most valuable to you.

So to help me make them even more useful to you, would you mind completing this short survey for me?

There are only 3 quick questions and they’ll help make sure I can send you the most valuable, relevant material.

Click [this link](#) to take the survey.

Thanks in advance,

- Ian

PS I have something very special lined up for tomorrow’s email - more details soon...

## Notes:

*Surveys often get a good response for me with up to 20% of subscribers - even from quite an old list - completing them.*

*The email is very short - I find that works best if you want to get people to take an action that doesn't need much persuasion, and that they have to go somewhere else to do. Too much text in the email itself distracts them from the job at hand.*

*I stress that there are only 3 questions, so it doesn't seem like an onerous task (how many times have you clicked to a survey only to see a list of 20 questions that look like you'll have to spend half an hour completing?!)*

*And I also stress the benefits they'll get from the survey: more relevant and higher value emails from me.*

*I get the survey results, of course, but the very fact that they click the email tells their email system that I'm a sender they should pay attention to and not flag as spam or a promotion in future.*

## Over to you...

Review the sample emails to see what elements you can bring into your own initial emails. The notes on each email will tell you why I included certain elements and wrote in a certain style. You should be able to adapt the approach to work for you too.