
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 countdown timer for last 4 emails in the series.
- 2-3 links in 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 open cart.
 - Full list *minus* those already on the waitlist.

Private Sales (no ads) Emails

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