

AUTOMATE YOUR EMAIL FOLLOW-UP

with [Ryan Deiss](#) and [Ricahrd Lindner](#)

AUTOMATE YOUR EMAIL FOLLOW-UP

with Ryan Deiss and Richard Lindner

Congrats! You just made one of the best decisions of your career (thus far 😊) and we're absolutely thrilled that you found this workshop.

I started what would become *DigitalMarketer* in my dorm room at The University of Texas in the Spring of 1999. In the 20+ years since, marketing as I've known it has evolved into something I certainly couldn't have imagined when I got into this business. And that's why I created this company and, more specifically, the workshop you now possess: because I wanted to give Marketers and "Accidental Entrepreneurs" everywhere the tools and resources they need to succeed in this ever-changing business landscape. I wanted to give marketers and entrepreneurs a cost-effective way to learn how to market their product or service. And I wanted these workshops and tools to be created by real marketers who are actually in the trenches, doing this marketing "thing" every single day—people who know what is actually working RIGHT NOW.

And I think we, as a company, have succeeded in delivering just that 😊.

In this special, all-encompassing Automate Your Business Growth with Email Follow-up, congratulations, you have a new subscriber! Now comes the tough part: turning those leads into customers. An Automated Email Follow-Up Machine is your business' best bet for building familiarity and trust with your subscribers, and moving them to the next phase of the Customer Value Journey: Convert. In this workshop, we go in-depth in to 2 specific types of email campaigns—Indoctrination & Conversion—that create a bond between your brand and your customers AND move them quickly and easily into the buying phase. Additionally, you'll get 37 done-for-you copy & paste email templates proven to increase open and click-through rates, and tips for crafting your own campaigns from scratch—from killer subject lines to can't ignore calls to action. Finally, a process you can implement today to nurture and convert your subscribers into the buyers of your core offer!

Whether this is your first DigitalMarketer Workshop or your 99th, our goal is to leave you with proven, actionable lessons you can apply to your business immediately.

So settle in and commit your focus to learning the valuable lessons included in this workshop. I speak for everyone at DigitalMarketer when I say: you got this.

What are you waiting for? Let's get started!



P.S. If you're serious about not only advancing your career, but growing your bank account using DigitalMarketer's tools, templates, and tactics... then visit <https://www.digitalmarketer.com/lab-plus/> to learn all about our entire suite of products aimed at helping you grow your career and your business.

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MEET YOUR INSTRUCTORS



RYAN DEISS

Ryan Deiss is an entrepreneur, best-selling author, and one of the most sought-after and dynamic speakers on marketing in the world today. Ryan is the founder and CEO of The Scalable Company, a scaleup accelerator based out of Austin, TX. Ryan is also the founder and CEO of DigitalMarketer, the founder of Recess, and is also the host and founder of Traffic & Conversion Summit, the largest digital marketing conversion conference in North America. Ryan has authored a number of books on marketing and business growth, including *Digital Marketing for Dummies* and *The Invisible Selling Machine*, and has introduced and popularized many of the digital selling strategies that modern companies now take for granted.

Connect on LinkedIn: <https://www.linkedin.com/in/ryandeiss/>



RICHARD LINDNER

Richard Linder is the President and Co-Founder of DigitalMarketer, the industry leader in global digital marketing education. While running a global team of more than 50 professionals worldwide, Richard also is a sought after executive leadership expert, working with some of the worlds most exciting brands like Entreladership, Marapost, Ethiad Airlines to name a few.

Richard hails from the great state of Tennessee and on most Saturdays in the fall you can find him, his beautiful wife, Farrar, their two daughters, Callie and Cayden, draped from head to toe in their Volunteer orange!

Connect on LinkedIn: <https://www.linkedin.com/in/richardlindner/>

AUTOMATE YOUR EMAIL FOLLOW-UP

NOTES

Notes:

DISCLAIMER: The following notes are in order of the presentation. All fill-in-the-blanks come directly from the presenter's slide deck, in order of presentation. On the left side of the workbook, is an extra space to write any additional notes or anything the presenter says that "you need to write down."



