

# AUTOMATED EMAIL SEQUENCE TEMPLATE

Roadmap Exclusive



## EMAIL #1

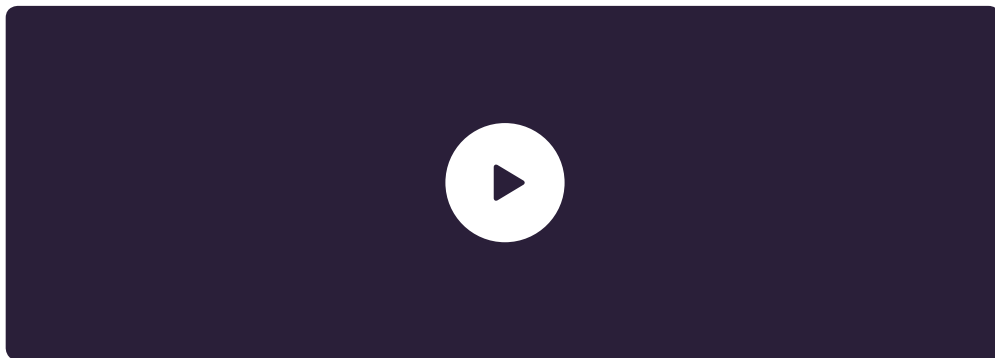
# Thank you for downloading + delivery of the free asset (lead-generating PDF)

In the first email of this sales sequence, you'll want to thank your customer for downloading the free resource. Don't try to sell them on anything, just deliver enormous value for free so the customer establishes more trust in you as their Guide. There shouldn't be much text in this email, either. Here's an example "Thank you" email from an email sequence we created to sell The Online StoryBrand Marketing Workshop:

Hey Friend,

Thanks for requesting the 5 Minute Marketing Makeover video series! I'm so glad you're here.

Let's dig in, shall we? [Click here to watch the first video.](#)



[Watch the Video](#)

My guess is, you requested this video series for one of three reasons:

1. You've worked really hard on your website, but you're disappointed with day after day of slow leads and sales.
2. The emails you send and the speeches you make never really seem to spark any interest in your product or service.
3. You want to hear my caveman impression. (Fine, it's around the 3-minute mark.)

Whatever got you here, know this -- you're one step closer to having a powerful, clear marketing message that gets people to act.

**Donald Miller**

*CEO, StoryBrand*

#### **A FEW THINGS TO REMEMBER**

1. There should be very little text in this email
2. Add enormous value and show how the lead-generator will solve the customer's problem
3. You're giving away free stuff, don't oversell them

## EMAIL #2

# Problem + Solution

---

In the second email, identify a problem your customer is facing that is preventing them from getting what they want. Acknowledge and resonate with their pain, then introduce your product or service as the solution that is going to resolve that exact pain point. Here's an example of a "Problem + Solution" email from that same StoryBrand email sequence:

First, we identify the problem they're facing: an unclear message is costing the customer enormous amounts of money on marketing.

Hey Friend,

**Pop quiz! What matters more: your message or your marketing?**

If you downloaded our free resource, 5 Minute Marketing Makeover, you know your messaging has to come first.

Why? Because if our message isn't clear, we're just wasting money on marketing materials. It's like mumbling through a really expensive bullhorn.

Is your message dialed in? Or are your customers burning too many brain calories trying to figure out how you can help them -- and turning to your competitors as a result?

Then, we introduce the product, the Online StoryBrand Marketing Workshop, as the solution to that problem. We distinguish specific benefits the customer will receive as a result of buying this product.

**If you need help with your message, join us at the online version of the StoryBrand Marketing Workshop. We'll help you craft a clear, compelling message that drives major growth for your business.**

This nine-part online video course will dramatically improve every aspect of your marketing -- your website, your elevator pitch, and everything you write. You'll see the results in your bottom line as you turn more traffic into leads and more leads into customers.

