YOUR

retargeting

WATCH THE TRAINING

YOUR *retargeting* HOMEWORK

YOUR *retargeting*

☑ **Analyze engagement**
Identify which ones are attracting the most but not converting.

☑ **Set up retargeting campaigns**
Target users who showed interest but did not make a purchase.

☑ **Implement a budget scaling strategy**
Scale up the budget for ads that perform well.

Time To Take Action!

INDOCTRINATION EMAIL PLANNER: EMAIL 1

6 WHERE TO CONNECT ON SOCIAL

What channels can they use to connect with you on social?

7 GETTING EMAILS & GIFTS

Do you have an embarrassing video or photo that you could let them know you'll be sharing with them in the next email? (Or something funny that shows that "we all start somewhere"?) How can you give them a little sneak peek that will pique their curiosity for this?

8 CONCLUSION

What kind of beneficial resources will you be sharing with them soon?

9 THE P.S.

What can they expect from you in the future?

10 THE P.P.S.

OPTIONAL: Adding a P.P.S.! If you're willing to get a little more personal (and actually read and respond to the emails), a P.P.S. is a great way to increase engagement with your new subscriber AND find out exactly why they joined your list... or what their biggest pain point is right now. See the P.P.S. example provided in your template!

INDOCTRINATION EMAIL PLANNER: EMAIL 2

1 SUBJECT LINE

What will grab your reader's attention and compel them to open the email to get what's inside?

2 RECAP

What kind of resources will you be sharing?

3 INTRODUCE YOUR STORY BY SHARING A PHOTO

Which photo and story could you share for them to get to know you and tie in your story?

4 SHARE YOUR MISSION

Why are you on this mission to help others?

5 WHY YOU CREATED YOUR PRODUCT & THE TRANSFORMATION

What will inspire your reader to want your "after"? What benefit did this provide you that they can have too?

INDOCTRINATION EMAIL PLANNER: EMAIL 2

6 INTRODUCE YOUR METHOD

What is your product called, and what problems does it solve? (What does your product remove, reduce, or eliminate that will excite your ideal customer?)

7 ESTABLISH VULNERABILITY & RAPPORT

What story or video can you share that makes you feel vulnerable? (For example: a before picture or something that would show them where you started on your journey. This is the "we all start somewhere" surprise that you promised them in the previous email.)

8 SHARE HOW FAR YOU'VE COME

What can you share to show them what you've learned or how you've changed since you started? Do you have any videos you could share for this?

9 THE P.S. WITH LINK TO BEST CONTENT

What "gift" or valuable resource can you give them? (Ex: free training, lead magnet, workshop, etc. that gives them an ah-ha moment.)

INDOCTRINATION EMAIL PLANNER: EMAIL 3

1 SUBJECT LINE

What will grab your reader's attention and compel them to open the email to get what's inside?

2 REVIEW OF GIFTS

How can you recap/remind them of the beneficial resources you provided them so far, to make sure they didn't miss anything?

3 GIVE GIFT #3

What will get them excited about this final gift? What makes it special? (Was there a reason you saved it for last?)

4 P.S.

How can you tie these gifts/resources into getting them excited about your offer and taking action on it? (Many readers skip to the end of an email, which is why we repeat value and excitement, and include a Call to Action in the P.S.!)

This engagement series is designed to be benefit-rich and content-heavy.

ENGAGEMENT EMAIL PLANNER: EMAIL 1

1 SUBJECT LINE

What will grab your customer's attention and compel them to open the email?

2 RELATABLE STORY

What is a memory or experience you had that you can open your email with and tie in to your message?

3 ESTABLISH CREDIBILITY & LINK BACK TO YOUR PRODUCT

What will build their trust in your expertise and ability to help them?

4 HOW THEY'LL KNOW IT'S FOR THEM

What are the problems they have that you can uniquely solve for them?

5 CONCLUSION

Why should they be excited about your product, and where can they click to check it out right now?

ENGAGEMENT EMAIL PLANNER: EMAIL 2

1 SUBJECT LINE

The subject line should hook them in and grab attention with the exciting benefit you're offering them. What will compel them to open?

2 INTRODUCTION: PICTURING THEIR DESIRED OUTCOME/BENEFITS

What is the desired end result that your offer/product fulfills for your reader? Address it directly, and let them know that you have something just for them.

3 BENEFITS YOUR READER DESIRES

Help your reader imagine what it will be like when they've achieved the desired end result your freebie/product will provide for them.

4 CONCLUSION

Help your reader imagine what it will be like when they've achieved the desired end result your freebie/product will provide for them.

5 THE P.S.

Help your reader imagine what it will be like when they've achieved the desired end result your freebie/product will provide for them.

ENGAGEMENT EMAIL PLANNER: EMAIL 3

1 SUBJECT LINE

The subject line should hook them in and grab attention with the benefit awaiting them inside.

2 CHALLENGES THEY'RE FACING

Personalize the content to your reader by telling them why this made you think of them. What about this will interest them? Explain why you think they will find this valuable.

3 HOW WILL YOUR PRODUCT HELP THEM?

Offer them an alternative product, in case the format you're offering doesn't excite them- but something else might.

4 WHAT WILL THEY BE GETTING?

Offer them an alternative product, in case the format you're offering doesn't excite them- but something else might.

5 REASONS THEY NEED YOUR OFFER

Offer them an alternative product, in case the format you're offering doesn't excite them- but something else might.

6 CONCLUSION

Offer them an alternative product, in case the format you're offering doesn't excite them- but something else might.

ENGAGEMENT EMAIL PLANNER: EMAIL 4

1 SUBJECT LINE

The subject line should hook them in and grab attention with the benefit awaiting them inside.