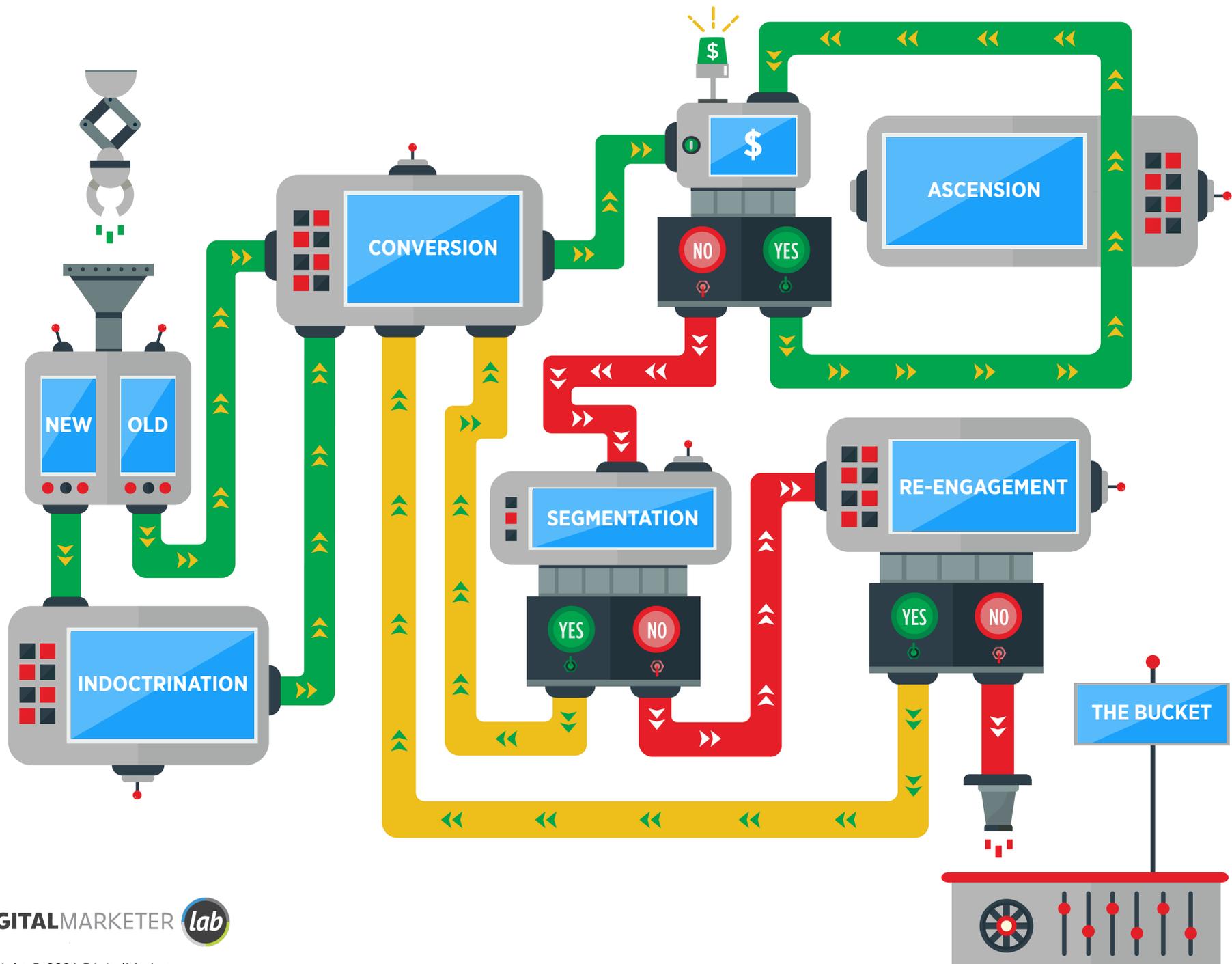
- Everyone is Asking..
 - How can I build a _____ list?
 - How will I _____ a subscriber list once I have it?
 - In other words: "You have a subscriber... _____
_____?"
- The Goal
 - Craft an automated email follow up series that
_____ more _____ into _____.



THE ROLE OF EMAIL FOLLOWUP

- Email follow-up has two jobs...
 1. _____ a lead or customer to the next stage in the Value Journey
 2. Facilitate _____.

THE 5-PHASE FOLLOW-UP MACHINE



TYPES OF EMAILS

- List the Three Types of Emails

1. _____
2. _____
3. _____

- List the Eight Different Types of Transaction Emails

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

- List the Eight Different Types of Promotional Emails

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

"You're doing your customers a service as long as you're always offering value above and beyond what you take."

– Ryan Deiss

Notes:

- List the Nine Different Types of Transaction Emails

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____



EMAIL SEND TYPES

- List the Two Email Send Types

1. _____
2. _____

- The only emails that should ever be _____ are _____ and timely _____.
- All other email campaigns should be _____ by a specific subscriber _____ or _____.



CRAFTING KILLER SUBJECT LINES

- List the four types of subject lines.

1. _____
2. _____
3. _____
4. _____

EXAMPLE SUBJECT LINES

1. BLIND/CURIOSITY

- Less _____ = More Sales
- kinda weird but VERY profitable
- The \$8,000 detour
- Well that was over before it started...
- Socially AWKWARD ---> Best comebacks
- yum: plant blood
- 1,322,956 free visits from...
- 137% more sales with "boomerang" trick...
- Are you afraid of the dark?

"If you're going to prescribe the next logical step, you have to know what it is."

– Richard Lindner

EXAMPLE SUBJECT LINES

2. DIRECT/BENEFIT

- [Facebook Ad Templates] How to get more clicks...
- 20 counter-intuitive insights about social selling
- Generate traffic on demand
- How to use "challenges" to generate more leads
- 4 inbox hacks I use to manage email in under 1 hour
- How to 3X your revenue in 18 months
- Vertical Gardening: How to grow roses in 4 square feet of space or less
- Steal these email templates...

EXAMPLE SUBJECT LINES

3. URGENCY/SCARCITY

- 85% off sale ends at Midnight
- Your discount code is about to expire
- Gone in 3...2...1...
- Closing Down Soon!
- Final Reminder: [product name] closes today at 11:59pm
- Last Chance to be a VIP
- You're about to miss out...
- \$1,000 in savings are gone forever after today...
- Final Notice (just hours left)

"So often we forget to opt-in to our own stuff, so we don't see it broken."

– Ryan Deiss

EXAMPLE SUBJECT LINES

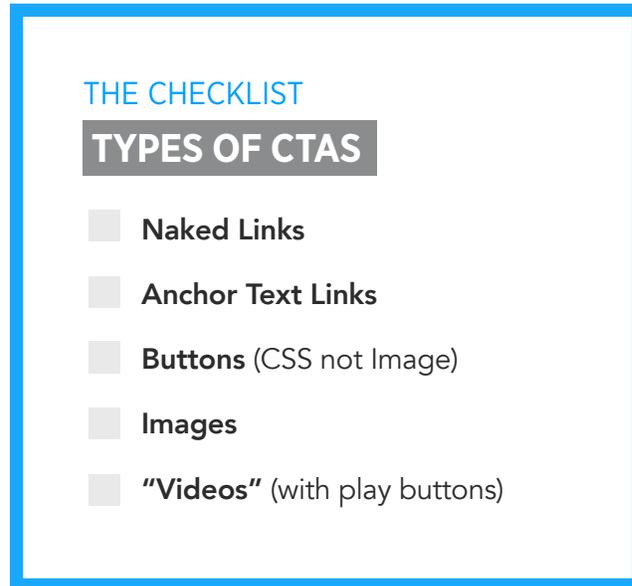
4. PROOF/RESULTS

- [Case Study] \$188,674 from a "dead" list
- Mom of two loses 10 pounds in 10 days
- From "unemployable" to a 6-figure dream job
- AZ shoe store owner 20X's business by sending this email
- 23,247 leads in less than 30 days
- Swipe this \$17,609.10 postcard template (Download)
- [Case Study] 59% increase in 5th grade math test scores



GETTING YOUR EMAILS CLICKED

- Your subscribers won't click unless you tell them _____ to click.



