



# Focus On: eMail Marketing 5 Day Mini Course Template

How To Follow-Up Effectively & Quickly  
Turn Ideal Prospects Into Happy Clients

*...especially if you're short of time!*

**Tim Dodd**

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# **Focus On: eMail Marketing**

How To Follow-Up Effectively & Quickly  
Turn Ideal Prospects Into Happy Clients

...especially if you're short of time!

## **5 Day Fill-In The Blanks Mini Course Template**



**3d Consulting Services**

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# Day 1

## **Subject Line: Lesson 1: The #1 Way to [Get Some Benefit]**

## **Alternative Subject Line: Step 1: How to [Get Some Benefit]**

Dear [First Name],

Welcome to [Name of the Course]!

I'm so excited about your decision to subscribe to this course. That's because I too used to struggle with [some problem].

I know what it's like to [suffer from some other part of the problem]. But then I discovered a quick and easy way to [complete some process or solve some problem] – and that's what I'm going to share with you, beginning today!

I want to start by giving you an overview of the entire process. Here's what you'll be learning about over the next five days:

- [Lesson/Tip/Step/Secret] #1: Today you'll learn a nifty way to [get some benefit] by [give a quick "teaser" about how they'll get this benefit, but don't reveal too much... you want to arouse curiosity so they'll read the article].
- [Lesson/Tip/Step/Secret] #2: Have you ever tried to [complete some step of a process or get some benefit], but instead you ended up [getting some undesirable result]? You're not alone. In this lesson you'll learn a surprisingly simple way to [get a benefit].
- [Lesson/Tip/Step/Secret] #3: If you're like a lot of people who [have tried to do something or get some sort of benefit], then you've no doubt spent a lot of [time and/or money or something similar] trying to [achieve some goal]. In this lesson you'll find out a slick way to [achieve a goal] while saving loads of [time/money/frustration].
- [Lesson/Tip/Step/Secret] #4: Have you ever noticed that [some niche-relevant experts, like "chefs" for example] make it look so easy to [get a specific benefit]? Now you can learn their secret for [getting a benefit or

doing some step of a process] – and it's not what you think!

- [Lesson/Tip/Step/Secret] #5: Finally, in this last lesson you'll find out how to [get some benefit], plus I'll share with you a nifty trick for [getting a benefit].

You'll want to be sure to whitelist this email address so that you don't miss a single issue of this five day mini course. And now let's talk about today's lesson...

If you want to [achieve a goal or get some benefit], then the very first thing you need to do is [take this first step].

Now, most people [achieve this first step in this way]. However, that usually leads to [some negative result]. If you want to avoid [this negative result], then what you need to do is [take the step this way].

Specifically, this means that you need to [explain in precise detail how to take this first step the right way].

Try it for yourself and I think you'll be surprised at just how well it works!

That's it for today. But check back tomorrow, because you'll find out how to [get some benefit]!

[Your sign off and name]

P.S. Seems like I couldn't [get a benefit or meet some goal] no matter how hard I tried – until I discovered [name of affiliate product]. This product is absolutely amazing because [detail the reason why it's such a good product].

But don't take my word for it – check it out for yourself by clicking here [insert affiliate link].

## Day 2

**Subject Line: Lesson 2: A Surprisingly Simple Way to [Get a Benefit]**

**Alternative Subject Line: Step 2: A Weird Trick for [Getting Some Benefit]**

Dear [First Name],

Welcome to Day 2 of [name of your mini course]!

Last time you learned about how most people make the mistake of [doing a certain thing wrong during step 1], and you learned how you'll get better results if you [specify what they learned in the last lesson].

Now today you're going to discover a surprisingly simple way to [get a benefit], and it's probably not what you're thinking! So read on...

If you want to [complete some process, achieve a goal or get a specific benefit], then the second step you need to take is to [describe what step they need to take].

Now, you might be tempted to just [describe a shortcut or other common way that people take this step]. You might even get some decent results, at least for a while. However, if you take a shortcut like this, then it won't be long before you [start experiencing some specific undesired result and/or have to redo this step in the process].

Trust me, you don't want that to happen. Not only is it incredibly time-consuming, but it's also [describe how it's frustrating].

Instead, let me share with you a nifty little trick I use to [get some result]. Here's what you can do: [insert description of what to do to accomplish this second step

***– this will go on for the next few paragraphs.].***

It's so simple, and yet it works amazingly well!

In fact, if you do [this specific thing] plus [do another specific thing] at the same time, you're likely to get even better results. Just make sure you [do some specific

thing in a particular way or specifically avoid some common mistake], otherwise you're likely to [get some undesired result].

That's it for this time!

Next time you'll find out the next step in this process, which will include [give a teaser for what they'll learn next time, such as by mentioning a benefit without detailing how they'll get the benefit – this will arouse curiosity and build anticipation for the next email].

See you tomorrow!

[Sign off and your name]

P.S. Did you check out the [book/manual/product] I told you about last time? If not, I highly suggest you do so now. That's because [name of product] will show you the single best way to [get some benefit]. Check it out for yourself by clicking here [insert affiliate link].

