



The 3-day 4 email promotion

Ideally, you've hinted at this for days or weeks prior. Dropping little messages where your audience will see them with images of an emotional facial expression or other attention-getting picture.

"Something is brewing... stay tuned!"

"Are you done with diets? I've got the diet ditch you're going to love... details coming soon. Want on the insider list? Just respond and I'll let you know first!"

"I'm quiet lately because I've been working on something for you. Stay tuned... I'll be able to share in a few days!"

"I know you've been waiting all year for a shift in the pandemic... and if you're sick of waiting and want to take back your health in [year]... I'm opening the doors to my next group soon. Below are just a few comments from the small beta group I held last fall. I'll post info here for the limited number of women I can accept soon!"

You get the idea.

I wouldn't do this 3-day 4 email promotion to a completely cold audience. Yet, it's better to try it than not try it. If you are not nurturing your email list with value-driven content regularly, start. This works when you're doing that. If you plan to use this over Labor Day, Memorial Day, Mother's Day, Halloween, then in the 3-4 weeks before it start warming up your audience.

Before I Start

This system assumes (always a bad idea) that you've thought through the **bonuses**, and ways to **add scarcity** carefully. You're adding urgency by limiting this offer to a 3-day period.

You can decide if you want to do ONE more send or two More sends on day 4... "Extended! One more day" where you might say you "heard from so many who missed the email over the weekend/you broke your website" ... that's up to you. Personally, I just don't do that because it doesn't feel authentic. I want them to know "last day" is really last day. I too make exceptions to the rule if an individual reaches out to support but we don't email everyone.

If you do decide to do this extended day 4, you'll be bumping your emails up to 6 over 4 days. Because the last email with "hours remaining" will usually result in as much as 30% of your total sales. Don't leave that on the table.

Schedule at a glance

DAY 1	DAY 2	Day 3	Day 4 OPTIONAL
AM – big announcement	AM – back it up with testimonials & stories that target objections	AM – last day	AM
		PM – last few hours	Pm (optional)

Any of these combinations work

Fri-Sat-Sun- optional Monday

Thurs-Fri-Sat

Tease it coming Thurs - Fri-Sat-Sun

Also, Before You Start

When someone purchases “the thing” you’re selling, make sure that you’re using a sophisticated enough email platform so you can automatically tag them and then exclude them from the rest of the emails.

There is NOTHING that will alienate and confuse your community more than continuing to sell them what they’ve already bought.

If you’re sending to a very small email list from your personal account, you should know very well who purchased and who did not. But it’s time, if you’re going to grow, and scale to get an email provider you understand that can segment lists and automate deliver of campaigns. Before that... you can still sell. So, let’s go.

The biggest key to getting sales is getting them to open the email. It’s the only chance you have to get them to click on the checkout link to either read more or to go to purchase because you’ve told them everything they need in your email.

So subject lines are IMPORTANT. Spend 80% of your time on the subject line and preview. Use emojis occasionally but not all the time. I give you only a few examples so play and do not overuse them. Your goals are to peak curiosity so they’re compelled to open.

Email 1

Go into detail on this email. If that gets too long, make sure that the product page you’re linking to fills in the gaps so you can shorten it OR consider doing a video message to supplement the email copy.

Tell them what it is, tell them why you created it, and tell them why it’s serves them.

"I wanted you to have.... Without....."

"I listened. So, here's what I did..."

And use these words throughout as you eliminate obstacles:

Time, Money, Have to Ask, Have to Think About It

Look... I know you're busy and time to vet the right program or diet.. or ...

Listen... I know money is always a consideration. Here's what I've done to make this easy to say yes... OR I know you may be wondering if this will work for YOU...

Subject Lines:

It's open!

You're the first to know!

I saved you a seat!

Preview:

It's brand new and I'm so excited

This changes everything

I can't believe I'm doing this

Day 2

Email 2

You share the amazing surprise/overwhelm for all the people interested. You share a testimonial from a previous group/client that is Just Like Your Ideal Customer now. You share a comment from people who responded in your DMs or on your Facebook posts.

Subject:

This is what happened yesterday

Here's what she said

I was overwhelmed- thank you!

Preview:

If I didn't respond.. there's still time

I may have missed your message...

DAY 3

Email 3

In this email it's the last day so you're going to squeeze a little urgency. They have the full day but that subject line needs to tell them they need to open now. Share less of you storytelling and more testimonials. They can be testimonials for a similar product, for the very same product, or for you.

Don't have any testimonials yet? Tell your own story if you've been your own client and this is the system you used to get your results. They want to know they are like you, and you like them, that's what testimonials do.

Subject:

It's the last day!

Almost over!

Tick-tock ... are you coming?

[Video] Message from me (a compelling short Q and A that addresses obstacles or resistance)

Preview:

This should do it

Answers to your questions

So you can decide.. before it's too late

Email 4

Personalize this email so it fits what you're offering. But the point here is to amplify the FOMO and the urgency if this rate/this offer/ these bonuses are going away. Make sure to review it all and be sure that's true. Even if you're doing this for an "evergreen" program/course/package you need to have been promoting something they can never get "every day." The bonuses are gone – maybe for sale but never free. The rate is gone. The group is closed and there's no telling when you're opening a next one because you're putting all your focus and energy on this one. Be authentic and truthful.

Subject:

Did you see this

Are you still interested?

Last few hours (emoji clock)

Preview:

I know your busy...

I know you're busy and inboxes can be such a black hole! I wanted you to see this before its too late.

The last couple days I've been sharing my **new package/program/course** with you and now it's almost over. The special bonuses and the rate are ending tonight.

There are a few hours left. It all ends at _____ (time).

Get started here.

Xxx

Optional Email # 5 and 6 on Day 4

These are reiterations of 3 and 4 only more urgent and a surprise that you extended one more day. It works best if you give a reason. Your website was overwhelmed. There was a glitch for some of your customers at checkout. The holiday weekend caught you “unplugged” and you didn’t see it until too late. You get the idea.

To go the extra mile, every day on day 1 and day 2 and morning email of day 3, go back in and send to the unopened subscribers on your list.

Keep excluding those who purchased already (in case they may be seeing this on social media too).

These instances of a 3 or 4 day promotion you may want to create ONLY exclusively for your email list. Make the program in general open to those on social media for instance but the juicy bonuses then they’ll learn are because they’re on your list and open their email.