

Hey Hey!

You can use this document to help you define your message for your auto webinar follow up. This can work for other things besides webinars, and will definitely help you on your journey to making a better market to message match!

Enjoy The Template!

Sean Vosler - Increase.Academy

RESEARCH QUESTIONNAIRE | R&D - GETTING TO KNOW YOUR PRODUCT/SERVICE/BRAND

Know / Like / Trust / Challenge / Convert

The purpose of these questions is to help you better understand your promotion from a personal level. What really is it that people are looking for, what do they need? How has your product/service helped others, helped you - who are you and why should they care? A

answering these questions will bring together a killer archive of content you can draw from when developing your funnel emails.

Know

Who are they getting to know?

Why should they get to know you?

What about you will help them to accomplish their goals?

When did you get started in your industry?

What events lead up to you getting started in your industry?

Like

What people or organizations do you associate yourself with?

What principles and values do you like to be associated with?

Where did you grow up and how did it affect your current views on business?

Trust

What are some personal details they would find interesting about you?

Who do you associate yourself with in the industry?

How have you helped others to be successful?

How has your income generated through your own methods helped you live a more fulfilling life?

Challenge

What are some industry assumptions that you've proved wrong with your business / product / service?

What has driven your success that is contrary to popular belief?

What is the #1 problem facing your customers business?

How did you find the answer to that problem?

What unrecognized needs do your customers have?

What is the REAL problem your customer has that they don't know about?

How are you going to guide them to the solution?

Convert

What is the solution to the problem?

How did it make you feel when you found the solution to the problem?

What measurable effects will your customers experience when they follow your method?

Number one reason they should take action now.

SURVEY FRONT END FOR FUNNEL (optional)

SURVEY ENTRY POINT

You can create a 'survey' freemium that can greatly increase the engagement with your audience. The idea here is to ask questions that help segment your visitor while also framing the conversation for the workshop from the start.

I use TypeForm.com for this :)

Example:

Question 1: Do you have a product or service that you're currently selling? Either your own, or as an affiliate.

Options:

- Yes! I'm selling a product, but I know there's room for profit improvement.
- Yes! But I'd like to add more products to sell through my business.
- No - But I have a great idea for a product and want to sell it.
- No - I'm currently looking for the right idea / product to sell.

IF YES	IF NO
Question: Awesome! Glad to see you're selling a product! Last question...	Question:

EMAIL DEVELOPMENT

AUTOMATED WEBINAR FUNNEL EMAIL TEMPLATES

Objective: Introduce the concept of funnels and how every business needs a back end brand foundation through	Goal: Preframe context / Inspire Action / Click to Register / Remove Risk / Establish Credibility / “What’s the new way” vs The Old Way	Strategy: 3 Broadcast emails to whole list, each inviting with different audience in mind. If they register for the workshop, do not send following emails.	Measures: Email open rate / conversion per email
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Invitation Emails

Example:

Subject: *i’m a failure.*

Body:

It’s true, and I really want to admit something to you that I think is the most important lesson I’ve learned in the last 12 months...

Failure is the key to marketing success. It’s also the missing part of your online strategy...

[in a hurry? click here]

Crazy claim, but let me show you in the next few minutes how failure has built the foundation of my five figure per month business - and helped my own clients generate six and seven figures per month with the strategies they use to advertise online.

But first...

2016 marks the 27th year since the creation of the World Wide Web. Each year many ask “what’s next for marketing online?”, what is the next big trend we can harness to grow our businesses online.

Throughout 2014 and 2015 the hottest trend in marketing was ‘The Funnel’... you couldn’t go anywhere online without hearing “funnel marketing this, funnel marketing that!”

Is the market getting tired of funnels? Are they a thing of the past?

Well kind of...

What’s working right now, and what I see as working in the foreseeable future are called “**Ready, Fire, Aim**” Marketing Funnels.

Instead of hiring someone to build an expensive “flawless marketing funnel” from the outset (Ready Aim Fire method) we need to start with a funnel that’s “good enough” and has proven results **so we can test it QUICKLY and let DATA tell us what actually works.**

Let’s look at the old fashioned expensive way of building marketing funnels...

1. Hire a “funnel agency*”.
2. Spend months in development.
3. Spend thousands per month on software to host our pages, carts, and membership sites.
4. Spend thousands and thousands of dollars in setup costs.
5. ... hope for the best.

