

EMAIL PROMO

JUMPSTART PACK RESOURCES



DIGITALMARKETER
JUMPSTART PACK

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PROMO CALENDAR TEMPLATE

HOW TO ACCESS PROMO CALENDAR THROUGH GOOGLE DOCS

Before you get started, you will need a Google Drive Account. This account is free and provided by Google. Sign up [here](#) to create your free Google Account.

If you already have a Gmail account, you automatically have access to Google Drive. You can access your drive from your Gmail Inbox.

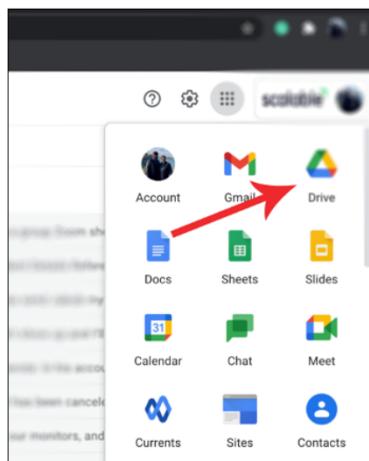


Figure 1 - Google Drive Icon

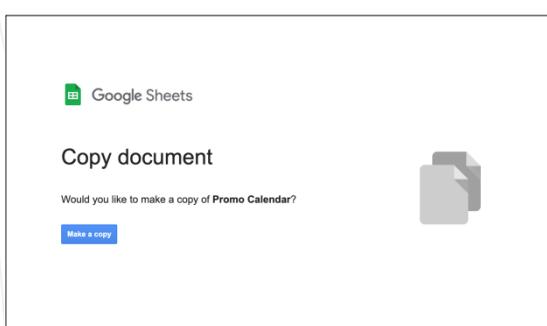


Figure 2 - Make a Copy

To get your copy of Promo Calendar click [here](#).

Once you click the link, you should see the following screen.

Click the blue "Make a copy" button and a copy of the Google Doc/Sheet will automatically be created in your drive.

After you click the button, a Google Doc/Sheet should open up in a new tab. At the top you should see the title of Document preceded with the word "Copy." This indicates that the copy process worked and is in your drive.

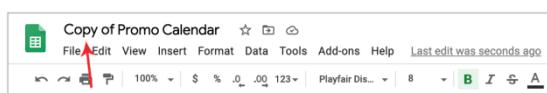


Figure 3 - Copy of [DOCUMENT TITLE]

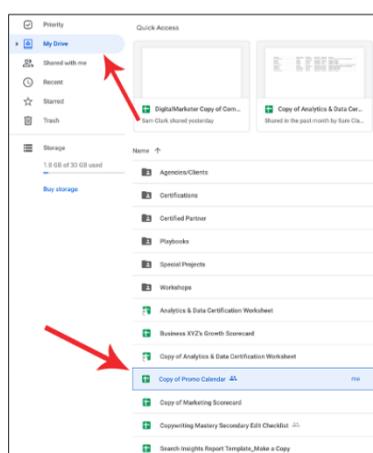


Figure 4 - File Location on Main Drive Page

From here this officially becomes your document and will stay in your Google Drive as long as you have your Google account or delete the document from your drive. You will find the Doc/Sheet listed on the main page of your drive, usually after any folders, in alphabetical order.

From here you can rename the Doc/Sheet to anything you choose by right clicking on the Doc/Sheet and selecting "rename." After you rename the document, we recommend adding it to a Google Folder so you can readily find it.

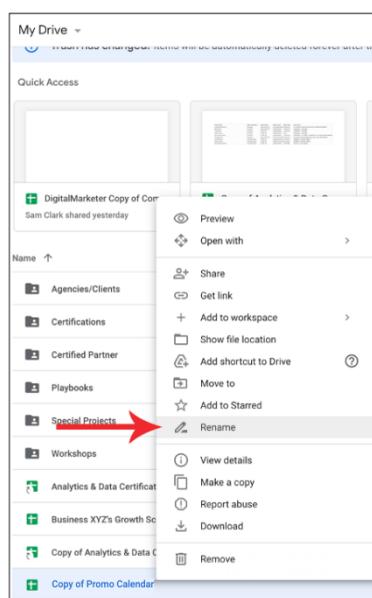


Figure 5 - Rename Your Doc/Sheet

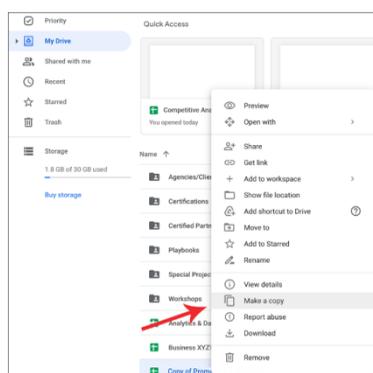


Figure 6 - Make A Copy

Our last thing we would like to recommend is that if you are using this tool multiple times, for instance if you will use a tool with each of your individual clients - that you make a copy as a "template" version. To do this, right click on the Doc/Sheet and select "Make a copy."

NOTE: This is different than the copy you created initially. These copies will automatically live in your drive!

Then when you rename the Doc/Sheet add [TEMPLATE] in front of the document name. For each new client, simply right click and select "Make a copy" from this template and you'll never have to worry about clearing out data each time you need to make a copy. This way you'll always start each new client with a clean template of the tool.