#### **A FEW THINGS TO REMEMBER**

1. Be specific when identifying the problem, and make sure it is a pain point that will resonate with your customers
2. Position your product as the solution to the problem
3. Identify specific benefits your product will deliver to the customer that shows how their problem will be resolved

## EMAIL #3

# Testimonial

---

The third email should be a customer testimonial. Find someone who has experienced success with your product or service, and get that person to describe their success to other potential customers. When gathering this testimonial, be sure to capture the problem they were facing prior to buying your product. Then have them explain how your product resolved their pain points. Finally, get them to describe the successful results they experienced.

Here's an example of a testimonial email from the same StoryBrand email sequence:

If you're sitting on the fence about whether or not to register, I wanted to share an actual email we got from one of our alumni.

It's long, but it's so inspiring. More importantly, it's the kind of email I hope you write us soon after you go through the StoryBrand workshop yourself and your sales start going nuts.

Anyway, the email is from an alum named Kyle Schultz. He runs a photography studio and wanted to take more of his business online. Within days of investing in the online version of The StoryBrand Marketing Workshop, he's already seeing an incredible return, many times over.

I've not edited this email at all.

Don & Team:

I registered for StoryBrand Online the first time it ever opened. Of course, I got on board during one of my busiest times of the year...right in the middle of prepping for a registration period of my own online course.

I rushed through the first 2/3's, did the brainstorm, made brand script decisions, and literally the night before my registration went live, rebuilt my sales page to incorporate just the bare bones of the 7-Part Framework. I then merely pasted some of the rebuilt copy into my launch email sequence.

The result?

Just over 87k in one weekend. My previous record: 28k. A 3x improvement...and all from a shotgunned hike.

How do I say thank you?

Oh...thank you.

Granted, I had much larger list than ever before...and a new sales video. But I checked the video views, and it was only a few hundred. Friends, StoryBrand did the heavy lifting.

Exactly the things StoryBrand changed immediately:

1. It cut my intro copy by almost 90%. Yes...it went from about 1000 words to 128.

2. I never articulated a PLAN. Now I have a simple 3 part plan. It's now on the sales page baby.
3. I never articulated the successful result vs the disaster result. It's now on the sales page baby.
4. I looked for ways to make the customer the hero. Now, 100% (the only exception is one background image) of the images on the sales page are from customers (before/after pics) along with quotes.
5. I got rid of GOBS of the curse of knowledge. I thought I had done this before. Apparently not.

Okay, slightly embarrassed to show this...realize I'm a one man show, and NOT a designer. I drool over the beautiful design of whoever does the StoryBrand stuff. But here's my sales page (up through the end of the day): <http://shultzphotoschool.com/photo-fix-cyber-monday/>

Yep... there's even a chance I'll pass the 100k mark by the end of the day.

Obviously I'm not stopping here. I'm going to go finish the last 2 modules and complete my first pass of the course. Then I'm going to go back through it again. This time in the deep waters. I can't wait to incorporate the entire framework into every last webpage, every last product (I only have ONE now but have 4 on the docks for next year), and every future email.

Lastly, I've literally told dozens about StoryBrand in the past 3 weeks. It's so fascinating, I can't even help it.

Lastly lastly, you have no idea how much I needed this. It's a 6



minute story. Perhaps I'll be able to tell you in person sometime (live workshop?? :). If not, just know it's a good story...and hopefully it's just beginning.

Sincerely,

**Kyle Shultz**

*shultzphotoschool.com*

What would be possible for you and your organization when you tap into this framework? Go through the course, and let's find out together. If it's not a good fit, you can just email me within 30 days and I'll refund your money, 100%. Sincerely,

**Donald Miller**

*CEO, StoryBrand*

#### **A FEW THINGS TO REMEMBER**

1. The customer testimonial should not be about you, it should be about how the customer overcame a problem and experienced success with your brand
2. The testimonial email could be a note from a customer, or a video clip of a customer talking about their success. If you don't have one of these, a collection of 3 customer testimonials from customers who have seen success using your product or service works great.
3. End the email by showing the customer's specific success and include a strong call to action.

## EMAIL #4

# Overcome an objection

---

With the 4th email, you want to overcome the most common objection your customers have around buying your product or service. What's the main point of resistance your customer has that is keeping them from buying your product? Identify that objection in this email then overcome that objection to reduce resistance.