* The real problem with funnel agencies is that they’re managing multiple clients, they’re not as concerned with getting conversions as they are with finishing the project with the highest ROI for them. It’s not their fault, that’s the laws of incentives at work... our job is to bring our marketing in house.

And here’s the real crappy news... It’s not just the financial cost of setting up a “hope this works!” marketing funnel through an expensive agency that’s the problem, there’s also the “lost opportunity” cost to consider. Imagine if you could build 10 funnels and test them against each other in just a few days and have a winning solution in 1/60th the time? You could be actually selling your goods and services well before you would even see the first draft in our traditional method

of funnel development.

tl;dr... the age of hiring someone to build the perfect funnel is over. Today it's all about "rapid failure" to find the winning marketing method that actually connects with our audience.

Well, how do we do build a "Ready Fire Aim" funnel?

- 1. Start with a strategy that's proven to work in the past, better yet if we can find a template to start with, don't reinvent the wheel at the start.*
- 2. Utilize an "off the shelf" toolset that lets you build & weed out "failed funnels" quickly, use tools that are easy to setup and easy to manage.*
- 3. Test & Optimize using our simple tools.*
- 4. Once we have a converting funnel ?... Continue to test and optimize!*

I can solve at least the first step for you today...

I want to invite you to a unique workshop where my special guest and I are going to cover two important items:

- 1. How to emulate strategies that are working NOW and build your own funnels around them.*
- 2. Walk through three case studies of funnels that are generating amazing results now... learn how you can copy and paste these and modify them for your own products or services...*
 - a. **Funnel #1: The Physical Product Funnel** - Selling on average 368 bottles of supplements PER DAY...*
 - b. **Funnel #2: The Book Selling Funnel** - Sold over 26,187 copies of his BEST SELLING book in less than 30 days...*
 - c. **Funnel #3: The Service Funnel** - Currently gets him (on average) 12 new high ticket coaching clients per month.*

Sounds Powerful Right? Click Here to Get All The Details & Claim Your Own Seat.

My special guest has spent the past decade perfecting the methods he's teaching, and he's going to show you how "rapid implementation" and "rapid failure" of marketing funnels should be the foundation of any business that markets online.

See you there...

Sean Vosler | Increase Academy

ps. special bonus... if you take notes during the workshop and send them to me (myfreebook@increase.academy) I'll personally send you a free copy of the presenters book "DotComSecrets" - the definitive guide to building marketing funnels that actually work! Click here to attend.

Invitation Email Two

Example:

Writing Direction: follow up IF they didn't register through email one. This email is designed to invite them to the same workshop but with a different frame, we want to appeal to business owners who are in a rush... bullet point out the benefits of the workshop.

Subject: Sick of Sales Theories? Let's talk facts.

Body: We're sick of them too...

Hear from a USA today's bestselling author, about a Funnel Marketing Strategy that works.

- Learn to spend \$100 instead of \$29,000*
- Get ready in 15 days instead of 8 weeks*
- Make OTOs, One-Time-Offers that get you 20-30% claims*

Russell Brunson has made his way up to earning \$17,947 a day using these tactics; join us in this webinar to learn from the expert!

See you there,

Invitation Email Three

Example:

Subject: but do you REALLY know what they are?

Body:

Funnels. (not the cake...)

*You've probably heard that term everywhere lately. It's the latest buzz word and you may be one of the many business owners and entrepreneurs wondering, "**do I REALLY need these?**"*

Trust me, I get it- you've already got a website to manage, copy to write, content to create, ads to run... adding one more "system" to the mix just feels unnecessary.

*I've got to break it to you though, funnels aren't just about being hip and trendy- **they actually WORK.** and they produce consistent and predictable results.*

Funnels are going to be your fastest way to:

- *Accomplish rapid fire market testing and optimization*
- *Implement Fast and easy implementation of changes*
- *Increased sales, leading to increasing passive revenue based on solid marketing systems.*

*...and all with (here's the magic words) **less work.** No matter what business we're in, we all want increased sales. But that usually comes at a hefty price. The price of living our life the way we want. The beautiful thing with effective funnels is that they direct your potential customers to buying your product in a way that regular websites just don't. All without you having to actively manage them; aka sweet sweet passive revenue streams.*

Why did I specifically say “effective” funnels? Because like anything in life, you can have the best tool in the world, but if it’s not in the right condition or you don’t know how to use it- it’s useless.