Figure 7 - [TEMPLATE] Rename

We hope you enjoy this tool. If you have any issues with your tool or can't access the original via the link above, please reach out to your Account Manager and we will get you a new link.

THE FIRST 30 DAYS PLANNER

THE FIRST 30 DAYS PLANNER

Number of Promos this Month: _____

Promo #: _____ Name: _____

Goal of Promo:

- Monetization Activation
 Acquisition Other: _____

List Size:

- Full List Segment

Start Date: _____ # Of Mails: _____

Projected Revenue: _____

Backup Promo: _____

MONTHLY PLANNING

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

REVENUE TARGET: \$ _____

PROMOTIONAL PLANNING WORKSHEET

PROMOTIONAL PLANNING WORKSHEET

Month	Goals	Set Promos	Revenue Goals	Potential Promotions
1 JAN.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
2 FEB.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
3 MAR.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
4 APR.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
5 MAY			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
6 JUNE			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
7 JULY			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
8 AUG.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
9 SEPT.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
10 OCT.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
11 NOV.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
12 DEC.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	

GAIN, LOGIC, FEAR CAMPAIGN - ENGAGEMENT SERIES

GAIN, LOGIC, FEAR CAMPAIGN - ENGAGEMENT SERIES

This series is designed for subscribers who opt-in to receive your lead magnet but DO NOT purchase your initial offer. The emails follow the Gain, Logic, Fear path, and they are designed to be generic so they can be easily edited and placed on the back of any offer.

EMAIL #1 (GAIN) - 1 DAY AFTER INITIAL OPT-IN

To:

SUBJECT A: Did you see this?

SUBJECT B: Dep, this actually works

SUBJECT C: BOOM! That just happened...

Yesterday you requested my **[insert lead magnet title/description here]**, and I just wanted to check back in a see if you had a chance to **[read/watch]** it yet.

More importantly, I wanted to make sure you saw this:

LINK TO TRIPWIRE SALES PAGE

If you're really serious about **[insert topic/known desired end result]**, then this is the ideal first step.

Not only does it work, at only **[insert price]** it's the tiniest investment you can make and still have a realistic expectation of results.

So get it now while you can:

LINK TO TRIPWIRE SALES PAGE

This price won't be available much longer, so I would grab your copy now while it's still fresh in your mind.

Talk soon,
[Name]

EMAIL #2 (LOGIC) - 2 DAYS AFTER INITIAL OPT-IN

To:

SUBJECT A: Call me crazy, but...

SUBJECT B: Really...really!!

SUBJECT C: Frankly I'm a little surprised

Call me crazy, but I'm a little surprised you still haven't taken me up on this:

LINK TO TRIPWIRE SALES PAGE

If you really want to **[insert known desired end result]** (and I'm guessing you do or you wouldn't have even visited my site), then this is the ideal first step.

Remember, not only will it get you **[insert specific benefit provided by the tripwire here]**, but it will also give you the momentum you desperately need to achieve **[insert broad-based desired end result]**.

So DO IT NOW before it gets lost in the shuffle of life. 😊

Talk soon,
[Name]

EMAIL #3 (FEAR) - 3 DAYS AFTER INITIAL OPT-IN

To:

SUBJECT A: Last chance?

SUBJECT B: Bad News

SUBJECT C: You're about to miss out

OPTION 1: SCARCITY-BASED

Yep, this is pretty much your last chance to get **[insert tripwire name]** at this price:

LINK TO TRIPWIRE SALES PAGE

On **[insert date]** the **[price is going up to \$XX –OR– offer is closing]**, so you better get it now, because chances are you won't see it again **[at this price]** for quite some time.

Good Luck,
[NAME]

P.S. Remember, not only will it get you **[insert specific benefit provided by the tripwire here]**, but it will also give you the momentum you desperately need to achieve **[insert broad-based desired end result]**.

Get off the fence and get started NOW:

LINK TO TRIPWIRE SALES PAGE

OPTION 2: NO SCARCITY

This is it...I'm done talking to you about this:

LINK TO TRIPWIRE PAGE

For the last few days I've been encouraging you to get in while you can, but now time is up. After today, you won't hear me talking about it any longer.

So this is your last chance.

Get in now, or risk missing out completely:

LINK TO TRIPWIRE PAGE

All the best,
[YOUR NAME]

P.S. Remember, not only will it get you **[insert specific benefit provided by the tripwire here]**, but it will also give you the momentum you desperately need to achieve **[insert broad-based desired end result]**.

Get off the fence and get started NOW:

LINK TO TRIPWIRE SALES PAGE

NOTE:

We typically only send 3 - 5 emails for tripwire followup, because given the low barrier of entry if they don't buy within a few days your best bet is to move on and offer your subscriber a different tripwire (if you have one) via a "Goodwill Avalanche" or other tested and proven offers at a higher price point.

Alternatively, you could also run a "Survey Siphon" campaign to re-engage your subscriber and give them a new reason to buy.

WHAT'S NEXT?

*Must Be a Lab Member to Access These Links

Certification



[Digital Marketing Mastery](#)

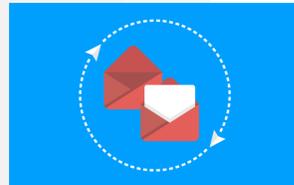
*Playbooks



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[Email List Builder](#)



[Email Follow-Up Campaign](#)

*Workshops



[Breakthrough or Bust](#)



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[Automate Your Email Follow-Up](#)



[Architect a Marketing Blitz Launch](#)

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