Special Bonus: Order now using the link above, and you'll also get [name of a bonus product you've created, such as some report or video or similar], absolutely free. This [report or other product] will [give you some special benefit]. It's a [specific dollar] value, but it's yours free when you order [name of affiliate product].

So click here [insert affiliate link] to order now, and then [provide instructions for redeeming the free bonus].



## Day 3

**Subject Line: Lesson 3: Saving Time and Money by [Doing Some Step]**

**Alternative Subject Line: Step 3: A Real Timesaver When You [Want to Get Some Benefit]**

Dear [First Name],

Welcome back!

We're now on Day 3 of the [name of mini course]. So far, you've discovered:

- How to [get some benefit or complete a step as described in lesson 1 of the course].
- How to [get a different benefit or complete the step as described in lesson 2 of the course].

Now today you're going to learn a nifty way to [get some other benefit or complete some specific step], plus you'll find out how to save [time/money/etc] while you're doing it!

Let me explain...

Typically when you [complete some step], you end up spending most of the time just trying to [achieve part of this step], right? I don't know about you, but I can easily spend [X number of minutes/hours/days/weeks/etc] when I'm working on [completing some part of the process].

Want to save loads of time?

Then [describe in a few words what to do instead] instead!

Let me explain...

[Insert detailed description of how to complete this step in the quickest and easiest way possible.]

Pretty amazing, right? It worked for me, it's worked for several other people, and I

just know it will work for you too.

However, I can't take credit for this nifty trick for [completing this third step of the process]. Truth is, I learned about it in [name of the affiliate product you're promoting]. You can see it here: [insert your affiliate link].

That's not the only neat trick inside [this product/manual/book/ebook/video/ etc]. You'll also discover:

- A quick and easy way to [get some benefit].
- A very cool way to [get a different benefit], even if you [don't have some required knowledge or skill]. It's easier than you think!
- A quick and dirty way to [get another benefit] in just [insert some timeframe, such as "one hour" or "two weeks" or whatever is appropriate].

Check it out now at [insert affiliate link] – I'm positive you'll like it as much as I do!

[Insert sign off and name]

P.S. That's it for this time. Be sure to check out tomorrow's lesson, because you're going to find out how [the pros or the experts in the field] [achieve some goal or use some nifty strategy] – stay tuned!

P.P.S. Don't forget that if you download your copy of [name of affiliate product you're promoting], you'll also get [name of the bonus product you're promoting] absolutely free! So click here to order now: [insert affiliate link], and then [instructions for redeeming the free bonus].

## Day 4

**Subject Line: Lesson 4: Here's What [Some Pros or Experts] Do to [Get a Benefit]**

**Alternative Subject Line: Step 4: Want [Some Benefit]? Try This...**

Dear [First Name],

Welcome to Day 4 of the [name of course] mini course!

Whew, we've covered a lot over the last three days. You've learned how to [describe quickly what they learned in lesson 1], you found out how to [quick line about what they learned in lesson 2], and you even discovered [quick description of what they learned in lesson 3].

If you've been taking action and applying what you've learned so far, then by now [describe where the person is in the process or what sorts of results they may be seeing]. You may have even already [describe some other result they may have experienced if they've been taking action].

So, at this point it's time for you to [take the fourth step in the process]. And that's exactly what you'll learn about in today's lesson. Plus, I'll share with you a little known trick the pros use to [get some specific benefit] – so be sure to read today's lesson carefully!

Let's jump in...

To [achieve this process or get some benefit], the next step you need to take is to [describe briefly what needs to be done]. Let me explain how to do this in more detail...

***[Insert your detailed "how to" information for how to complete this step.]***

Now, here's where it gets interesting...

You know how when you [try to complete this step] you often end up [with some undesired result]? Well, here's a little trick [the experts of pros in the field] use when they [encounter this undesirable result]: all they do is [describe the trick they use to get a better result].

Again, this is something that seems really simple on the surface, but once you try it you'll see that it works really well.

Before I go, let me share with you a few dos and don'ts for this step:

- Do [follow some tip]. With just a few minutes of effort you can [get some good result].
- Do [follow some other tip]. Better yet, [describe an extension of this tip or something otherwise related that will give even better results].
- Don't [do some bad thing that will lead to bad results]. If you do this, you're just going to end up with [undesired result].
- Don't [do some other bad thing]. This is one of the most common mistakes people make when they want to [get a desired result]. You can avoid this by [doing some good thing instead].

So go ahead and put these tips to work for you, because the sooner you do, the sooner you'll [enjoy or get some desirable benefit or outcome].

That's it for this time. But keep an eye on your inbox for tomorrow, because you'll find out [insert a teaser about the next email]. See you then!

[Sign off and name]

P.S. Don't forget about the exclusive bonus you'll get for free when you order [name of affiliate product] through this link [affiliate link]. Order now and you'll get [name of your bonus product] for free!

[Name of satisfied customer] from [location] had this to say about [name of product]:

[Insert testimonial regarding both the main product and your bonus product, if possible – otherwise insert testimonial for main affiliate product].

Give it a try today and see if you don't get the same results as [name of satisfied customer] – so click here [insert affiliate link] to order now...