*I want to introduce you to **Russell Brunson**. He’s developed funnels for some of the biggest business leaders out there (ever heard of **Tony Robbins**? Yes, Russell planned out his funnels...). He’s spent a decade crafting the most powerful and successful funnels for a variety of products- and he’s generously offered to jump on a webinar with us to share these strategies.*

This workshop will cover two incredibly important techniques that will help you develop your first funnel the right way:

- 1. How to emulate strategies that are working NOW and build your own funnels around them.*
- 2. Walk you through three case studies of funnels that are generating amazing results now... learn how you can copy and paste these and modify them for your own products or services... [these are awesome.]*
 - a. **Funnel #1: The Physical Product Funnel** - Selling on average 368 bottles of supplements PER DAY...*
 - b. **Funnel #2: The Book Selling Funnel** - Sold over 26,187 copies of his BEST SELLING book in less than 30 days...*
 - c. **Funnel #3: The Service Funnel** - Currently gets him (on average) 12 new high ticket coaching clients per month.*

My advice? Jump on the workshop and just COPY what’s working now, you can always improve upon and modify later... Why not just use what’s working now in your own business?

Pretty awesome stuff, right? Click Here To Get All The Details & Claim Your Own Seat Now... before it’s too late! I mean literally - I’m going to bed soon, it’s getting late. (kidding)

Excited to see you there...

Sean Vosler | Increase Academy

ps. special bonus... if you take notes during the workshop and send them to me (myfreebook@increase.academy) I’ll personally send you a free copy of the

presenters book “DotComSecrets” - the definitive guide to building marketing funnels that actually work! Click here to grab your notebook and attend... i mean, grab your notebook and click here... something like that

Invitation Email Three

Example:

Email 3

Subject: marketing Jeopardy time - plus a terrifying photo

Body:

THIS... IS Jeopardy!!!



...(do do do-do do do do...do do do-do DO do do do do do.)...

Sean Vosler here in place of Alex Trebek, who needed a break from awkward introductions...

*And today we are going to play **a special round of Marketing Jeopardy!** Full of answers and insights that will speak to the heart of any business minded fellow.*

So let's get right to it!

Category is... MARKETING

Question is... Effective 2016 Online Strategies

Clue #1:

Contestant 1- What is.... (BEEP- that is incorrect)

Contestant 2- What is... (BEEP- you're an idiot)

Contestant 3- What is...(Ding Ding Ding! \$1000 on the board!)

Clue #2:

Contestant 1- What is.... (BEEP- how did you get in here?)

Contestant 2- What is... (BEEP- it's people like you that make me question humanity)

Contestant 3- What is...(Ding Ding Ding! You're on a roll!)

Clue #3:

Contestant 1- What is.... (BEEP- just get out.)

Contestant 2- What is... (BEEP- please someone get this right...)

Contestant 3- What is...(Ding Ding Ding! Watson, is that actually you?)

And now it's time for FINAL JEOPARDY:

Here's the clue...

"It contains the strategies and tactics a person needs to implement funnels into their business NOW".

...(do do do-do do do do...do do do-do DO do do do do do.)...

Answer: What is the workshop with Russell Brunson?

Correct! What a purely sublime genius you are! Your prize: a free spot in this powerful and unique workshop- claim it now!

Ok, I realize this was silly (but super fun to write)... in all seriousness this workshop really is going to make an amazing difference in your business. That's something I can guarantee. You'll be able to take what you learn and implement it right away into your current online & offline strategies.

This is your last chance to join us - so don't be clueless Click Here and lock in your spot for this special workshop! Don't make me send another silly email... ;)

Thanks for ~~watching~~, reading!

That's a wrap! For now...

Click here to reserve your seat and join me and my special guest Russell Brunson (promise we won't make you answer anything in the form of a question)

Sean Vosler | Increase Academy

ps. special bonus... if you take notes during the workshop and send them to me (myfreebook@increase.academy) I'll personally send you a free copy of the presenters book "DotComSecrets" - the definitive guide to building marketing funnels that actually work! Click here to grab your notebook and attend... i mean, grab your notebook and click here... something like that

Follow Up Emails

KEY:

Dynamic content changes based on the tag applied to the lead.

Does not need new intro or outro.

