

# The Follow-Up Sequence

Once your prospects find themselves subscribed to your email list, the next step is to follow up on them. This can be done with the email follow up sequence, which are a set of emails that are sent automatically over the course of several days. I recommend that you have no more than 5-7 emails in your follow up sequence, designed for building trust with your subscribers, and packed with valuable content that actually helps them with what they are trying to accomplish. (This is one of the reasons you should know who your customers are) I want to illustrate closer with an example:

Let's say Steve has opted in to your list. He did this because he just couldn't resist your no brainer offer of a FREE eBook! He became very excited and entered his email so fast that the keys fell off his keyboard.

In order for Steve to get his free eBook as you promised him, you must let him know where to download it. This is no problem, because you have already set up an email that goes out immediately after someone subscribes. This email should contain the following:

- Welcome message
- Download details for the free gift
- How the subscriber will benefit from your emails
- Survey
- Clear and concise link to where they can unsubscribe

What I mean when I'm suggesting a survey, is that sometimes it can be difficult to know exactly what kind of information or insights your subscribers want to learn about or are really interested in. Therefore, the first email should also contain a question that asks the person nicely to fill out the survey which does nothing more than collecting the prospects interests. People like to help, and it is a great way to engage your list getting them to take action on something, which in turn makes them feel closer to you because they are helping you out as someone who are trying to help them. It magnifies the feeling that you actually want to help them, and that you put their interests first. I recommend a service called [SurveyMonkey](#). The free version is more than enough for what we are using it for so go check it out and get familiar with it.

If you want more insight in finding out what your subscribers really want, go check out this blogpost:

<http://business.tutsplus.com/tutorials/how-to-find-out-what-your-email-subscribers-reallywant--cms-21770>

For the rest of the email sequence, it is important that the emails don't go out too often. To prevent information overload, overwhelmed and annoyed subscribers you should structure it more like this:

Email 2 – Day 2

Email 3 – Day 3

Email 4 – Day 5

Email 5 – Day 8

Email 6 – Day 13

You get the point.

When it comes to the actual content of the emails, I recommend that you tell them about yourself in email 2 along with some valuable information or a free bonus. For the rest of the emails keep telling your story, at the same time as you are delivering value that are helpful to their work. Be genuine, be yourself, be honest, be REAL!

Take some time thinking about what YOU as a subscriber to someone else's list would have categorized as useful information.

You can create a brand new email account and use it for subscribing to other marketers lists and get inspiration from them. Also, use the techniques discussed in the blogpost above to find out what the subscribers really want. You can search for PLR products with giveaway rights too. Just remember to go through them securing the quality of the PLR products.

Then sit down and develop a plan for what you want to include in each email. Remember, the Pareto principle applies. 80% content 20% sales. Approximately 1 in 5 emails should promote a paid product. The rest should be valuable content or engagement with your list, where you actually are helping them out A LOT!

Note that you should be very selective of which products you promote. They have to be GOOD! If you are giving away free high quality content, how good do you think your paid stuff are expected to be? Devote some time for researching products on different affiliate networks, look around in forums for what other recommends for products to promote etc.

Lastly, I cannot stress enough how important it is to write all your emails yourself! Do not go out and copy-paste some templates you find at a random website. That is probably something many other marketers searching for the quick buck are doing already anyway. Besides, you do not want the exact same emails as hundreds, maybe thousands of other marketers out there.

**WRITE YOUR OWN EMAILS!** This is the only way your subscribers can get to know YOU, and see your personality through your writing. It is vital for building a personal relationship with them, which again is vital for accomplishing what we are working for in the first place, genuinely helping people out, and make money doing it.

Last but not least, I highly recommend my friend John McIntyre's "[The email marketing starter pack](#)". I'm positive it will help you a lot in the start with emails, and it requires very little effort on your part. Plus, you can get it for a very affordable price. The templates have certainly helped me out a lot in the past. We're talking plug and play here.

When you're just starting out it can be very helpful to take advantage of knowledge from professionals with years of experience in the area. Remember: he's called "The Autoresponder Guy" for a reason.

[Go here to take a look](#)

Write a suitable ending here where you offer something, and thank your readers for taking the time to consume this material.

Thanks for reading,

Your Name