

EMAIL MARKETING BONUS TIP

Plan your passive income

Time to action: 10mins

Why is this so important?

Planning your emails in sequences (or a series) is incredibly powerful for two reasons:

1. Sales theory says it takes 5-7 touch points (contacts) with a business before a person will be willing to buy from them. By planning a sequence you take your email subscriber through a logical journey to build the relationship with them.
2. Having delivered an automated email sequence through your email marketing platform, you can then offer a product or service in the final email. Yes, the sequence enables you to **generate passive income**.

Action this tip

Before you can create [an email sequence that sells](#) you need to know your opt in offer and your paid offer. This enables you to step the subscriber through the four stages in the email sequence:

1. Welcome Email – Have your subscriber add you to their email ‘whitelist’ and consume your opt in.
2. Value and credibility emails – Designed to build know, like and trust.
3. Gap email – Shows the subscriber a gap in their knowledge / a problem they need to bridge to reach the ‘next level of success/development.’
4. Offer email – Pitches your offer which is the solution to subscribers problem.

The following is an example of one of the email sequences I use to provide value to subscribers then offer my ecourse, [Email to Income](#):





Client attraction. Business growth. Pretty profits.

Email To Income Sequence

Email 1: Welcome email delivering opt in - 3 Steps To A List Of Buyers (Not Just Browsers)

Email 2: Video resource - 6 Set And Forget Ways To Build Your List

Email 3: Video resource - Forget The Experts, The Money Isn't In Your List

Email 4: Video training - The Email Strategy Business Owners Forget Costing Them Serious Cash

Email 5: Email to Income Offer

Note: The content you include in the sequence must be evergreen (doesn't date) because once you've written your sequence you'll want it set as autoresponders in your email platform.

Your turn

Grab out a piece of paper and brainstorm your profit boosting email sequence. Be sure to [email me](#) your ideas.

Next steps

You've now received six step-by-step guides to increase your email open and click through rates. You should already be starting to see improvements.

Woot woot!

But here's the thing...



You've probably got questions around:

- How often should you send emails
- What makes an effective subject line
- Why do some offer emails convert like crazy and others get crickets
- Can you really earn money from this

That's why I created [Email To Income](#).

In four weeks I'll support you to create a new income stream, that once in place, **CONSISTENTLY DELIVERS CASH** to your pockets. No leaving money on the table in your world.

You'll learn what to say, how often to send your emails and more best practices so you can **maximise your income with the least amount of effort**.

You'll also get swipe files, checklists, and two powerful bonuses:

1. Subject Lines That Get Clicks
2. Split Test To Increased Sales

[Hop over and discover how you could earn an extra \\$2,000+ this year.](#)

“ *Email To Income showed me that staying in contact with subscribers and customers is an essential part of online marketing. The course gave me the exact email sequences to use and tips on the type of useful content to provide. Caylie has really demystified for me the elements of email marketing.* ”



Alana Dagwell
AlanaDagwell.com

“ *Caylie Price is a genius as a wordsmith! She edited an email going out to 68 contacts the day before my paid 11 Day Hugging The Female Body To Healing Challenge was to start (our first day working together) AND we've had 4 people pay in 3 days so far to join the challenge. That's a conversion rate of 5.8% (sure beats the industry average of 1%).* ”



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