This content will be WITHIN the body of an email, and will be removed or added based on logic.

LOGIC: this is a statement that will tell you how the person ended up with this type of email. Ex. if registered for webinar, but didn't attend.

EMAIL NAME:

TAG: CFW-Registered

LOGIC: if registered

Writing Direction: thank you for registering

Subject: this is gonna rock!

Body:

Hey (name)!

Just wanted to say thanks for registering for the workshop, I'm really excited you'll be there. It's going to be full of killer strategies for your business!

Below is a quick snapshot of some key points to get you pumped. Make sure to keep a notebook handy- we're going to be sharing techniques that you can implement right away so you'll want to be ready to jot down all the details.

Here's a taste of some main tactics we'll be sharing with you:

3. *How to emulate strategies that are working NOW and build your own funnels around them, so that you can avoid common mistakes business owners make when they build their own marketing*
4. *Walk through three case studies of funnels that are generating amazing results now... learn how you can copy and paste these and modify them for your own products or services...*
 - a. ***Funnel #1: The Physical Product Funnel - Selling on average 368 bottles of supplements PER DAY...***

- b. **Funnel #2: The Book Selling Funnel** - Sold over 26,187 copies of his BEST SELLING book in less than 30 days...*
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See you there!

-Sean Vosler | Increase Academy

ps. Just by registering that's a sign you're really committed to making a big difference in your business this year- major kudos to you and I can't wait to hear what changes you're able to implement from what you learn! Keep me posted.

EMAIL NAME:

TAG: CFW-attended_yes

LOGIC: if attended

Writing Direction: thank you for attending

Subject: what'd you think?

Body:

SECTION: INTRO

LOGIC:

Hey (name)!

Thanks again for joining us on the workshop. Like I mentioned in a previous email, just the fact that you registered really shows you take the success of yourself and your business seriously and I'm honored to have growth minded folks like you in my company.

SECTION: CFW-left_before_10min

LOGIC: If left before 10 minutes

Content:

*I noticed you had to jump out of the workshop before the good stuff! I'm sure you're probably crazy busy (life, business, cats, I get it...) and know it can be hard to jump on at a specific time so in order to make sure you don't miss out on these seriously great techniques **here's a link to the replay of the workshop.***

Minute (PUT MIN # HERE) is a treat: {PUT SOMETHING ABOUT VIDEO}

SECTION: CFW-left_before_cta

LOGIC: if Left Before Call To Action

Content:

*Noticed you had to jump off early! I really don't want you to miss out on the tactics he shared, it's great stuff that he literally hands over- so **here's a link to the replay of the workshop.***

I'm sure you're probably crazy busy (life, business, cats, I get it...), so below is a little timeline of the workshop to highlight some of the main pieces you won't want to miss:

{NEED TO ENTER INFO}

SECTION: CFW-left_after_cta

LOGIC: if left after the call to action in the automated webinar

Content:

And wow- extra thanks for staying with us for the whole workshop! I know you're time is super valuable so I'm super happy you shared it with us. Some great questions and discussions were brought up after that we thought would be helpful to share with you- check them out and feel free to email me back here if you have any questions yourself! Glad to help out if I can.

{SEAN- Let's discuss specific obstacles with the product, my general ideas are below}

Q: "Do I need to have any technical skills to build the funnels"

A: "As long as you can work a keyboard and mouse you should be fine. The drag and drop template system makes it SUPER easy to create your pages fast and make changes on the fly. They've also got a great support team for any questions or help you may need."

Q: "Is it worth the money, can't I just do this on my own?"

A: "You absolutely can do it on your own. That's what Russell did. And he also spent 10 years perfecting the process so that you don't have to spend 10 years doing it...so why would you? The low cost is an investment in the profits of

implementing successful funnels and is WAY less than hiring a designing and/or spending the time to develop and design these sites yourself. ”

SECTION: CFW-10min_late

LOGIC: If came in 10 minutes late

Writing Direction:

Content:

Noticed you had to jump on the workshop a little late, (though I wouldn't notice, HUH!? ;P) and wanted to make sure you were aware of all the goodies we discussed in the beginning. Check out below for a list of the specials and bonuses that were discussed- and click here to get a replay of it so you can catch anything you missed.

