

# The Season Sequence

The Season Sequence is a tactic. It's something you try and then it works. But it's part of a larger process.

A process that allows you to get what you want out of your list:

Recurring Revenue in good times.

Immediate Revenue in tough times.

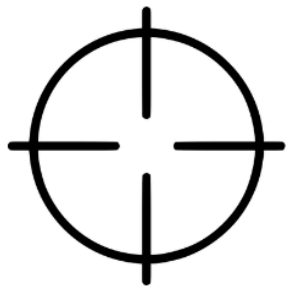
Predictable Revenue in busy times.

The process was kind of in the back of my mind and it wasn't really tangible. That changes today.

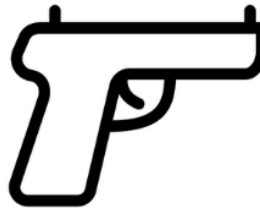
I'll give you the Season Sequence near the end. But I'm gonna give you something much more valuable before: That process so that your promos do what you want them to do.

It goes in 3 Phases:

**Aim**



**Point**



**Shoot**



First we **Aim**: What do you actually want to get out of this? Immediate revenue? Recurring revenue? Predictable revenue? There's different offers that make these easier. I'll show you how to find yours.

Then we **Point**: How are we going to get this to the market? We're looking for an angle that will allow us to sell it with less words and less effort.

Then we **Shoot**: What are the specific email templates we can use to sell these? I'll show you.

This will be a very interactive workshop. If by the time we're done you don't have a promo to make to your list the next week then something went wrong.

## 1/3) Aim

What offer do I want to make? Is a good question because it makes you money.

**What do I want the offer to do? Is a better question because it makes you the type of money you want now.**

Some types work better for certain purposes. For example if you're traveling then promoting the Waitlist makes more sense than promoting your program.

If you're able to dedicate time to clients then promoting your Core Offer makes more sense than promoting Waitlist.

First, find your immediate goal for you now:

- Immediate Revenue
- Recurring Revenue
- Predictable Revenue
- Upselling
- Reduce Churn

Choose one.

Next, find the **Product** within your **Offer** that does it. **Useful distinction: Offers vs Products.**

As a Cash Creator you only have one **Offer**: You. But you can extract many **Products** from that one Offer.

Find a Product within your Offer that does what you want it do do by mixing and matching:

- Promise
- Timeframe
- Access
- Pricing

What Product Are You Promoting Next?

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## 2/3) Point

Pointing = Give them a reason to act now.

Now that we have a Product that does what we want it to do, we need to give folks a reason to move now. Because if we don't they don't.

It's ok if it's simple. See Influence by Robert Cialdini.

12 Reasons To Act Now:

1. **Scarcity**
2. **Urgency**
3. **Launch**
4. **Bonuses**
5. **Life Event**
6. **Personal Meaning**
7. **Special Date**
8. **Season**
9. **Prep For Season**
10. **Honesty**
11. **Cybertruck**
12. **Price Raise:**  Freedom Number (Make A Copy)

Why should people act now?


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## 3/3) Shoot

Most of the campaigns that failed for me failed because I started shooting before I had the other two components in place:

1. I didn't have an offer that did what I wanted it to do.
2. I didn't give people a reason to act now.

But now that you do have those two components in place all that's left is shooting.

Use the  Season Sequence .

Variations:

Core Offer/Launch

One-Time Offer

Cash Injection

Flash Sale

Waitlist

Building

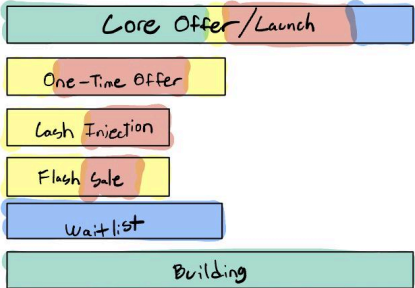
Which Variation will you run?

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To make it easier:

- You can see it in action in the [90 Days Of Offers Swipe File](#).
- You can find the Offer templates here: [☰ The Google Doc Templates](#).

# Cheat Sheet

Aim	Point	Shoot
<u>Define</u> - Recurring Revenue - Predictable Revenue - Immediate Revenue - Upselling - Reduce Churn	- Launch - Scarcity - Urgency - Month - Life Event - Personal Meaning - Special Date - Honesty - Season - Prep for Season - Price Raise - Cybertruck	
<u>Mix &amp; Match</u> - Promise - Timeframe - Pricing - Access		

## Next Steps

1. Launch one Season Sequence.
  - a. If it's your first run, launch a Season Sequence with your Core Offer.
  - b. If you've run it before, can you run it again by tweaking one of the Aim variables?
  - c. Get into the habit of creating an Aim - Point - Shoot Campaign for your offers.
2. Don't stop.