Here's an example of an email from a StoryBrand sales sequence that overcomes the main objection people have:

Hey there, friend!

The main question I get about the **StoryBrand Marketing Workshop** is: Will it work for me?

I've now taken over 1,000 business leaders through the live and online versions of the workshop. This process has worked with business of all stripes, shapes, and sizes, including:

- Financial advisors
- Nonprofits
- Bloggers
- Authors
- Family Practitioners
- Pet store owners
- Car dealers
- Hair stylists

- Personal coaches
- Universities
- Rock bands

All of them come away with the same glaring truth: If we don't communicate clearly, nobody will listen.

What changes when people listen? Our websites convert browsers into buyers. Our sales go up. The amount of money we spend on marketing and advertising decreases and team morale goes through the roof.

I recently did a fist-pump at my desk when I got this email from one of our StoryBrand alumni, John:

“After attending the StoryBrand Workshop, we made some changes to our company's website. Since making those changes three weeks ago, we have converted as many visitors into qualified leads than our previous site did in a year and half. That's the power of the StoryBrand framework!”

**- John Vaughn, HuddleInc**

StoryBrand will work for you, too. Whether you own an airline or make your own greeting cards, you can apply the StoryBrand framework and see big results in your business right away.

In fact, you can tell me all about it later, and I will have a great excuse to do more fist pumps.

But your invitation to enroll is set to expire in a few days, so **register for the StoryBrand Online Workshop today!**

Sincerely,

**Donald Miller**

*CEO, StoryBrand*

P.S. I'm trying to make this decision a slam dunk for you! When you register, you'll also get access to the StoryBrand Alumni Resource Library. It's worth \$1,097 and you get it for free.

#### **A FEW THINGS TO REMEMBER**

1. The objection you overcome in this email should be the main question or point of resistance your customer has around buying your product or service.
2. When overcoming the objection, use empathy and authority (from the Guide bucket of your BrandScript).
3. It's always a good idea to include a "P.S." section in this email that adds additional value and further overcomes the objection.

## EMAIL #5

# Sales Letter

---

Now is when you close the deal. The 5th email in this sequence is the Sales Letter. This should call your customers to action and illustrate what success will look like when they buy your product or service.

Here's an example of the sales letter we used in this sequence:

Hey there, friend!

Today is the last day you can **register for the online version of the StoryBrand Marketing Workshop**. It's closed to the public, and your private invitation to join expires today.

So it's decision time.

In the years I've been teaching the Workshop, I tend to get one question more than any other: Will this Workshop make my business better?

The answer is yes.

If you need to clearly communicate what you offer, then StoryBrand is for you. We teach a proven marketing method based on 2,000 years of storytelling.

With StoryBrand at their side, I've seen people transform websites, email marketing, elevator pitches, keynote speeches, and more. If you can say it, StoryBrand can help you say it better.

And thousands of people have seen results, and they're coming from all sizes and all types of organizations, including:

- Bloggers
- Nonprofits
- Financial planners
- Real estate agents
- Photographers
- Churches
- Teachers
- Contractors
- Fashion brands
- Auto manufacturers
- Drone makers

Join me inside the StoryBrand Online Marketing Workshop, and let's get everything incredibly clear and dialed in starting today. I can't wait to show you how simple it is, and you're going to love the results you get.

Tomorrow will be too late. Now's your chance. **Register today before your invitation expires!**

Sincerely,  
Donald Miller

CEO, StoryBrand

P.S. When you register, you get exclusive access to the entire Bonus Library. This includes interviews with accomplished business leaders on topics ranging from:

- Making money from your blog
- Creating world-class customer service
- Using social media to get your message out
- Reading financial reports like a pro
- Plus 10 others, with more being added all the time

**Register today and you'll have instant access to all of it plus the marketing framework that will transform your business!**

Have Questions? Call us! **615-915-1541**

#### **A FEW THINGS TO REMEMBER**

1. Include the direct call to action and include it more than once!
2. Be clear and specific when illustrating the success your client will experience
3. Re-watch Module 4 in the StoryBrand Marketing Roadmap to learn how to write a sales letter using the PASTOR framework