- The Rule of _____.
- Try to fit _____ CTAs in every email.



PICKING THE SENDER

- Email From TYPE
 - _____ (ex. FROM: Bob Smith)
 - _____ (ex. FROM: Acme Company)
 - _____ (ex. FROM: Bob Smith - Acme Company)
- Every email you send should be " _____ " and _____ by a real, live _____ being.



INDOCTRINATION EXPLAINED

- What is an Indoctrination Campaign?
 - A triggered campaign sent _____ following an initial subscription that is designed to _____ the brand to the new subscriber.
 - The job of the indoctrination series is to turn _____ into _____.
 - The indoctrination series should only be sent to _____ subscribers.
 - A typical indoctrination series contains _____ to _____ emails.



THE INDOCTRINATION CHECKLIST

THE CHECKLIST

10 ELEMENTS OF INDOCTRINATION

- | | |
|---|---|
| <input type="checkbox"/> Welcome and Thank you | <input type="checkbox"/> Show Your "Best Of" |
| <input type="checkbox"/> Set Expectations | <input type="checkbox"/> Bounce Them Around |
| <input type="checkbox"/> Restate the Benefits | <input type="checkbox"/> Prescribe Next Steps |
| <input type="checkbox"/> Encourage Whitelisting | <input type="checkbox"/> Open a Loop |
| <input type="checkbox"/> Introduce the Brand/Team | <input type="checkbox"/> Start a Conversation |

- Don't try to _____ all the boxes in _____ email...(_____ - _____ is a solid effort).



CONVERSION SERIES EXPLAINED

- What is a Conversion Series?
 - An _____ based, _____ campaign sent _____ following a specific action or request.
- The job of the Conversion series is to turn _____ into _____.
- Emails in a conversion series should reference the previous _____ action and _____ the next _____ step.
- Successful conversion emails will _____ or _____ known objections and common misconceptions.
- A typical conversion series contains _____ to _____ emails.
- **Questions #1:** What is the _____ _____ your new subscriber should take to receive the most value?
- **Questions #2:** Do you have any _____ to _____ they are ready to take that next step?

"When people subscribe, they are subscribing because they want the thing that you are offering, they are not subscribing because they want to hear from you all of the time."

– Ryan Deiss



3 TYPES OF CONVERSIONS

THE CHECKLIST

THE THREE GOALS OF CONVERSION

- Get them to **BUY**
(**SERIES:** Gain, Logic, Fear)
- Get them to **REACH OUT**
(**SERIES:** Just Following Up)
- Get them to **CONSUME**
(**SERIES:** Don't Stand Me Up)



4 CONVERSION TRIGGERS

- List the 4 conversion triggers.

1. _____
2. _____
3. _____
4. _____

THE CHECKLIST

ELEMENTS OF CONVERSION

- References the previous **POSITIVE** action
- Overcomes (or inoculates against) **KNOWN** objections
- Prescribes the next logical step
- Starts the ideal sales conversation



PRICE DETERMINES LENGTH

- In a conversion series, the _____ of your product or service determines the _____ of the campaign.



FIVE STAGES OF BELIEF

FIVE STAGES OF BELIEF

1. Clarify The End Result
2. Identify Where They Are Now (and why they're there)
3. Remind Them Of The Pain Of Staying There
4. Identify And Overcome Common Misconceptions
5. Show Them Someone Else Whos Already Done It



SERIES STACKING EXPLAINED

- Moving a subscriber _____ into a _____ series once they've completed the original series without converting.
- The second series can be used to _____ or _____ the campaign for the original offer or _____ them to a new, relevant offer.

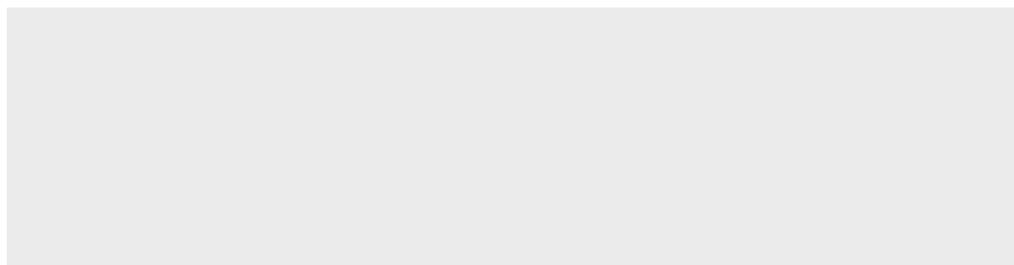


AUTOMATE YOUR EMAIL FOLLOW-UP

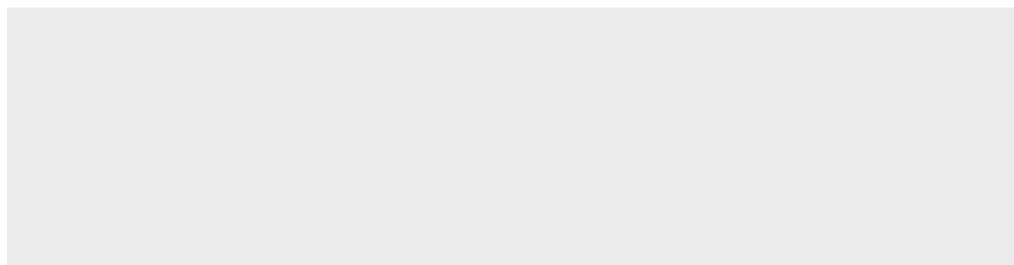
REFLECTION QUESTIONS

Notes:

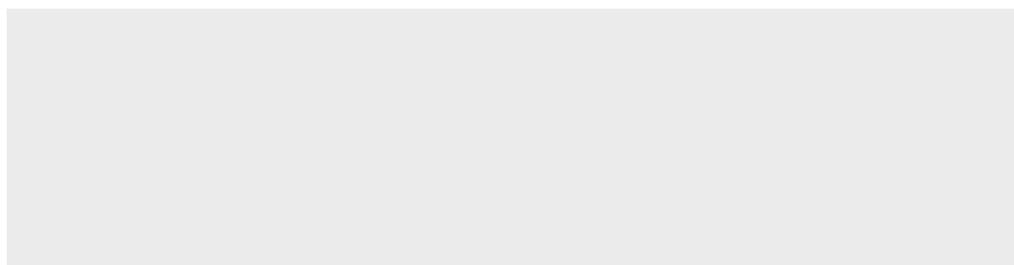
- How can you use one of the four different types of subject lines to increase your open rates?



- What is one type of CTA (of the five from the Types of CTA Checklist) that you can start to implement in you emails to get you more clicks?

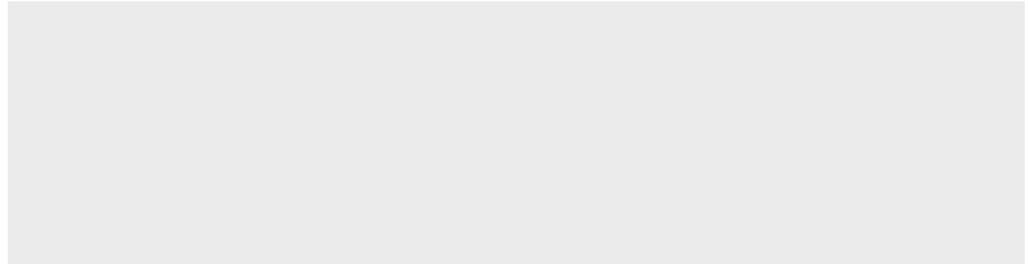


- Who has been "The Sender" of your emails? After this workshop do you think you need to change "The Sender" to either a face, a brand, or a hybrid?

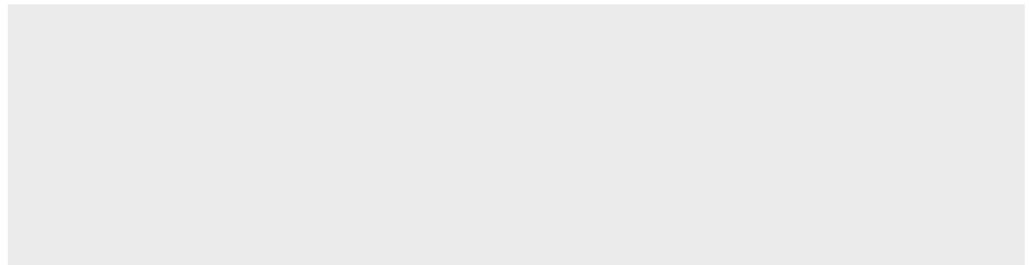


Notes:

- What are at least two items on the Indoctrination Checklist that you can start adding to your Indoctrination Series?



- Which of the four conversion triggers have you already been using in your email? What is one that you think would have the biggest impact on your emails?



“Most average, everyday people haven’t been clapped for or congratulated in any way, shape or form so when they see you doing it to someone else they increase their feelings toward you as a good person.”

– Richard Lindner



AUTOMATE YOUR EMAIL FOLLOW-UP

RESOURCE PAGE

Notes:



[The Ultimate Guide to DigitalMarketing](#)



[DigitalMarketer's Blog](#)

Get the latest tactics and tips in all things digital marketing by checking out our free blog!



[Playbooks: Getting Started with DigitalMarketer](#)

If this is your first time at DigitalMarketer, check out our main core learnings.

1. Customer Avatar Playbook
2. Customer Value Journey



[Certifications:](#)

Are you looking to get a deeper understanding of digital marketing concepts? Take a look at some of our digital marketing courses to take a deep dive into the pillars of digital marketing. Not sure where to start? Check out Digital Marketing Mastery that starts your journey as a "T-Shaped" marketer.

AUTOMATE YOUR EMAIL FOLLOW-UP

RESOURCE PAGE

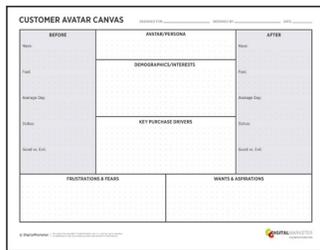
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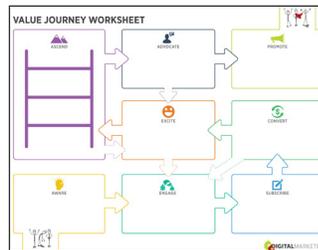
Podcasts:

Check out our two free DigitalMarketer podcasts. [The DigitalMarketer Podcast](#) and [Perpetual Traffic Podcast](#). You can subscribe on all major podcast platforms as well as check out our library archive to listen to past episodes!

