

Email 1: Thanks For Joining TalkingBass!

Hey Name,

I'm Mark, creator of TalkingBass.



I'm delighted to be your guide on your journey to upgrading your bass skills!

My goal here is to improve your bass playing - whether you're a complete beginner, or a more advanced player.

I'll be sending you quick bass tips, lessons, videos, updates, and more, every few days.

Also, just to make sure my emails always make it in your inbox, please take 9 seconds to reply "Hi Mark!" and if you have any questions, feel free to ask them as well and I'll get back to you as soon as possible.

In the meantime, go ahead and explore the hundreds of free bass lessons we got over at TalkingBass.

[You can start with the free lesson map here.](#)

See you there!

Mark

Email 2: Why Many Bassists FAIL to improve...

Hey Name, Mark from TalkingBass here again.

Let's talk about why many bassists feel stuck at the same level for months, or even years.

(And how you can fix that)

Perhaps this sounds familiar:

You sit down to practice.

You turn on a few random bass videos, watch them for a few minutes each, and perhaps play along with a few songs.

But after that, you pause for a few seconds, and think "*What **should** I be practicing right now?*"

Blank

Nothing comes to mind.

Then before you know it, your timer is up, you've learned very little, but you go on with your day.

This repeats for weeks, months, or even years...

After a while when you look back, you just feel a bit of shame deep down knowing you really haven't improved as much as you'd like to.

But you see, this is not your fault.

The problem is in Mainstream Online Education.

YouTube doesn't have a step-by-step plan for you to follow!

So how are you supposed to sift through millions of videos, and choose the right ones to watch at the right time?

Hint: you really can't ;-(

This is the reason people pay hundreds, or even thousands a year for a music teacher, or other online courses.

The problem with this however is that not everybody wants to spend thousands of dollars on bass education.

Especially not those subscription based courses that charge you over and over every month!

That's why I set out to make something different.

But we'll get to that in the next email...

For now, just remember that the key to actually improving, not just learning a few random topics from video's, is a step-by-step long term plan.

Then, break it down into smaller goals.

Every other bass legend has done the same. Even if they treacherously crafted the plan themselves, **they had a plan.**

You must have one too. (So keep your eyes peeled for the next email...)

I'll see you soon,
Mark

Email 3: Step-by-step Bass Plan

Hey Name,

Mark here from Talkingbass.

Remember in the last email when I mentioned a long term step-by-step plan is the only way to improve as a bass player?

(That's also what every professional bassist ever has done.)



I'm now giving you a step-by-step plan, perfect for any beginner bassist ready to level up their bass playing, and know exactly what to practice and when.

As I mentioned in the last email - YouTube simply doesn't work for bass education because: *They don't give you a step-by-step plan for bass... they give you millions of random videos!*

Which is why I've created the Beginner Bass Starter Pack.

If you're ready to *finally* level up from a beginner bassist, this giant pack includes:

- 15+ hours of lessons
- A HUGE amount of resources including practice tracks, tabs, and hundreds of written examples and exercises.

I take a step-by-step approach, making lessons easy, while you're noticeably improving **every single day!**

You'll learn:

- A solid bass technique in both hands, including fingerpicking and other styles like slapping.
- How to create basslines and lock-in with a drummer
- Basics of music theory and how to actually apply it to bass
- How to change your strings,
- Become familiar with all the notes on your fretboard
- Introduction to sight reading music and reading chord charts
- A detailed understanding of pedals and how to get an amazing bass tone
- Essential tips you must know when playing in a band
- And so much more.

Literally everything you need to set a solid foundation, and improve as a beginner bassist.

The price you ask?

Well normally, if you find some other professional bassist with *decades* of experience teaching students and playing the bass, he (or she) would charge a bare MINIMUM of 50\$ per hour.

So 15+ hours times 50\$ per hour = 600\$...

But I'm not going to charge you anything close to that.

In fact, it's less than a fifth of that.

110\$ for the whole thing...

This allows me to pay platform, and website costs... while allowing *almost anyone* who cares about their bass playing to join.

Plus, I don't do any of this 'monthly subscription' stuff like most other bass teachers do nowadays.

