

First Layout Option (client preference)

Email 1: Introduction and Product Overview - The latest in marina fueling is now here. (Subject Line: "Hey Smart Ass...")

- **Day:** Tuesday
- **Time Window:** 9 AM - 11 AM
- **Content Focus:** Introduction to who Smart Ass Products is. Introduce the Smart Ass Fuel Mule as an opportunity for their dealership.
 - a. A concise description of who the company is
 - b. Give a quick overview of the product
 - c. A hint at the opportunity for dealers (build curiosity)
 - d. Focus mainly on product and how it will benefit them

Along with introducing Smart Ass Products and the Smart Ass Fuel Mule, lead with a **strong, attention-grabbing opener**. I want them hooked in the first sentence.

- Example: *"Refueling boats can be a hassle, but with the Smart Ass Fuel Mule, it's faster and more efficient—helping both your customers and your bottom line."*

Include a mention of the **exclusivity opportunity** to grab attention right away.

- Example: *"As one of the first dealers in Georgia, you'll have the chance to lock in an exclusive 30-mile territory—guaranteeing you're the only one offering this game-changing product to your customers."*

Objective: Start building curiosity around both the product and the potential exclusivity arrangement.

- **CTA:** Make the CTA very low-commitment, like asking them to simply **check out the product page...not pushy at all here**.

Email 2: Boat Dealer Sales and Market Opportunities **(FOR BOAT DEALERS!)** -This is a key fit for marina dealers creating big upsell opportunity

- **Day:** Tuesday
- **Time Window:** 1 PM - 2 PM
- **Content Focus:** Emphasize how you can sell this with a boat and how well it fits the marine market.
 - a. Highlight how it fits the market very well.
 - b. Highlight market demand and growth opportunities for dealers.

Example: *"This beast is exactly what every boater has been dreaming about making it easy for you to sell this with a boat to increase cart value!"*

Explain how dealers can pick a **primary market** and even reserve **First Right of Refusal (FROR)** for a secondary market.

- Example: *"As a dealer, you have the flexibility to target multiple markets—whether you're a boat dealer, off-road retailer, or sporting goods store. Our versatile dealer program allows you to select your market, and even lock in a secondary market with FROR (first right of refusal)."*

CTA: Push a slightly stronger action like **"Get exclusive dealer pricing"**

Email 3: Social Proof - Relate everything back to the dealer

- **Day:** Thursday
- **Time Window:** 1 PM - 2 PM
- **Content Focus:** Provide testimonials to build social proof and belief in the product.
 - a. Include testimonials from other dealers (if available) and customer success stories, but make sure they're framed as solving the problem in a unique way.

Testimonials in this stage build belief in the solution, not just trust.

Include testimonials or insights from dealers already benefiting from **exclusive territories** and the **deal sweeteners** (e.g., pairing the product with boat financing).

- Example: *"Dealer XYZ in [location] reported a 20% increase in sales by offering the Smart Ass Fuel Mule as part of their boat financing packages, attracting more high-end customers into their showroom."*

Email 4: The Numbers - Tie the numbers into the dealer

- **Day:** Thursday
- **Time Window:** 9 AM - 11 AM
- **Content Focus:** Explain how they can make more money through financing, increasing care value, more sales, etc.
 - a. Make it compelling

Talk about the benefits they'll get on the "numbers" side of things.

Example: *"By offering the Smart Ass Fuel Mule as an add-on, you could increase your revenue by up to \$4,495 with each boat sale."*

CTA: Add a subtle CTA to **learn more**.

Email 5: Our Story

- **Day:** Thursday
- **Time Window:** 1 PM - 2 PM
- **Content Focus:** Tell the story behind Smart Ass Products and the Smart Ass Fuel Mule.