Extra Resources



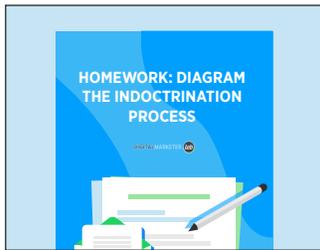
[Customer Avatar Canvas](#)



[Customer Value Journey](#)



[8-Point Automated Email Follow-Up Series Audit](#)



[Homework: Diagram the Indoctrination Process](#)



[The 5-Phase Follow-Up Machine](#)

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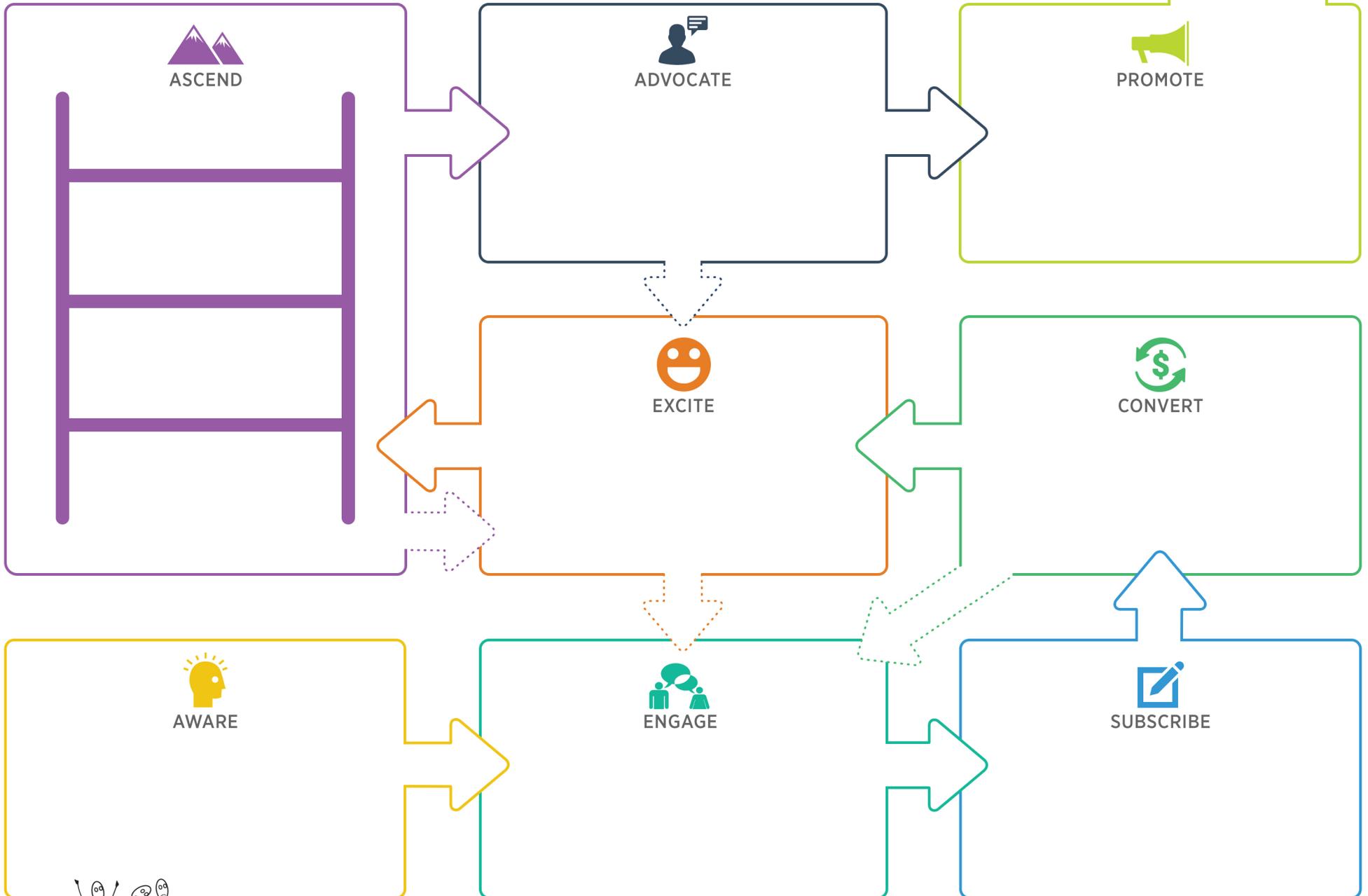
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CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE Have: Feel: Average Day: Status: Good vs. Evil:	AVATAR/PERSONA	AFTER Have: Feel: Average Day: Status: Good vs. Evil:
	DEMOGRAPHICS/INTERESTS	
	KEY PURCHASE DRIVERS	
FRUSTRATIONS & FEARS		WANTS & ASPIRATIONS

VALUE JOURNEY WORKSHEET



8-POINT AUTOMATED EMAIL FOLLOW-UP SERIES AUDIT



8-POINT AUTOMATED EMAIL FOLLOW-UP SERIES AUDIT					
Point	Subject Line	Content	CTA	Send Time	Open Rate
1					
2					
3					
4					
5					
6					
7					
8					

