



90 Day Continuity Workshop

Week 5 of 13



What we are going to cover today...

1. What should you have done
2. 7 Day Autoresponder Sequence
 - a. B
 - b. A
 - c. A1
A2
 - d. R
3. Sales Page for Membership Program
4. Homework
5. Q&A

WHAT SHOULD YOU HAVE DONE?

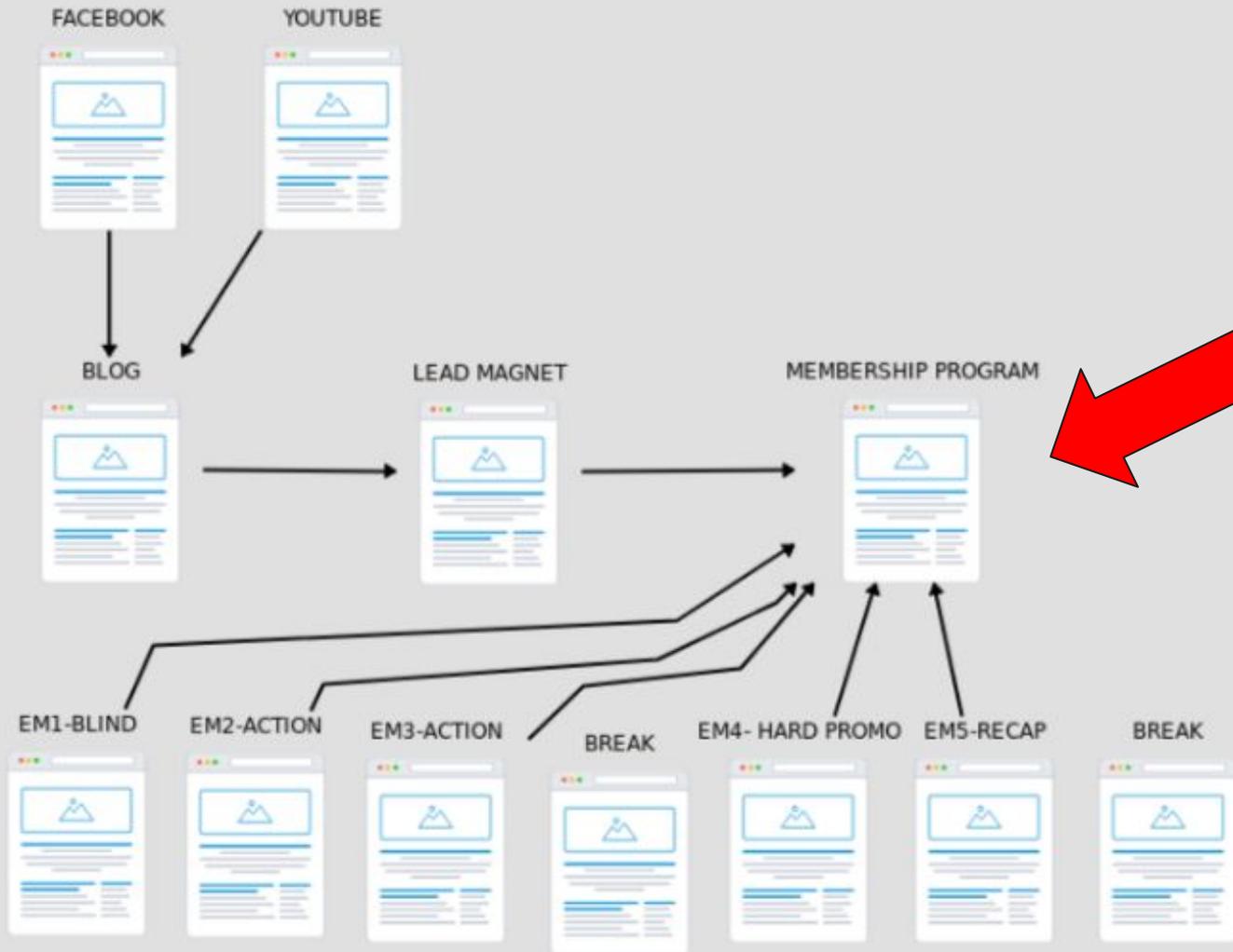
1. Your website up and running
2. Your logo done
3. Your Legal Pages done and on website
4. Your About me Page done
5. Install blog and first blog post
6. You should have 3 blog posts of impact driven content on blog
7. lead magnet done.
8. Signed up for autoresponder service.
9. Get Funnel Pages done.
10. Linked the autoresponder to the lead magnet.

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Week 4

“If I cannot do great things, I can do small things in a great way.”

— Martin Luther King Jr.



overview



This is the sequence we are going to build...

- Day1. B - Blind
- Day2. A - Actionable
- Day3. A1 - Actionable split 1
- Day4. BREAK
- Day5. A2- Actionable split 2
- Day6. R - Recap with Hard Pitch
- Day7. BREAK

Section 1: Sequence Email 1 - Blind



Email 1 Uses a blind subject line and is story driven

This email is meant to build rapport, trust, and introduce the offer by way of soft pitch.

Section 2: Email 2 - Actionable Content



Email 2 is actionable content.

This email is going to start a 2 part series of actionable content. It's also going to pitch your membership program.

Section 3: Email 3 - Actionable Content with teaser to break



Email 3 is the first part of a 2 part actionable content email.

This email is going to start a 2 part series of actionable content. It's also going to pitch your membership program.

Section 4: Email 4 - Actionable Content with finish up

Email 4 is going to finish up the actionable content from the 3rd email.

This email is going to finish up what you started in email 3 and it's going to of course pitch your membership program.

Section 6: Email 5 - Recap with Hard Pitch



Recap with Hard Pitch

Email 5 is going to recap the last 4 emails you have sent out and it's going to hard pitch your membership program. Let's do it!

Section 8: Install sequence into autoresponder



Let's install our autoresponder sequence. We don't need to link out to the sales page yet.

Section 7: Sales Page for Membership Program



Before we checklist this thing, a thought on the sales letter...

1. Remember people buy things based on a balance of need and trust. Sales page tricks are a small part of the equation when it comes to how successful you will be.
2. At it's stripped down base, you need the features of your membership program and the benefits.
3. You are getting BLANK so you can BLANK
4. That being said, a good angle on your sales page can make or break you because you will create a disconnect if you don't present the true benefit in a way people see the need.



A few more thoughts...

1. [12 Step Foolproof Sales Letter](#)
2. [The EC Insider's Club](#)
3. [The Super 20 Club](#)
4. [A typical sales page for a product that receives colder traffic](#)



Let's walk through getting a sales page in place for your membership program..

1. Create new page on website that represents sales page
2. Write sales letter
3. Install sales letter onto page
4. Beautify page

HOMework

1. Get your autoresponder sequence wrote and installed
2. Get your membership program sales page done

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Okay let's move into Q&A!