Structure:

1. **Relatable Problem: Make the story relatable by talking about the challenges that led to the creation of the product.**
 - Example: *"We noticed that boat owners were struggling with heavy, leaky gas cans and overpriced marina fuel. So we decided to fix it."*
2. **Highlight Limited Production and Growing Demand: Mention that the product was created in response to a problem, and now, due to demand and limited production capacity, dealers have a unique opportunity.**
 - Example: *"We began in Gainesville, GA with one goal: to solve a major refueling problem for boaters. As demand skyrockets, we're offering dealers the chance to get in on the ground floor—while production capacity is still limited."*
3. **CTA: Add a subtle CTA that encourages them to learn more about the brand and the opportunity.**
 - Example: *"Learn more about how Smart Ass Products is revolutionizing refueling for boaters and how you can be part of it."*

Objective: Build trust and connection through storytelling and the brand's origin story.

Email 6: Follow-Up and Reminder: **GETTING IN EARLY WILL BENEFIT YOU.**

- **Day:** Tuesday
- **Time Window:** 9 AM - 11 AM
- **Content Focus:** Remind them of previous benefits and opportunities.

Increase urgency by referencing the **open dealer slots** and **limited production capacity**.

- Example: *"With only '5' exclusive dealer slots available in the Southeast, and growing interest, we urge you to secure your market before it's too late."*

Second Layout Option (my preference)

Email 1: Introduction and Product Overview

- **Day:** Tuesday
- **Time Window:** 9 AM - 11 AM
- **Content Focus:** Introduction to who Smart Ass Products is and an overview of the Smart Ass Fuel Mule as a potential dealership opportunity.

Structure:

1. **Introduction:** Introduce Smart Ass Products and briefly explain the Smart Ass Fuel Mule.
 - **Example:** "Imagine refueling your customers' boats 10x faster, while increasing your profit margins. That's what the Smart Ass Fuel Mule is built to do."
2. **Highlight Opportunity:** Mention the **exclusivity opportunity** for dealers right away to grab attention.
 - **Example:** "As one of the first dealers in Georgia, you'll have the chance to lock in an exclusive 30-mile territory—guaranteeing you're the only one offering this game-changing product to your customers."
3. **CTA:** Low-commitment CTA, like inviting them to check out the product page or learn more about the opportunity.

- **Example:** "Take a closer look at the Smart Ass Fuel Mule and see how it can drive new customers into your showroom."

Objective: Build curiosity around the product and exclusivity opportunity without being pushy.

Email 2: Our Story

- **Day:** Thursday
- **Time Window:** 9 AM - 11 AM
- **Content Focus:** Tell the story behind Smart Ass Products and the Smart Ass Fuel Mule.

Structure:

1. **Relatable Problem:** Make the story relatable by talking about the challenges that led to the creation of the product.
 - **Example:** "We noticed that boat owners were struggling with heavy, leaky gas cans and overpriced marina fuel. So we decided to fix it."
2. **Highlight Limited Production and Growing Demand:** Mention that the product was created in response to a problem, and now, due to demand and limited production capacity, dealers have a unique opportunity.
 - **Example:** "We began in Gainesville, GA with one goal: to solve a major refueling problem for boaters. As demand skyrockets, we're offering dealers the chance to get in on the ground floor—while production capacity is still limited."
3. **CTA:** Add a subtle CTA that encourages them to learn more about the brand and the opportunity.
 - **Example:** "Learn more about how Smart Ass Products is revolutionizing refueling for boaters and how you can be part of it."

Objective: Build trust and connection through storytelling and the brand's origin story.

Email 3: Versatility and Market Opportunities

- **Day:** Tuesday
- **Time Window:** 1 PM - 2 PM

- **Content Focus:** Emphasize the versatility of the Smart Ass Fuel Mule and the various market opportunities for dealers.