2 WHY SHOULD THEY ACT NOW?

What will create a sense of urgency and help them make their decision? Is there a deadline?

3 WHAT ARE THEIR MOTIVATIONS?

Remind them of the difference this can make in their lives in terms of their goals, what's important to them, & what they desperately want.

4 CREATE URGENCY IN YOUR CONCLUSION

Remind them that time is short and they need to act now.

This series is designed to create urgency around your offer and ensure everyone on your email list knows what's available to them.

FOLLOW UP EMAIL PLANNER: EMAIL 1

1 SUBJECT LINE

The subject line should hook them in and grab attention. The purpose of the subject line is to get them to open the email. What would get their attention and make sure they open the email?

2 INTRODUCTION WITH A GIF THAT YOUR IDEAL CUSTOMER WOULD FIND FUNNY

The first line of the body should always start with a hook that compels the reader to keep reading! In this case, it's great to engage them with a funny quote or reference they will connect with.

3 GIVE THEM SNEAK PEEKS OF VALUABLE INFORMATION THEY'LL GAIN FROM YOUR SIGNATURE OFFER

What specific solutions and benefits will your training provide that your reader has been desperately looking for?

4 DIRECT THEM TO RELEVANT TRAINING THAT INTRODUCES YOUR PRODUCT & REFER TO A LIMITING BELIEF

What will address a limiting belief they might not be aware they have, and how does it tie in to your product?

5 CONCLUSION

Re-iterate your excitement for the special product you have for them, and give them a final call to action.

6 THE P.S.

Feel free to give a controversial opinion that addresses a common myth or misconception- and ties into your product. Make sure it catches their attention and give them another opportunity to click your link.

FOLLOW UP EMAIL PLANNER: EMAIL 2

1 SUBJECT LINE

The subject line should hook them in and grab attention. The purpose of the subject line is to get them to open the email. What would get their attention and make sure they open the email?

2 INTRODUCTION

The first line of the body should always start with a hook that compels the reader to keep reading! In this case, it's great to engage them with a funny quote or reference they will connect with.

3 LIST BENEFITS YOUR CUSTOMER RECEIVES

List out or use bullet points to show your customer what they will get excited about.

4 CONCLUSION

Re-iterate your excitement for the special product you have for them, and give them a final call to action.

FOLLOW UP EMAIL PLANNER: EMAIL 4

1 SUBJECT LINE

The subject line should hook them in and grab attention. The purpose of the subject line is to get them to open the email. What would get their attention and make sure they open the email?

2 PAINT POINTS/PROBLEM

What are some ways you can show your customer that you understand their struggles intimately?

3 THE SOLUTION

What specific solutions and benefits will your training provide that your reader has been desperately looking for? Why is this going to work for them specifically?

4 CONCLUSION

Re-iterate your excitement for the special product you have for them, and give them a final call to action.

FOLLOW UP EMAIL PLANNER: EMAIL 5

1 SUBJECT LINE

The subject line should hook them in and grab attention. The purpose of the subject line is to get them to open the email. What would get their attention and make sure they open the email?

2 INTRODUCTION W/CONGRATULATIONS + GIF

The first line of the body should always start with a hook that compels the reader to keep reading! In this case, it's great to engage them with a funny quote or reference they will connect with.

3 HOW THEY'LL KNOW THIS IS FOR THEM + LINK BACK TO YOUR PRODUCT

What specific solutions and benefits will your training provide that your reader has been desperately looking for?

4 CONCLUSION

Re-iterate your excitement for the special product you have for them, and give them a final call to action.

FOLLOW UP EMAIL PLANNER: EMAIL 6

1 SUBJECT LINE

The subject line should hook them in and grab attention. The purpose of the subject line is to get them to open the email. What would get their attention and make sure they open the email?

2 INTRODUCTION + GIF

The first line of the body should always start with a hook that compels the reader to keep reading! In this case, it's great to engage them with a funny quote or reference they will connect with.

3 FAQ'S/LIMITING BELIEFS

What specific solutions and benefits will your training provide that your reader has been desperately looking for?

4 CONCLUSION

Re-iterate your excitement for the special product you have for them, and give them a final call to action.

FOLLOW UP EMAIL PLANNER: EMAIL 6

1 SUBJECT LINE

The subject line should hook them in and grab attention. The purpose of the subject line is to get them to open the email. What would get their attention and make sure they open the email?

2 INTRODUCTION + GIF

The first line of the body should always start with a hook that compels the reader to keep reading! In this case, it's great to engage them with a funny quote or reference they will connect with.

3 FAQ'S/LIMITING BELIEFS

Consider common questions your ideal customer will have and address them directly.

4 CONCLUSION

Re-iterate your excitement for the special product you have for them, and give them a final call to action.

FOLLOW UP EMAIL PLANNER: EMAIL 7

1 SUBJECT LINE

The subject line should hook them in and grab attention. The purpose of the subject line is to get them to open the email. What would get their attention and make sure they open the email?

2 INTRODUCTION

The first line of the body should always start with a hook that compels the reader to keep reading! In this case, it's great to engage them with a funny quote or reference they will connect with.

3 CONCLUSION + CTA

What specific solutions and benefits will your training provide that your reader has been desperately looking for?

FOLLOW UP EMAIL PLANNER: EMAIL 8

1 SUBJECT LINE

The subject line should hook them in and grab attention. The purpose of the subject line is to get them to open the email. What would get their attention and make sure they open the email?

2 INTRODUCTION + FINAL INVITATION

The first line of the body should always start with a hook that compels the reader to keep reading! In this case, it's great to engage them with a funny quote or reference they will connect with.

3 CONCLUSION

What specific solutions and benefits will your training provide that your reader has been desperately looking for?