It's a one time payment and you get lifetime access so you can do the lessons at your own pace, and refresh them at any point, instead of getting charged over and over and over again by some forgotten subscription.

If you're ready to take your bass skills from beginner to full-fledged bassist, while following a step-by-step system to make it as easy and fast as possible so you're never confused on what to practice again...

[Click here and begin your bass journey today.](#)

I'll see you on the other side :-)
Mark.

Email 4: What Everyone Is Saying...

Hey Name, Mark from Talkingbass here.

There's one thing that always puts a smile on my face...

It's also something that'll perhaps boost your confidence in the Beginner Bass Starter Pack, in case you're still not sure about it.

And that is - seeing testimonials from other students.

Out of the loads of reviews I've received on this course, *every single one* is 5 stars.

Here's just a few of them:

"...I would highly recommend the starter pack to anyone looking to begin the bass journey."



David T. (verified owner) – April 9, 2024



I am a complete novice and began the starter pack about a month ago. It's a comprehensive course and I find Mark an interesting teacher who pitches the material just right. I love the fact that each lesson includes a video meaning it's possible not only to pause whenever I need to but also to play at 0.75 or even half speed and listen again to any bits I find more challenging. Having small hands means a 4 fret stretch is a real challenge but Mark explains techniques which can help. I would highly recommend the starter pack to anyone looking to begin the bass journey.

“This pack is the perfect way to start your bass journey...”



Bryan W. (verified owner) – August 22, 2023

★★★★★

This pack is the perfect way to start your bass journey! I played bass years ago but haven't touched one for years so I was on the fence between just starting with Basic Fundamentals but I'm glad I bought the set. Mark is a gifted instructor. If you are wondering about the video format it really feels like a series of private one on one lessons from a master. The course really is that good.

“This course has everything you need to get started and learn everything about your bass...”



Fredrick (Fred) V. (verified owner) – January 3, 2023

★★★★★

This course has everything you need to get started and learn everything about your Bass. Thanks Mark for sharing your knowledge and love for the Bass.

Also, perfect for anyone coming back to bass after a long time: **“a solid start for any beginner or player back from a hiatus.”**



William M. (verified owner) – September 11, 2023

★★★★★

A solid start for any beginner or players back from a hiatus.

“I imagine that most folks that run across Mark's Talkingbass.com courses have already spent time playing or pulling various you tube videos... so while it is tempting to pass up the basics to get to the fun stuff, the further stuff will be more fun if you have the fundamentals mastered first!”



Barney K. (verified owner) – February 24, 2023

★★★★★

I imagine that most folks that run across Mark's Talkingbass.com courses have already spent some time playing or pulling various you tube videos to find some insight into playing the bass. This two for one package might get passed by many. I include myself amongst those who looked beyond to more advanced study. I can only relate this mistake to high school math. There is a reason that why the objective is to someday practice quantum physics, if you did not get thru algebra 1, 2, and 3, plus trigonometry and a handful of other advanced math course, you would be completely lost. This basics package provides a lot good solid content to build foundations from which to grow your musical vocabulary. Mark does lay out an educational play. So while it is tempting to pass up the basics to get to the fun stuff, the fund stuff will be more fun if you have the fundamentals mastered first!

Plus many many more, but I think you get the idea.

But perhaps one of these thoughts may have popped up in the back of your mind...

“I don't have the time”

“I can't afford it”

or

“I’m not sure this is for me”

I don’t have the time

We’re all busy. Such is life. Family needs attention, work needs attention, and so much more.

Everyone is bidding for our attention.

Yet it’s not about how much time you have, but how you spend that time.

Would you rather spend that time with intention, playing and practicing what you know you should be, or would you rather be wondering and searching for the next video you should watch half the time you do practice?

I can’t afford it

The other option would be to hire some teacher for like 50\$/week, or buy some course that charges like 50\$/month.

Either way, neither is great.

Meanwhile, you’re getting a whole beginner bass course with lifetime access, for the price of less than one run to a grocery store... plus you’ll know exactly what to practice for weeks/months, and change your bass life forever.

