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# Marketing Emails Checklist

## Sales/Open Cart emails

- Sales emails kick off day 1 of open cart,
  - Resend email #1 to unopens on day 2.
- Frequency:
  - Sales emails every other day up until the day before close cart.
  - Doors close tomorrow email (day before close cart).
  - 2 sales emails on the last day of open cart (including 1 'doors close tonight').
- Include screenshots of Facebook testimonials.
- Include a countdown timer for the last 4 emails in the series.
- 2-3 links in the body of email (include a link in the beginning).
- Sending to full list vs. interest list:
  - Generally the first and last emails go to the full list (with some in between) and the rest go to the interest lists only.*

## Dedicated Waitlist Emails

*Purpose: to get people excited and aware of the training and get them added to the waitlist.*

- Send out monthly - leading up to an open cart.
  - Full list *minus* those already on the waitlist.

## Private Sales (no ads) Emails

- Private sales emails going to segments of the list (that this offer applies to).
  - Drives to sales page.
  - 2-3 links in the body of email (include a link in the beginning).
- Can use bonus as added incentive.