

Be Your Own Hero:

Email Marketing Made Easy: The Simple
Auto-responder Sequence Every Superhero Should Know



Synopsis

Ryan Schwarz is this week's guest teacher, and he teaches how you can use e-mail lists and drip sequencing to transform an audience into intimate conversations, to get around the noise and chatter of internet marketing.

Key Points

- Ryan is the copywriting master of FXP- Full Expression.
- Imagine you're meeting up with a friend, and every time you talk to them, you leave feeling motivated and inspired. Would you prefer to talk to them in an intimate setting, or a noisy night club? E-mail lists are the intimate conversations of the internet.
- The value comes from the fact that these people have agreed to be part of that conversation, opening doors for you to leave an impact in their life.
- Myths of Mailing Lists:
 - Myth One: You have to be an expert. Humility and Relate-ability can build strong fan-bases.
 - Myth Two: You need to have a massive list to make a large impact. Don't worry about drawing in more people- cater to the audience you have.
 - Myth Three: You have to be an amazing copywriter. You only need to know what your message is and how you want to communicate it.
 - Myth Four: E-mail marketing annoys your audience. People *want* to hear your story. That's why they're on the list. If you're still worried- just make sure you're producing great content! Then you can know you're bringing value to those people.
- Keep the mentality that when you send one of these messages, each person receives it as a message to themselves. If you have something that could uplift, inspire, or encourage someone, why wouldn't you share it with them?
- Your initial sequence of e-mails should be sent within eight days.
- Six Emails You Should Send in Your Auto-Responder:
 - Achieve four big goals:
 - ☑ Affirm why the person is there
 - ☑ Tell them what being there says about them
 - ☑ Set the stage for what they should expect from the emails.
 - ☑ Tell the story of what got you started!
 - Continue the conversation from where you left off- finish your origin story. What was your "Ah-ha!" moment?
 - Inspire your reader with the solution. What came from your ah-ha moment? How have you grown, and what new challenges have you found?
 - Bridge into the Activate phase.
 - Remind them that they came here to act- not for inspiration. Give them the opportunity to act with you!
 - Try to overcome their resistance- call them out and encourage them again to take action.
- If you expect resistance to be high, you can send more e-mails identifying and overcoming the biggest obstacles that would be stopping your audience from taking action. Keep your details vivid!
- If people stay on your list after all that, then they're interested parties. Don't stop trying to appeal to them.
- A good subject line should make your reader curious, and offer a result.

Quotes

- “When you ask yourself, ‘Who am I to interrupt these people while they’re sipping their coffee,’ In those moments, connect back to why you’re doing this.” - Ryan Schwarz [29:00]
- “Nobody is going to stay on your list to read an e-mail everyday, unless they’re really interested.” - Ryan Schwarz [52:00]
- “If they haven’t unsubscribed after seeing you in their inbox eight days in a row, they want to work with you, they just don’t know how.” - Ryan Schwarz [1:16:00]