Automated

8-POINT AUTOMATED EMAIL FOLLOW-UP SERIES AUDIT

Grading Element	Exceptional (4 points)	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score
Subject Lines	Every subject line in the series leverages curiosity, direct benefit, urgency, and/or proof.	Most of the subject lines in the series leverage curiosity, direct benefit, urgency, and/or proof.	Some of the subject lines in the series leverage curiosity, direct benefit, urgency, and/or proof.	As a general rule, subject lines are boring, obvious, or totally incongruent with the body copy.	
Tone	Email copy is aligned with the brand voice, highly conversational, and fun to read.	Email copy is aligned with the brand voice, but lacking a clear and compelling personality.	Email copy is aligned with the overall brand voice, but email copy is boring and/or difficult to read.	Email copy is incongruent from the brand voice and extremely boring to read.	
Flow	The series reads as one consistent thread with lots of open loops, and, when necessary, references to previous actions taken by the subscriber. (i.e. "Yesterday you requested access to _____")	The series flows well when read altogether, but there are few open loops and references to previous actions.	The series is a little choppy with little or no open loops.	The series is very choppy, with few, if any, connecting points between emails. Each email feels like it was written by a different person.	
Bonding	The brand's mission and story is clear, concise, and connected to the mission and goals of the subscriber. Brand is positioned as the guide...NOT the hero.	The brand's mission is stated, but it isn't clear to the subscriber how the brand's goals align with their goals.	The brand is positioned as the hero. Too much "look at me" copy and imagery.	Bonding is limited or non-existent. The subscriber would have no way of knowing what list they are on or why they should care.	
Engagement	The email series contains lots of compelling narrative and/or images, delivers value, and stirs emotion.	The email series is fun and compelling, but it fails to truly stir an emotion or capture the subscriber's attention beyond the immediate read.	The email series delivers on the original promise, but there's nothing to keep the subscriber engaged beyond the delivery of the promised content.	The email series is boring, disconnected, and the only emotion generated from the subscriber is annoyance that they opened the email in the first place.	
Persuasion	The series overcomes or inoculates against known objections without being overly hypey. The email copy consistently acknowledges the subscriber's previous action, and then positions the offer as the next logical step.	The series addresses known objections and makes clear and compelling offers, but the offers made are not always tied directly to the subscriber's previous action.	Offers are made sporadically without any regard to the subscriber's previous actions.	Promotional offers are very limited, or conversely, are pure, hype-driven sales pitches that would make even the most aggressive used car salesman blush.	
Frequency & Duration	Emails are triggered thoughtfully and strategically based on the extent of the ask. (Remember, price determines length.) Frequency is higher at the start of the series and then spreads out toward the end as engagement dissipates.	Both frequency and duration fall within industry norms, but little thought is given to the subscriber's level of engagement, causing the flow to feel a bit "robotic."	Email frequency is overly-aggressive, and the series appears to go on into perpetuity without any clear plan or storyboard.	Emails are sporadic. No planning and very little automation in place.	
Calls To Action	Each email in the series leverages multiple forms of CTAs (i.e. anchor text, buttons, clickable images, etc.) and as a general rule each email contains at least three CTAs.	Emails within the series utilize an acceptable number of CTAs, but the type of CTAs used is repetitive and predictable.	CTAs are present, but frequently unclear and little thought is given to the type of CTA that should be used in any given email or email series.	CTAs are very limited, and in many cases non-existent. The subscriber is generally left wondering what they should do next.	

Action Items

Final Score



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HOMEWORK: DIAGRAM THE INDOCTRINATION PROCESS

DIGITALMARKETER *lab*



HOMEWORK: DIAGRAM THE INDOCTRINATION PROCESS

BestSelf.co

Indoctrination Checklist:

- 1 Welcome and Thank You
- 2 Set Expectations
- 3 Encourage Whitelisting
- 4 Restate the Benefits
- 5 Introduce the Brand/Team
- 6 Show Your "Best Of"
- 7 Bounce Them Around
- 8 Prescribe Next Steps
- 9 Open a Loop
- 10 Start a Conversation

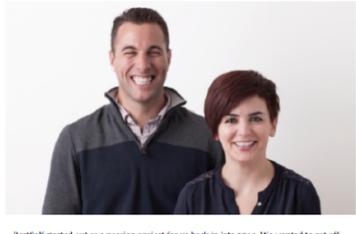
Case Study: Best Self Indoctrination Series (Step 1)

The place to be to become your best self

BEST SELF

Hey there,
We're so excited to welcome you to the BestSelf community :-)

First up, some introductions... We're Cathryn & Allen - the two co-founders here at BestSelf Co.



BestSelf started out as a passion project for us back in late 2014. We wanted to get off the hamster wheels and start living a life we loved which let us explore tools and strategies to boost our productivity and smash our goals.

Since then the company has grown into something so much bigger than us.

Each and every day, we're so thankful for the THOUSANDS of awesome people (just like you) who use their journal to smash their goals and become their Best Self.

It's the common goal that unites us.

So whether your Best Self means growing a business, training for a marathon, writing a book or finally pursuing a hobby that's been put on hold for years, know you're in the right place.

We're here to give you all the support, inspiration, and tools you need to get where you want to be.

And now that you've started this game-changing journey, you'll never be alone. In addition to all the BestSelf tools available, you also have [Best Self Alliance](#).

ALLIANCE

Join BestSelf Alliance

This group is packed with thousands of action takers - all using their [SELF Journal](#) to get results and transform their life.

And now it's *your* turn.

We can't wait to see what changes as you hustle through your first 13-weeks. Remember *anything is possible* when you combine definiteness of purpose with daily action.

We've got stacks more to share, but for now we'd LOVE to know what you're working on.

So hit reply now and tell us about your goals.

We really want to know! It'll help us give you everything you need to become your Best Self - whatever that means to you.

Talk soon,
Cathryn & Allen

P.S. Tomorrow we'll share how the [SELF Journal](#) began. As you'll see it was our solution to a common problem, which you may be facing too.

Case Study: Best Self Indoctrination Series (Step 2)

Maybe, that's not a typo

BEST SELF

Hey Ryan,

We didn't set out to sell the SELF Journal.

Instead we created the journal because it solved our biggest problem (and it's a problem you're probably facing too)

Revised to 2015 and we were hustling towards our **Big Hairy Audacious Goal**.

