



The 4-Part Email Marketing Strategy

(It's all you'll need until your business can support
a full-time copywriter)

LET YOUR LEADS TELL YOU WHO THEY ARE

Forms are my favourite marketing tool, but I've seen them chronically under-utilized. Most forms ask for no more than the basic information: name, email, and sometimes a phone number.

Meanwhile, forms are the perfect place to learn precisely what you need to know to connect with your audience on a human level.

Everyone has a relationship with the problem you want to solve, so ask people about theirs!

Let's review the Toronto Naturopathic Clinic. Health is a super personal topic. So, for a prospective patient to get a lot of value from non-committal interactions, a healthcare practitioner must click with their future patients before asking them to invest substantial time and money. What matters most is not landing the next patient but making sure this person meets their needs.

Some people are fit as fiddles and simply want ideas on how they can protect the health they've worked hard to attain. Others have problems that literally burn, and no healthcare practitioner they've met before has stopped their symptoms from returning. Most fall somewhere between these two extremes, and if I don't know who I'm writing to, how can I show them the Toronto Naturopathic Clinic can help?

Your goal: find where the branches of your audience start to split. Get as close to the root as possible so that your form prompts responses in a simple, CRM-friendly format while providing solid ground to make educated assumptions about the nature of your prospect's interaction with your business.

FIGURE OUT IF THEY'RE READY TO BUY OR JUST BROWSING

Sometimes just the form response will tell you if someone is ready to buy or just browsing. The rest of the time, you'll need an email sequence to gauge someone's interest.

I mentioned segmentation-focused automations. These pipes handle all the data to ensure the right people get the right message at the right time. If you plan to DIY your email marketing system, you need to know how these work.

The substantive content depends almost entirely on your business. The idea here is to create conditional content that speaks to the possible types of people who identify themselves through your insightful form. Here's the outline.

Email 1: Welcome your reader to your corner of the world and immediately give them value. This can be a PDF, a YouTube video or playlist, a free trial of your product, a no-strings-attached consultation, any combination of all four, or something I haven't mentioned. What matters is adding value to their lives just for trusting you with their email address.

Email 2: Share a story of a life you've touched and how your business has evolved as a result. Everyone is quick to share their success stories, so I like to highlight failures in a positive light. If you're not a confident writer, be careful, as it's too easy to undermine your credibility.

This email aims to demonstrate your authority and intention to facilitate their prosperity, not get into their wallet. If that's not true for you, go away and introspect. Assess your personal values. I don't care what you're selling. If you're out to make money at the expense of your customer's wellbeing, close this page right now - I don't want to help you.

Email 3: Explain specifically how your business operates and why it works. Let your reader in on your process.

Here's where the segmentation kicks in. You should know by now if your reader is actively looking to buy or if they're just browsing. If your reader hasn't opened any of the last three emails, or they haven't clicked anything in those emails, then they're cold or warm leads. Leave them on your email list to receive any of your regularly scheduled content (if you don't have any, that's a different conversation).

If your reader has engaged with at least one item from the last three emails, it's safe to assume they see you as someone worth listening to. They don't think you're wasting their time even if they're not ready to buy. You know these leads are hot, so you can introduce the pitch.

SHOW THEM EXACTLY HOW TO KNOW IF THEY'LL BENEFIT FROM ENGAGING WITH YOUR BUSINESS

I mentioned a sequence that generated millions of dollars in recurring revenue. Here's how I made that happen. Some backstory: my client at the time was selling a coding academy designed to help anyone start a fulfilling and lucrative career as a blockchain developer. That's a niche within a niche.

He ran weekly webinars, typically populated by followers of his YouTube channel. The people joining the webinar were unhappy with their jobs, and the reason for the misery simply didn't matter. They either weren't getting enough freedom, money, or personal development from whatever they were doing and saw blockchain development as the path to a better career and a happier life.

But, despite my client demonstrating his expertise with daily videos, only 15% of people who watched the webinar joined the academy. So they saw the potential but weren't convinced of my client's ability to deliver. My task was to show them exactly why this academy was THE academy for people in their shoes.

His audience didn't want to be sold. Most of them can't afford to spend \$1000 on promises. They had to understand how and why joining his blockchain academy would land them a six-figure job in six months. Once I explained the details of why my client has the best product on the market for this specific goal, his audience had exactly zero doubts. At this point, the price is trivial.

Sales tripled as soon as he started sending my emails instead of his own.

Email 4: Give in-depth answers to frequently asked questions. Make the option to buy available, but don't push your offer. Just leave it open and focus on making yourself (or your team) available to answer any questions this email didn't cover. This email lifted the most weight for my client; you can read it [here](#).

Email 5: Provide testimonials and go for the close. This one is simple. Let your happy customers do the selling for you. And if you don't have reviews yet because your business is too new, don't make them up. When I just started my copywriting, I had 0 reviews and made \$0. But I did have character witnesses. Managers from previous jobs, coordinators from volunteer experiences, and mentors from my education all knew me and were happy to share what it was like to work with me. Remember, your prospects aren't exclusively evaluating your product or service, they're looking at you

KEEP THEM HAPPY OR UNDERSTAND WHY THEY'RE NOT

The only goals of a retention sequence are to keep your customers happy or understand why they're not. The first email should be sent immediately after purchase and excite your customer to work with you. Otherwise, they'll get the email with their download, login, tracking number, or whatever is relevant to your business, and it'll sit unread in their inbox until the day before your money-back guarantee expires. Care to guess what happens after that?

Again, the actual substantive content and a customer's next step depends almost entirely on your business. The goal: prevent buyer's remorse and make your customer feel at ease in your competent hands.

Now we have to address the unpleasant reality that not every customer will be happy with you.

Have you ever wondered why someone cancelled their membership or stopped replying to your emails even though they said they would? If so, you're playing guessing games that waste your time and undermine your peace of mind. That's why I love feedback surveys. No marketing strategy is as powerful as having your leads or customers tell you precisely what they do and don't like about your business.

Developing your own questionnaire can be tricky because you're too close to the problem, so you make assumptions about every party in the relationship. You don't want to over-simplify with vague questions like "what did we do wrong?" But you also want to avoid overcomplicated questions that make respondents close the tab and never look back.

There's a middle way, requiring a thoughtful audit of your offer and target audience. Maybe your messaging is tone deaf. Perhaps you're targeting the wrong audience. You won't know until you ask the right questions.

GET AFTER IT

I hope you gleaned something valuable from this short essay!

I want you to succeed if you're helping others live fruitful lives. So, whether you're trying to DIY your email marketing or want a professional to do it all for you on time and on budget, please, [take my time](#).

Peace,
Paul