I’m not sure this is for me

This course is perfect for you if:

- You’re a complete beginner
- Coming back from a long break much later in life
- Want to know what to practice and set a solid bass foundation

Have any other questions? Feel free to reply to this and I’ll get back to you as soon as possible.

If not, and if you’re ready, cut out all excuses and truly commit to learning to groove on bass...

[Join now](#)

I will see you inside...

Mark

Email 5: Finally Bass ‘hail mary’...

Hey Name, Mark from TalkingBass here.

It seems after the past few emails, you still haven't decided upon actually taking your bass playing to the next level.

So, as a final hail mary, when you join the starter pack you'll:

- Know exactly what to practice and when with a step-by-step system
- Learn the bass guitar foundation
- Take your bass playing to the next level, and actually feel and know you're improving
- And literally so much more...

Plus I've dropped the price by 30% for the next few days.

[Use this link to get 30% off, and begin your bass journey today.](#)

Less than the price of dinner to get a jump start and start making your bass guitar dreams come true... and finally stop feeling stuck at the same level.

But it's up to you to decide if you want to start now, with a special discount, or push the thought of grooving to awesome songs and improving your bass skills to the side.

Talk soon,
Mark.

Email 6: Re: Step-by-step bass plan

Hey Name, Mark from TalkingBass here.

This is the final call to get the Beginner Bass Start pack and go from a newbie, to a full fledged bassist...

...with a 30% discount.

The clock is ticking...and the discount expires tomorrow.

This starter pack has helped hundreds of bassists set a bass foundational:

- Learn a solid bass technique in both hands, including fingerpicking and other styles like slapping.
- Learn to create basslines and lock-in with a drummer

- Learn the basics of music theory and how to actually apply it to bass
- Learn to change strings
- Become familiar with all the notes on your fretboard
- Introduction to sight reading music and reading chord charts
- A detailed understanding of pedals and how to get an amazing bass tone
- Essential tips you must know when playing in a band
- So much more.

The pack has ONLY 5 star reviews, saying things like:

“...The Starter pack was essential to getting off to a solid start... Mark’s teaching is detailed, clear, and insightful...”



Bill M. (verified owner) – December 17, 2021

I decided to learn bass 2 years ago when I retired. The Starter pack was essential to getting off to a solid start and I've moved on to Walking Bass, Scales and Chord Tone Essentials since then. One of the best things about Mark's courses is that you can go at your own pace. Mark's teaching is detailed, clear and insightful. The whole website is amazing and provides a fantastic amount of material for reference.

★★★★★

“Perfect package for beginners. Lesson style works very well... Mark’s teaching is detailed, clear, and simple to learn...”



fabio p. – June 10, 2022

Perfect package for beginners. Lesson style works very well for me. Mark's teaching is detailed, clear and simple to learn. Five stars!

★★★★★

“The course is everything you need to get started and learn everything about your Bass...”



Fredrick (Fred) V. (verified owner) – January 3, 2023

This course has everything you need to get started and learn everything about your Bass. Thanks Mark for sharing your knowledge and love for the Bass.

★★★★★

And many many more.

So now you can either delete this email, and continue looking around through millions of unordered bass videos on YouTube, not knowing exactly what to practice and how to get to the next level...

Or you can get access to the beginner starter pack (instant lifetime access - no annoying subscriptions), and get 15+ hours of step-by-step lessons to get you to the next level as fast as possible.

[Click here if you're ready to elevate your bass playing.](#)

This is the last call, and I won't email you about this anymore.

I'll see you soon,
Mark.

- Goal of this sequence?

Welcome them briefly, then upsell them on the starter pack.

- Who am I talking to?

50 - 70 year old dudes trying to improve their bass playing. They've been pulling videos from YouTube, learning bits and pieces, and found TalkingBass and his website while watching some of his tutorials. It's a free resource, so since they're kind of wandering anyway, they signed up and started snooping around. They've got money to spend on improving, if they could find the right place to spend it on. They hardly even play the bass in public, but want to improve it on their own time, since it's their hobby. They haven't tried any other courses before, but there's a chance they'll try this one, because it starts off free.