## Day 5

**Subject Line: Lesson 5: The Easy Way to [Get Some Benefit]**

**Alternative Subject Line: Step 5: [Some Process or Some Benefit] Made Easy...**

Dear [First Name],

Welcome to Day 5 of [name of mini course!]!

You've learned a lot over the past few days, including:

- How to [insert what they learned in lesson 1]
- A trick for [insert what they learned in lesson 2]
- A neat way to [insert what they learned in lesson 3]

And you even found out how to [insert what they learned in lesson 4]

So now you have just one thing left to do: [insert a teaser description of what they'll learn in this 5<sup>th</sup> lesson].

We'll talk about that in just a moment. But first, I wanted to double check to see if you've downloaded your copy of [name of affiliate product you're selling] at [your affiliate link].

If you've haven't yet done so, I strongly urge you to do so right now.

There are three reasons for this:

**Reason 1:** [Name of affiliate product] will [insert the biggest benefit of the product]. If you want to [get some specific benefit, I just can't recommend this highly enough.

**Reason 2:** It will [insert something that is unique about this particular product, something that the competing products don't have or don't do]. You won't find this anywhere else!

**Reason 3:** If you order now through this link [insert affiliate link], you'll get [name of your bonus product] absolutely free! This [product/book/

video/software/etc] will [insert the top benefit the customer will receive when they use this product].

You don't even have to take my word for it that this is a truly amazing way to [solve some problem or get some benefit] – just look at what others are saying by clicking here [insert affiliate link].

Go ahead and download your copy today – you'll be happy you did!

And now for today's lesson...

The final [step/tip/strategy] you need to complete in order to [achieve some goal / complete some process] is to [describe in a line what they need to do].

As you probably already know, there are two ways to accomplish this.

Specifically:

- You can [complete the process using some particular method].
- You can [complete the process using some alternative method].

What I suggest you do is [tell which method you think they should use]. That's because [tell them the reason why they should use this particular method over any other method – what is the main benefit? Or what are the downfalls of using the other method(s)?]

The only thing is I'd suggest this twist for getting even better results: [insert a twist, tip or other nugget of information that will yield even better results]. I've found that every time I do this, [describe the positive results you get].

That's it for this time. And that wraps up the five-day [name of course] mini course! But don't worry, even though the course is over, you're still going to continue to receive tips and tricks for [getting some benefit]. In fact, in a few days you'll discover [insert a teaser for what they'll discover] – so keep an eye out for it!

[Sign off and your name]

P.S. Don't forget to pick up your copy of [name of affiliate product] here [insert affiliate link], because [give reason why – either name a big benefit or mention your bonus freebie for ordering through your link]!

## Appendix: 10 Leading Autoresponder Service Providers

1.

[Aweber](#)

2.

[MailChimp](#)

3.

[GetResponse](#)

4.

[Constant Contact](#)

5.

[Active Campaign](#)

6.

[Infusionsoft](#)

7.

[Ontraport](#)

8.

[iContact](#)

9.

[Campaign Monitor](#)

10.

[LeadOutcome](#)

## About The Author:



Do you ever wish you could find an easier way to attract new clients?

If you're thinking "Yes, I do!" you're not alone. Many professional service providers feel like that because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

But just imagine for a second how great you'd feel, how much happier you'd be and how much more you'd be earning if suddenly clients were seeking you out, rather than you continually having to chase after them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and a specialist business workflow consultant. And I help my clients attract new business automatically.

If you're a business owner or professional service provider, who would like to automate their lead generation, prospect follow-up, and business relationship building processes in order to spend more chargeable time working with your ideal clients then I can help you to achieve that goal.

If you like the sound of that but you're not sure whether I'd be able to help your business or not, make an appointment to speak with me today.

Just head over to [www.3dconsultingservices.com/call](http://www.3dconsultingservices.com/call) and select a time that's convenient for you.

There's no charge, and I promise you'll be delighted that you did when you hear about a strategy that'll transform how you win clients in future!

I look forward to speaking with you and to helping you discover which key business processes you can easily automate in order to free up more time to make more money doing what you do best.

Wishing you the very best of good fortune

*Tim*



You've probably seen those long, scrolling sales pages online that seem to go on and on forever.

No doubt, you've received letters through the post from direct mail marketers, screaming at you to buy some new, miracle product or other.

And I'm certain you will have been approached in a shop by some eager young sales assistant who thought they knew exactly what you'd want... despite never having met you before.

If you're anything like me, you absolutely hate the thought of being categorised alongside any of the above. And yet you have to sell something in order to make a living. So, I've some really good news for you...

I used to feel exactly the same way as you do now which is why, when I accidentally came across this information and found that it worked really well, I decided to create this short course to help professional service providers like myself.

It's designed to teach students a series of simple steps that if they follow, will enable them to demonstrate to their prospects that they are really good at what they do and ultimately be recognised as an expert in their field.

So, if you'd love to have a regular flow of profitable new clients seeking you out as the expert in your field, then this course is for you.

And, by using the information you learn on this course to follow-up with all YOUR best prospects, you too will soon be attracting a flood of new clients who realise that your product or service is really what they want.

Enjoy!

