



Generate Leads & Clean Your Email List At The Same Time

Why Do We Do This?

- 1: To Generate Leads
- 2: To Ensure When We Email our Leads, Our Emails Actually Get Delivered!

The Mistake Most People Make

They generate leads to grow their email list - but their email score is so low that when they email their leads, they go right to spam.

This is because they have a low email score / bad email reputation. There are a few ways to correct this - below is the easiest way to generate leads + clean your email list / increase your score all at once.

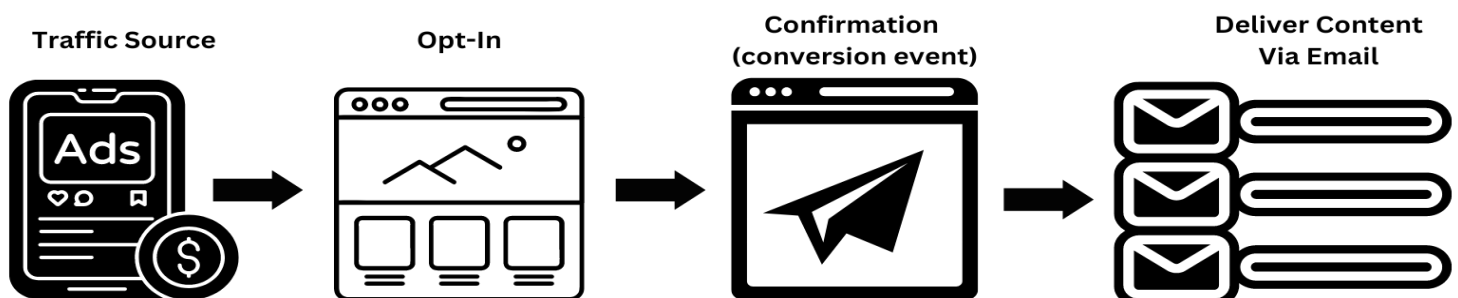
How Do We Fix This & Generate Leads At The Same Time?

Step 1: Create a Lead Magnet that can be delivered via 3-7 emails

- Free mini course
- Video series
- Step by step guide

Step 2: Deliver one email per day (automated) over 3-7 days (*the goal here is that the VALUE is in the email. Therefore, the email must be opened & clicked to get the value*)

Step 3: Add a bonus that can only be received by replying to email #1 with a certain keyword (automate fulfillment)



What This Does:

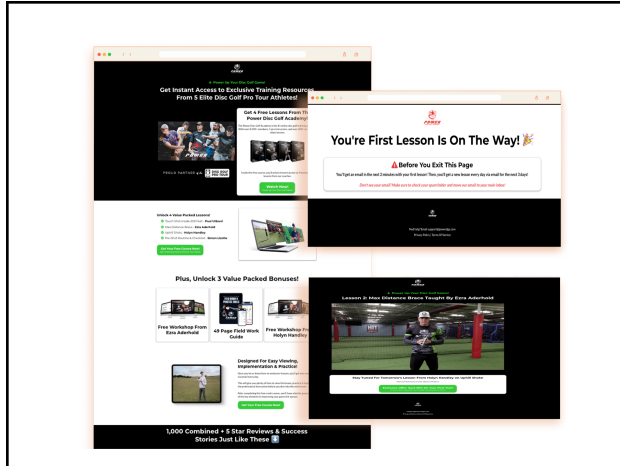
Email providers like Google, Yahoo, Microsoft etc love seeing 3 things when you send emails.

- 1: Opens
- 2: Clicks
- 3: **Replies**

If you can get each new lead to open your emails, click them and ideally reply (for that bonus) - you've just dramatically increased your chances of reaching their main inbox and avoiding spam/promo folders when you email them going forward.

Pro Tip: On your confirmation page in your funnel make it CLEAR that they should check spam/promo folders for your first email and **MOVE IT INTO THEIR MAIN INBOX.**

Examples:

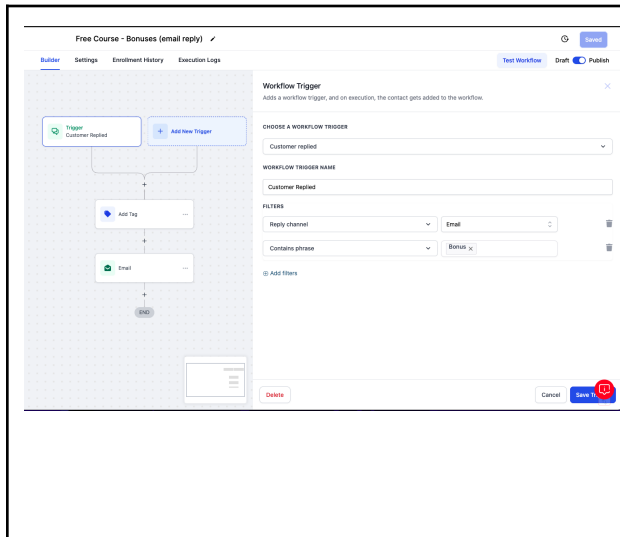


Funnel:

Opt in Page

Confirmation Page

Value Pages



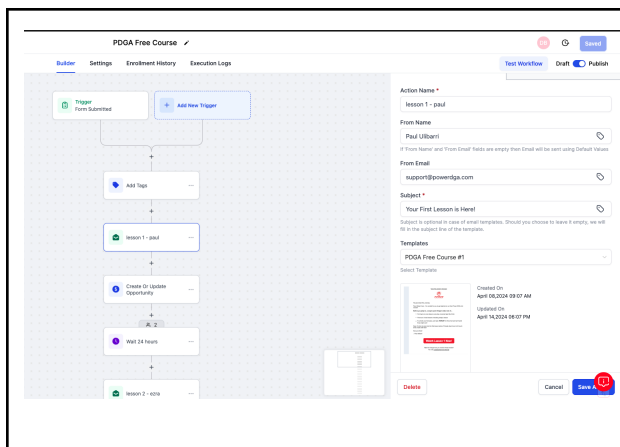
Bonus Email Reply Workflow:

Trigger = customer replies

Reply Source = email

Trigger Word = *whatever you want*

When triggered, tag & email over bonus content.



Lead Magnet Emails:

Trigger = Form filled

Form = Custom LM Form

Tag, schedule emails, space out wait polaroid between emails, automate pipeline opportunities.