Structure:

1. **Show Versatility:** Highlight how the product isn't just for boats—expand to other markets like ATVs, off-road vehicles, and more.
 - **Example:** "This isn't just about boats. The Smart Ass Fuel Mule is making waves across multiple markets—helping dealers like you maximize profits."
2. **Market Demand:** Explain the broad market demand and how dealers can target different industries (Marine Supply, Sporting Goods, Aviation, etc.).
 - **Example:** "As a dealer, you have the flexibility to target multiple markets—whether you're a boat dealer, off-road retailer, or sporting goods store. Our versatile dealer program allows you to select your market and even lock in a secondary market with FROR (first right of refusal)."
3. **CTA:** Stronger CTA inviting them to learn about dealer pricing or margins.
 - **Example:** "Get exclusive dealer pricing and see how much your margins could improve with the Smart Ass Fuel Mule."

Objective: Show the breadth of the market potential and incentivize action with specific dealer benefits.

Email 4: Social Proof

- **Day:** Thursday
- **Time Window:** 1 PM - 2 PM
- **Content Focus:** Provide testimonials and social proof to build belief in the product.

Structure:

1. **Dealer Testimonials:** Include testimonials from other dealers or customers who have already benefited from the product. Frame it as **solving a unique problem**.
 - **Example:** "Dealer XYZ in [location] reported a 20% increase in sales by offering the Smart Ass Fuel Mule as part of their boat financing packages, attracting more high-end customers into their showroom."
2. **Emphasize the Exclusivity Success:** Highlight success stories about dealers benefiting from exclusive territories or using the product as a "deal sweetener."

- **Example:** "Other dealers have already locked in exclusive territories, using the Smart Ass Fuel Mule to drive foot traffic and increase overall sales."
- 3. **CTA:** Encourage them to hear more stories or ask for case studies.
 - **Example:** "Want to hear more dealer success stories? Learn how you can join them by becoming a dealer for the Smart Ass Fuel Mule."

Objective: Build belief and trust in the product using social proof and testimonials.

Email 5: Follow-Up and Reminder

- **Day:** Tuesday
- **Time Window:** 9 AM - 11 AM
- **Content Focus:** Remind them of previous benefits and opportunities, increasing urgency.

Structure:

1. **Summarize Benefits:** Recap the key benefits mentioned in previous emails (exclusivity, market opportunities, dealer success stories).
 - **Example:** "With only a few exclusive dealer slots remaining, and growing interest from other markets, now is the time to secure your territory before it's too late."
2. **Create Urgency:** Highlight that slots are limited and production capacity is tight.
 - **Example:** "Only 5 exclusive dealer slots are left in the Southeast. With limited production capacity, we urge you to secure your market before it's too late."
3. **Mention FROR:** Remind them that FROR is available, which can reduce hesitation.
 - **Example:** "If you're unsure about committing now, remember that First Right of Refusal lets you reserve a secondary market without immediate commitment."
4. **CTA:** Push them toward a more action-oriented step.
 - **Example:** "Secure your exclusive territory today and take the first step toward increasing your showroom traffic."

Objective: Create a sense of urgency by showing limited availability and the risk of missing out.

Email 6: Final Push and Thank You

- **Day:** Thursday
- **Time Window:** 9 AM - 11 AM
- **Content Focus:** Final reminder about the dealer opportunity, summarize key points, and express appreciation.

Structure:

1. **Final Call:** This is the last chance to secure the dealer opportunity. Reiterate all the exclusivity benefits and how the product has been successful for other dealers.
 - **Example:** "This is your final chance to claim one of the last exclusive dealer slots in Georgia. Once these markets are taken, you may miss out on being the first in your area to showcase this product."
2. **Express Gratitude:** Thank them for their time and attention throughout the email series.
 - **Example:** "We truly appreciate your time and consideration in becoming a Smart Ass Fuel Mule dealer, and we look forward to working with you."
3. **CTA:** Strong final CTA to push them over the edge.
 - **Example:** "Don't miss out—claim your exclusive dealer slot now and get started."

Objective: Encourage immediate action with a final sense of urgency and appreciation.