We wanted the freedom to live a life we loved. Cathryn was working on her business, Allen was working on his, PLUS we had a joint business we were working on together.

Despite putting in the hours, we often ended the day feeling unclear of our accomplishments - wondering if the needle was really moving in the right direction.

OUR STORY



We soon realized we were hitting the same roadblock:

We felt busy, but not productive.

By chance, we'd been working separately on a similar solution that had been getting us both results...

It was our own productivity planner marked out daily in a notebook.

We'd done A LOT of research. We'd both been studying top performers (obsessively). We learned about specific processes and techniques that delivered success - and we captured these in the layout of our planners.

And weirdly, we'd both settled on the same core elements: daily gratitude, targets, and time-blocked schedules.

After a lot more experimenting to see what worked best, we combined our ideas to create a success "agator" that became the [SELF Journal](#) - a tool and daily ritual that turned things around for us in a big way.

But writing out the daily pages was time-consuming. What if we just had a template?

It turns out, printing 2 journals is pretty pricey!

So we began asking around to see if others might want them too.

We were shocked (and excited) by the reaction. Lots of people wanted their own so we turned to Kickstarter to test the idea.

The success of the campaign blew us away.

SELF Journal: Your Daily Structure for Success

9 New York, NY | Product Design

\$322,695

pledged of \$1,000 goal

8,531

backers

We hit our \$15,000 goal within just 28 hours and eventually raised over \$300,000. We'd sold thousands of journals - and the success of that one product gave birth to BestSelf Co.

Since that successful Kickstarter campaign, we've launched [more success tools](#) and [created the SELF Mastery Academy](#). (There have been other "smash it" moments too, which we'll talk you about in another email).

And while there's A LOT going on, *everything* we do has one goal...

To create meaningful products that help people become their Best Self.

To date, our products have impacted thousands of people all over the world.

Our Stats

100,028

PRODUCTS SOLD

32,420

HAPPY CUSTOMERS

86

COUNTRIES

That's what drives us. After all, just imagine what would be possible for us as individuals (and for the world) if everyone committed to becoming their Best Self.

And with the tools, strategies, and hacks to help you get there - this vision is closer to becoming a reality than you might think.

So on behalf of us and all the BestSelf Co. team, we look forward to seeing the results of your courage, spark, and definite purpose.

We can't wait to help you achieve the big goals that enable you to create a life you love.

Talk soon,
Cathryn & Allen

P.S. Did you know there are currently over 11,000 members in our [Best Self Alliance Facebook community](#)? If you want to hang out with a group of like-minded people who are all committed to smashing goals and becoming their best self, you're going to want to [check it out](#).

Case Study: Best Self Indoctrination Series (Step 3)

It's time to write your story.

BEST SELF

Hey Ryan,

The SELF Journal was the tool we needed to become our Best Self.

But here's the thing...

It's not just us who've smashed big goals in short amounts of time.

A quick scan through the posts over in the Best Self Alliance will show you the sort of awesome successes that people (just like you) are achieving with their SELF Journal.

So to give you an idea of what's possible, we wanted to share a few of our favorites.

Let us introduce you to Rick, Dee, and Marius.

DEE

RECREATING LIFE AFTER ILLNESS & BEREAVEMENT

"My SELF Journal is the thing that keeps me together."

Dee used her journal to recreate her life after a battle with cancer and the death of her partner Iain.

Left with permanent 'chemo brain' from her treatment, Dee was no longer able to work as a research scientist and had to discover what she could do.

Dee uses her journal to give much-needed structure and certainty to her life. "My whole life is in my journal." Not only has the journal helped Dee plan to train and become a fitness practitioner, but it's helped her enjoy life again.

Read Dee's Story

MARIUS SERBAN

DROPPING 18 LBS:
THE POWER OF THE 13-WEEK ROADMAP

"I am a task-driven person. I love breaking down a goal into small tasks and marking them all off one by one."

Marius used his first journal to lose weight and increase his savings.

After just 13 weeks, Marius more than doubled his savings goal. He'd aimed to save \$1,500, but instead put aside a massive \$500.

Marius enjoyed huge success with his weight loss goal too. He lost an incredible 13lbs and while he didn't achieve his goal, he did develop new habits and behaviors after sticking to the Weight Watchers program throughout the journal.

Marius said he's become more disciplined and despite setting hefty goals for his first graduate journal, he knows he can do it.

Read Marius' Story

Rick used his journal to double the amount of business he did in Q1 2016

Rick, a financial advisor in the UK, decided to double his business in just one quarter - and he smashed it!

Rick made use of the daily rituals and actions to become more proactive. He realized it was actually quite easy to grow his business... he simply needed to get out there and see more people. So he used his journal to schedule appointments and tasks and then tracked his progress.

Rick said "It's all about going the extra mile."

Read Rick's Story

Now that you've read these stories, it's time to write yours.

As Seth Godin said, "Everyone has their own Mount Everest they've put on this earth to climb."

How will your story start? What obstacles will you overcome? What goal will you smash?

With the journal as your guide, we're confident you're going to go a long way.

We've shared 3 stories of average people who used the tools they had to crush their goals. Are you next?

Speak soon,
Cathryn & Allen

Case Study: Best Self Indoctrination Series (Step 4)

Have you felt it too?

BEST SELF

Hey Ryan,

One sure-fire way to achieve a goal is to make it SMART (that's Specific, Measurable, Achievable, Realistic, and Timely).

Then once you've set that goal, make sure you feel totally juiced about smashing it. After all, if you want something badly enough, you'll always find a way to make it happen, right?

That's what the Shopify Build a Business Competition did for us.

The prize was something money can't buy:

- Ring the bell at the opening of the NYSE
- Spend a week in the Great Gatsby mansion
- Mentoring from the likes of Tony Robbins, Tim Ferriss, Marie Perle, and Donald John.

