

## **Sean Mize 60 Day Coaching**

### **Day 37**

#### **Advanced Discussion About Creating An Email Campaign**

**Audio Length: 37 Minutes**

Sean starts the call by taking questions from listeners.

The first listener comments on Sean's idea of a 14 day email series to launch a product. She doesn't feeling like she's building enough trust in the time she's spending.

Sean wonders how many emails she's sending out. She's sending out around 10. He asks how many build up her credibility.

Sean tells her not to be fixated on 14 days. He notes that he likes that timeframe but warns not to become fixated on that.

He notes that if you were to create a graph, over time there's a downward sloping curve that goes down with time. Something comes up in your readers' lives. The time to build that best relationship are in the first 14 days or so. After that, interest goes down.

There will be an upward sloping curve in the trust they have in you over time.

Sean tries to give solid language for people to work with, only because it helps them move forward without having to stew over it and think about it.

He notes that it's easy to get "married" to that number—do what works for you when following his guidelines.

### **Your First Sale**

Your first sale should likely happen within the first 14-21 days. This falls within their current cycle of desire. They are ready to buy now and if you don't direct them to buy from you, they'll buy from someone else.

There is a cyclical desire in people's lives. He equates it to back to school shopping. Or New Year's resolutions.

There are certain times where people will be more ready to buy than another time. There might be external cycles or internal circles.

If you don't catch them in that first cycle, you might lose that chance to get them to buy.

We should do what we can to get that first sale as early as possible.

Sending 2-3 emails per day—these have to be rich emails people want to read.

It really depends on the person.

Sean filters his list... he doesn't want people who won't "like" him. He wants people who are great prospects.

### **Emails 1,2,3**

You need to engage people and teach them something they didn't know. These need to be great emails they'll want to read.

Sean has different email campaigns running at the same time. It's 7 days before they get a launch sequence.

Sean talks about the differences in the days people read their email and see an offer. Where are people reading emails? This is why Sean likes to start campaigns on Monday.

Sean believes he does better when people are pushed to make a decision early. Others focus more on relationship building.

### **When Things Sell**

Coaching sells best between days 10-15 days. People don't tend to buy this right away.

Other promotions might sell best in the first couple of days.

Sean pushes hard the first 14 days.

This is when people are opening your emails the most and clicking the most.