

Bart's Email Welcome Sequence

Email 1:

- Explains the mindset shift from the landing page topic - Starts with this mindset shift so that the more tactical stuff can be applied while in the correct mindset.
- Teaches the mindset and how to apply it to content creation.
- Introduces Bart
- Teases content in next email
- 100 - 250 words

What is the mindset?

When writing content you aim to rank in Google's search engine, your main focus should be providing answers to the questions the searcher is already having. The second focus should be SEO practices. Genuinely provide value to your reader based on their search intent. Google knows when the reader didn't get what they wanted from your content, which penalises you. Shift towards a more 'giving' mindset when writing SEO articles, instead of worrying about ranking.

Thoughts while writing first email:

Maybe I should separate the introduction email into two parts. One that introduces Bart and creates intrigue to learn the mindset in the next email, then the next email explains how to develop the mindset quickly. Because as concise as I am, combining these two has lead to an email being 400 words long. Maybe that is a better idea as it'll train the reader to expect short and snappy emails packed full of value and no fluff.

Ok, here's the new plan:

Split up the first email into two emails.

This would make the new sequence 6 emails long, instead of 5.

The first email will introduce who Bart is, and how he can help you. Then he will tease the mindset content in the next email.

The next email will teach what the mindset is and how to apply it to content creation for search engines.

Email 2:

- Content = Story about Bart's client, Vaibhav, reaching a \$1M valuation for his company thanks to a killer SEO strategy that brought him organic traffic and leads – Story builds authority and trust in Bart. – Explains a bit about “how” this came to be – 0 to hero story – What Bart did to help – Where Vaibhav was before working with Bart vs. after working with him – Uses the HSO format without a link
- The action I want readers to take = Read the email and develop a deeper trust in Bart's knowledge of SEO.
- Intent = To educate, build rapport, establish authority, and get the audience excited about Bart's SEO abilities and practical knowledge – Also excite the reader around how SEO can get their business to a similar level
- Format = HSO with a dash of authority

- Word count = 200 - 300 (make it a concise and powerful story)

Email 3:

- Content = Talks about some of the SEO best practices and ranking factors to focus on if you want to rank new content on page #1.
- The action I want readers to take = Click through to the article on Bart's site
- Intent = Educate the reader about SEO. Build more rapport, provide value, and establish authority on the SEO topic. Get readers comfortable with clicking links on Bart's emails. Training readers to expect value on the other side of a click.
- Format = DIC
- Word count = 100 - 200 words

Email 4:

- Content: *Reveals a roadblock* stopping business owners from reaching dream state – Reveals how trying to do everything alone, from web design to SEO to sales to social media posting, while forcing you to build these skills, it's also an inefficient way to run your business, especially when you're already making some money – Amplify the pain of needing to do everything alone and being stressed by this and dealing with technical BS – Then tease the solution to this common problem holding you back in the next email.
- *ANOTHER NEW PLAN: Maybe the fourth email can talk about AI applied to SEO? Take some info from Bart's latest article, talk*

about it in the email, then do a link to the article in the P.S. section. But would this annoy people with too many linked articles? Nah, I don't think so. As long as I provide good value in the email content itself, having a link to learn even more shouldn't be a problem.

- The action I want readers to take: Read the email. No clicks or anything
- Intent: Instill a specific belief in their mind – The belief is that business growth opportunities are limited when trying to do a majority of the work yourself without delegating technical, mundane stuff (that doesn't move the needle in their business) to experts.
- Format: PAS (Kinda)
- Word count: 200 - 300

Email 5:

Maybe email 5 can take an “I’m looking for a dream client” approach. It worked with Frank Kern. Then, after telling them a bit about what Bart can do, prompt them to book an initial 15-minute call with him to get started building the relationship.

Content: Reveals solution to the roadblock revealed in the previous email – The solution is to delegate techy stuff, like web design and SEO, to the experts who can handle them and produce a great result – OR reveal the solution in the previous email and this email, explain how to delegate effectively and find experts in the field – OR explain how to think about task delegation

The action I want readers to take: Direct them to book a FREE call with Bart, which would then be his chance to close them on further consulting.

Intent: Readers book a FREE call with Bart – Which gets them used to talking to him and gives him a chance to prove his expertise, making them more willing to pay for a full consultation or site audit from him.

Format: DIC