

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

## Tool #4 - The Follow-Up Worksheet Converting Subscribers Into Sales Through Sequences

One of the keys to generating sales with your mailing list is to send out promotional sequences rather than single emails.

A sequence boosts conversion rates because it provides additional information that appeals to different members of your audience. In addition, sequences ensure that your subscribers see at least one or two of your promos as not every subscriber is going to see and/or open every email you send.

So, with these benefits in mind, you can use the following worksheet that shows you how to convert subscribers into buyers using email sequences.

*Let's get started...*

***What product do you want your subscribers to purchase?***

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***How much does the product cost?***

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***Is this a new product (product launch)?***

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***If this is an existing product, are these subscribers familiar with the product?***

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**Have you built good relationships with these particular subscribers?**

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**NOTE:** The reason for the above questions is to help you determine how many emails to send in your sequence. There is no *“one size fits all”* here, so you’ll want to consider these guidelines:

- ⇒ The more expensive a product it is, the more emails you’ll send.
- ⇒ If this is a new product, it requires more emails than a product with which your subscribers are familiar.
- ⇒ If your subscribers are new – if you haven’t built relationships with them – then you’ll need to send more emails for pretty much any offer you send.

Generally speaking, you can plan on sending anywhere from about two to six emails in a sequence based on the factors above.

For example:

- ⇒ Your audience knows you, and you’re selling a product for \$20. You can send out a two or three email sequence.
- ⇒ Your audience knows you, and you’re selling a \$100 product. You can send out a sequence of three or four emails.
- ⇒ You’re launching a new product that’s \$197, and your audience doesn’t really know you very well yet. You can send out a sequence of five or six emails.

These are just examples. What you’ll want to do is pick a number based on the guidelines, and then do some testing and tracking later to refine your campaign and optimize conversions.

***How many emails will you send?***

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***What are the main benefits of the product?***

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***What is the overall offer? Price/bonuses/etc.***

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***Is there any urgency around the offer? (E.G., a special price for the next 72 hours?)***

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***What else can you think of that's important about the offer or the product itself?***

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***What objections do you anticipate with regards to this product? (E.G., too expensive, I don't have time, etc.)***

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***How will you overcome those objections?***

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***What are the frequently asked questions about this product?***

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Now it's time to construct your sequence based on the information you've written down above. What you want to do is think of your sequence in three parts. If you have three emails, then each part is one email. If you have more than three emails, then you'll distribute the three components across those emails.

For example, if you have a four-email sequence, you may do two emails focusing on Part 1, and then one email each focusing on Part 2 and Part 3.

Here are the parts:

### **Part 1: The main benefits of the offer.**

The prospect is wondering why they should purchase this offer – these emails in the first part of your sequence should answer that by showcasing the top benefits of the product and the offer as a whole. Be sure to mention if you have any special discounts, bonuses or other perks.

***What are the top two or three benefits that you'll focus on?***

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**TIP:** Be sure to put your top/most compelling benefit in the subject line of your email.

### Part 2: Overcoming objections.

Here you raise and handle the most common objections to your offer. You can do this in the form of a FAQ if you choose. This is also a good place to insert social proof (*e.g., testimonials*).

How will you overcome objections here? What objections will you focus on?

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**TIP:** You can create a subject line that arouses curiosity and directly addresses an objection. *E.G., "Why is [product name] so cheap?"*

### Part 3: Close the sale.

Here you reiterate the benefits of the offer, mention any specials/discounts, and provide a piece of new information as well (*such as a benefit you didn't mention before*).

***How will you close the sale?***

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Now let's sketch out your email sequence:

***Email 1 subject line:***

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***Email 1 outline (what all will you include?):***

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***Email 1 call to action:***

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**Email 3 subject line:**

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**Email 3 outline (what all will you include?):**

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**Email 3 call to action:**

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*(Outline the remainder of the emails in your sequence, where applicable.)*

**When will you send these emails?** List when you'll send the first one, as well as specifics on when you'll send follow ups:

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**TIP:** Generally, when you're sending out a sequence like this, you want the emails spaced fairly close together. Ideally you should send them one day apart from each other, or two days apart at most.

**TIP:** Be sure to send out the first email at a day and time when your subscribers tend to be online and active. You'll have your highest percentage of subscribers seeing that first email (*usually*), so maximize this number by sending it out when your subscribers are most active. If you're not sure when this is, check your logs to see when most people signed up. You can also segment your list according to location and then send your emails out in groups so that you're not sending emails when part of your list is still sleeping.

Your final step is to take action. Go ahead and use this worksheet to plan out your sequence, and then get to work creating it!