His name is Alex, he's a middle income man, lives in a decent house, and has a few instruments, including a bass guitar. You can't be too hard with him, or else he obviously won't resonate with the marketing, but you can be honest, fast, and give value.



- Where are they now?

He is trying to improve his bass playing, and perhaps find new systems to improve it, but overall, doesn't really have a clear direction of where to practice, doesn't have any course or system he follows, he just picks up knowledge online, and now found me.

- Where do I want them to go?

I want him after consuming some free content, to upgrade to the beginner bundle, especially since it's a discount, plus it'll prove him serious.

- Where are they on my funnel?

They are following my free courses, and on my newsletter. I need to introduce him, and upsell him.

- What objections might they have?

"I don't have the time"

Perhaps you're thinking you don't have much time. I get that. We're all busy, and don't have much time. But the question is not how much time you have, but how you use that time. Do you use that time learning something that's actually getting you closer to a specific goal (improving your bass playing), or are you looking around, and absorbing little random pieces of information that may or may not be important in the big picture.

"I can't afford it"

Price anchor: Even a extremely cheap pro bassist that only charges 30\$ an hour (and I have no idea how you're going to find a bass teacher with decades of experience, and thousands of students helped going anything less than 50\$ - 100\$), but let's say you do find one for 30\$ an hour.

That would be 480\$ for 16 hours!

Meanwhile, here you're getting 16 hours of step-by-step bass lessons, including practice tracks, workbooks, modules, and literally everything you need to improve as a beginner bassist. Except you're getting it for less than a fourth of the price - 110\$. Plus you'll have lifetime access, and access to one of the biggest and most active bass forums in the world in case you have any dying questions.

"I'm not sure it'll work"

Include testimonials in emails.

"I don't really trust you"

Include stats, and what I've done in emails.

"I'm not sure who this is for"

Tell them clearly in an email

- Biggest pain/desire buttons?

Desires:

- Clear and actionable explanations and lessons
- Deep dive and start actually improving, and KNOW they are improving, not pulling straws.

Pains:

- No step by step system, or structure of what to learn and when.
- Courses cost quite a bit
- They hate subscription models; They want to do things at their own pace

- What is the value equation, and how can I make it better?

Testimonials, tell them it's at their own pace, start improving instantly.

- What are they thinking and feeling?

Slightly motivated, and slightly nervous, because this course and brand is something new to them.

- How should I address product for curiosity? (how aware are they, and what should you do)?

They are aware of course exist, because others push it in their faces, but they've almost never really checked it out. So you can just address it as starter pack.

- How do they evaluate their decision?

If the guy matches their desires, pains - understands them.

- Sophistication level? They know the product? Solution? Problem?

They subconsciously know that their problem is there's nothing step by step, but I can loop back to that and tell them again. And they are kind of aware of the solution, but I'll bring that up while mentioning the problem.

- What are the steps I need to take to get them to purchase?

Email 1: Brief introduction and what they signed up for (perhaps ask a question)

- Welcome
- Mission
- What you'll discover
- What you should expect inside
- Quick reply
- See you inside

Email 2: Value. Give them knowledge why it's hard to improve, or start just with YouTube tutorials.

- Simple DIC/value about the problem>roadblock>soltuion, aka (problem: can't improve bass → roadblock: no step by step system → solution revealed tomorrow)
- Talk about what they've tried in the past and failed

Email 3: DIC selling newly educated readers.

- Simple dic: if you've been checking out our stuff for quite a while, this is great, but doesn't work because of X, but you also know we are good and might've been wondering how premium is.
- You'll get X
- Good urgent close

Email 4: Testimonials, stats, and destroying objections.

- Incase you were wondering what students are saying
- One of my favorite things/puts a smile on my face/let me give you a peak behind what people are saying about X
- Questions you may be asking yourself
- CTA

Email 5: Limited deal to push them over the edge, asking them if they truly want to commit, price anchor, tell them everything to get, hard seller

- Last hail mary special

Email 6: Final sales email. Giving them the full scoop, and giving them a last chance, saying you won't be sending them any more emails.

- PAS with extremely hard closing