SECTION: OUTRO (all attended)

*I know it was a super content rich workshop, so don't forget to grab a notebook again to jot down all the tactics you can't start implementing now in your strategies while **catching the replay here**.*

*Thanks again,
Sean*

EMAIL NAME:

TAG: CFW-did_not_attened

LOGIC: did not attended workshop

Subject: I have good news!!

Body:

Hey (name)!

Noticed you weren't able to join Russell and myself on the workshop. I know you're probably crazy busy (life, business, cats...I get it) so here's some good news! We're hosting more of these and wanted to make sure you didn't miss out on the great techniques Russel is literally handing out.

*Here's your cordial invitation (just kidding, we're not that formal) to **join us**.*

See ya there!

Sean Vosler | Increase Academy

ps. don't forget to have a notebook ready! This workshop is CONTENT RICH

EMAIL NAME:

LOGIC: if didn't open last email

TAG: CFW-attended_replay

Subject: FOMO

Body:

I think 'FOMO' actually made it into the dictionary this past year (someone correct me if I'm wrong...which I probably am). And I wouldn't even be mad if it did, as a constant FOMO (fear of missing out) victim I understand its' legitimacy.

*Ok to the point- I don't want you to suffer from FOMO so I'm here with the antidote- **a replay of the workshop with Russell!***

[Free yourselves from the fear of missing out on funnels!](#)

*But for real, we've gotten some GREAT feedback from the workshop and are really excited about the progress and success stories already coming out of those who've implemented the strategies into their businesses right away. We'd love for you to **'join us' on the replay**, and please let us know what changes have come from your business by using these tactics!*

YOLO... so don't give into FOMO... I should probably not be a rapper.

[Click here now.](#)

-Sean

ps. don't forget to grab a notebook for this one. I hear rumors Brad Pitt might be showing up, you'll want his autograph... (but really, we'll probably talk about building funnels and maybe a little Brad Pitt. So take notes!)

EMAIL NAME:

LOGIC: if didn't open last email

TAG: CFW-attended_replay

Example:

Most people today think gun control, or removing all gun control is the answer to many of the violence problems in today's society...

Well for me, honestly, I have no clue what the answer is. But it usually get's people to open the email so thought I'd give it a last ditch attempt to share some valuable information to you.

You really should only receive this email if you registered for my F R E E workshop but didn't attend, oh and you didn't have a chance to check out the last half dozen emails I've sent with details about the marketing system I'm using to market this crazy thing.

Truth is I've sent you the following pages already in this sequence and you didn't take action.

- Invited but didn't attend: <http://ww2.increase.academy/you-should-register>
- Details on the bonus: <http://ww2.increase.academy/clickfunnels-bonus>
- The replay of the workshop: <http://ww2.increase.academy/cfw-replay-page>
- Follow up if you still didn't attend:
<http://ww2.increase.academy/we-re-still-friends>
- Another follow up: <http://ww2.increase.academy/didnt2>
- And an encore! <http://ww2.increase.academy/cfw-encore>
-

Kinda crazy I know.. but here's the deal.

Simple facts are 1.) this software is pretty much the best at marketing online 2.) I'm actually giving away this full funnel and training on how to implement it. 3.) you don't have to purchase anything but the software, AND Russell is giving it away at a killer price! So you really should consider taking me up on my offer.

You get all the pages listed above... a complete strategy guide on how to implement it in your business... and heck, I'll even give you a hug if we ever meet in person (optional).

So what are you waiting for? Get the rest of the details and sign up here today. I can only keep this offer up as long as Russell will let me, and you won't find this deal or these bonuses ANYWHERE ELSE.

Alrighty, have an epic day.

Sean Vosler - Increase Academy

Webinar Follow Up Emails:

EMAIL: Signed up For Freemium Download

EMAIL: Signed up for freemium but not for workshop (plus follow up with Broadcast emails)
<<How is this different from one above?

EMAIL: Signed up for workshop specific time not “Just In Time”

EMAIL: Attended Workshop First 30 Min - Did Not Buy

EMAIL: Attended Workshop First 60 Min - Did Not Buy

EMAIL: Registered but did not attend #1

EMAIL: Registered but did not attend #2

EMAIL: Invite to Encore (didn't buy)

EMAIL: Invite to Replay (didn't buy)

EMAIL: Bonus Breakdown Offer #1 48hr

EMAIL: Bonus Breakdown Offer #2 24hr

EMAIL: Bonus Breakdown Final Offer