So sticking with our love of crazy goals we decided we were going to win!

It was time to build on our Kickstarter success by building an e-commerce business on Shopify and winning the *one-of-a-kind* experience of a lifetime in the process!

Here's the video that got us excited to enter:

Shopify's 6th Build A Business Competition

BUILT A BUSINESS VI

The Entrepreneurial Experience of a Lifetime



Once again we were starting from scratch.

But we luckily we had the SELF Journal to plan how we would sell the SELF Journal. There was a lot to do...

But because we had a SMART goal, our 13-week roadmap, and clarity on the actions we need to take EVERY DAY, we could see the needle moving.

That's the power of the SELF Journal... Even the most outrageous goals become possible when you break down the big outcome into a series of daily actions built around repeatable habits.

Our strategy worked! We won the People's Choice Award (and built a business at the same time).

shopify

PEOPLE'S CHOICE AWARD:

BEST SELF

As Lolly Daskal said, "Life is not about finding yourself. Life is about creating yourself."

That's the power of your goals. What you choose to believe is possible for you will ultimately influence the person you become (and the kind of life you get to lead).

The Build a Business competition inspired us to fix our goal, make faster progress, and develop new skills. And the prize itself opened a ton of new doors too.

So here's a quick question...

What would be an equivalent experience for you?

Is it a marathon instead of a 10k, a book instead of a blog, your own business instead of a job?

Whatever it is, you're going to go for it. Because even if you fall short, by dreaming differently you'll always move the needle further.

Speak soon,
Cathryn & Allen

P.S. They say "Kicks come in threes, and something else was on the horizon that tipped off the Kickstarter and Build a Business win. We'll tell you more tomorrow.



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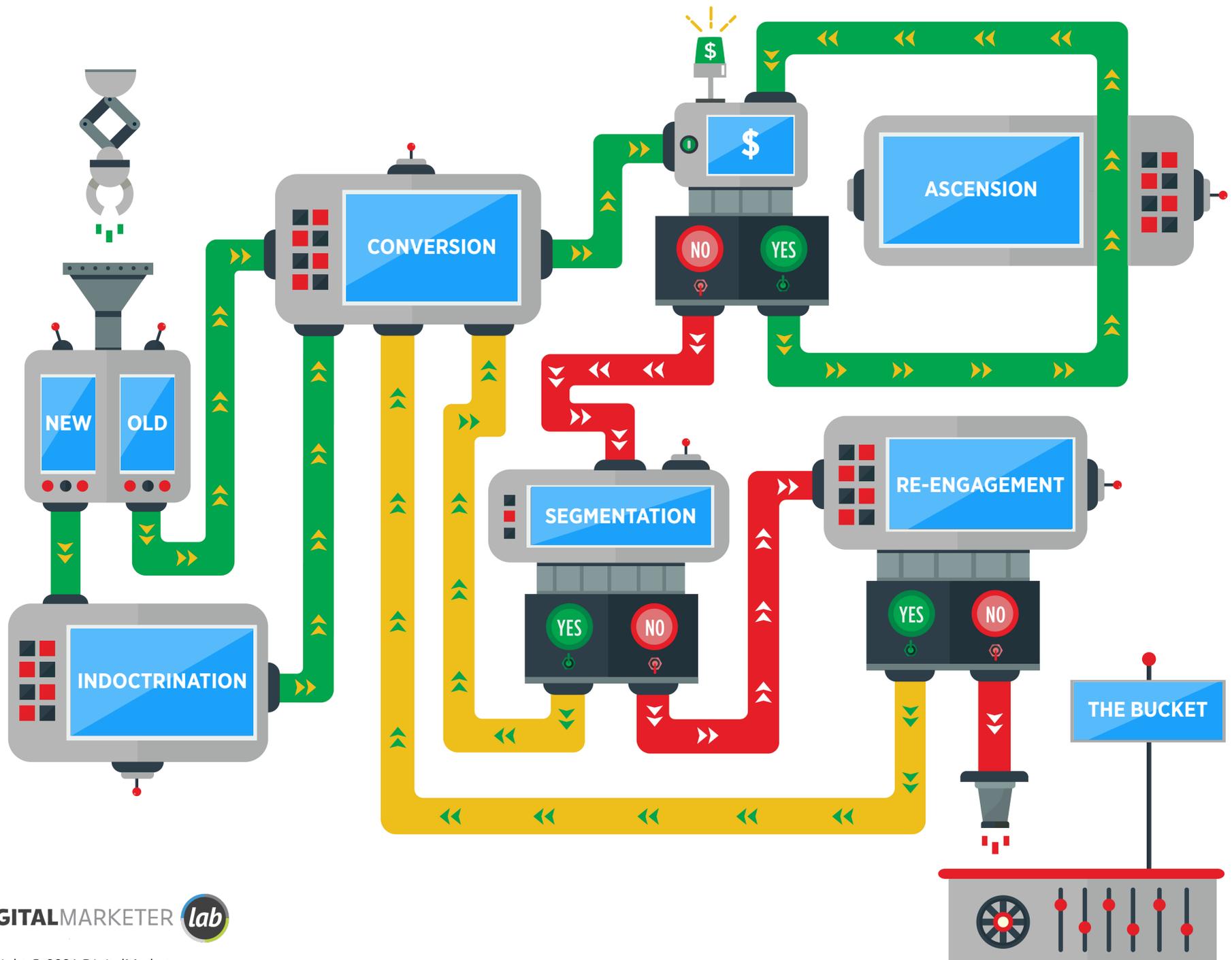
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THE 5-PHASE FOLLOW-UP MACHINE

DIGITALMARKETER *lab*



THE 5-PHASE FOLLOW-UP MACHINE





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