

Email Strategy Challenge

Welcome

Welcome to the 5-day challenge that will help you build a sustainable email strategy for your business.

This workbook is created to follow the daily tasks and activities in the videos.

When completed, it will be a full document to have and to hold that shows you how to approach selling this one product using email.

Tips

1. Block 30-40 min of the next 5 days in your calendar for the challenge.
2. Complete every daily task and video as they come - don't get overwhelmed
3. Reuse for each product/service you have to create a complete strategy.

**LEARN MORE ON
WWW.BUZZFIXER.COM**

Day 1

Foundation

Issues your product is solving:

- 1.
- 2.
- 3.
- 4.
- 5.

Transformations you're promising:

- 1.
- 2.
- 3.
- 4.
- 5.

LEARN MORE ON
WWW.BUZZFIXER.COM

Day 1 Foundation

Value Proposition Example

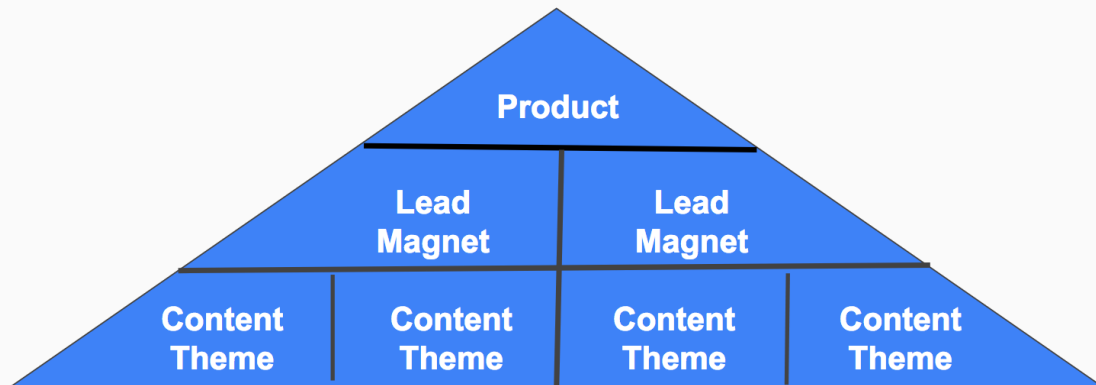
The **PRODUCT** helps **TARGET AUDIENCE** achieve **PRODUCT OFFERING** by helping them **ISSUES IT SOLVES** resulting in **TRANSFORMATION WE PROMISE**.

Your Value Proposition

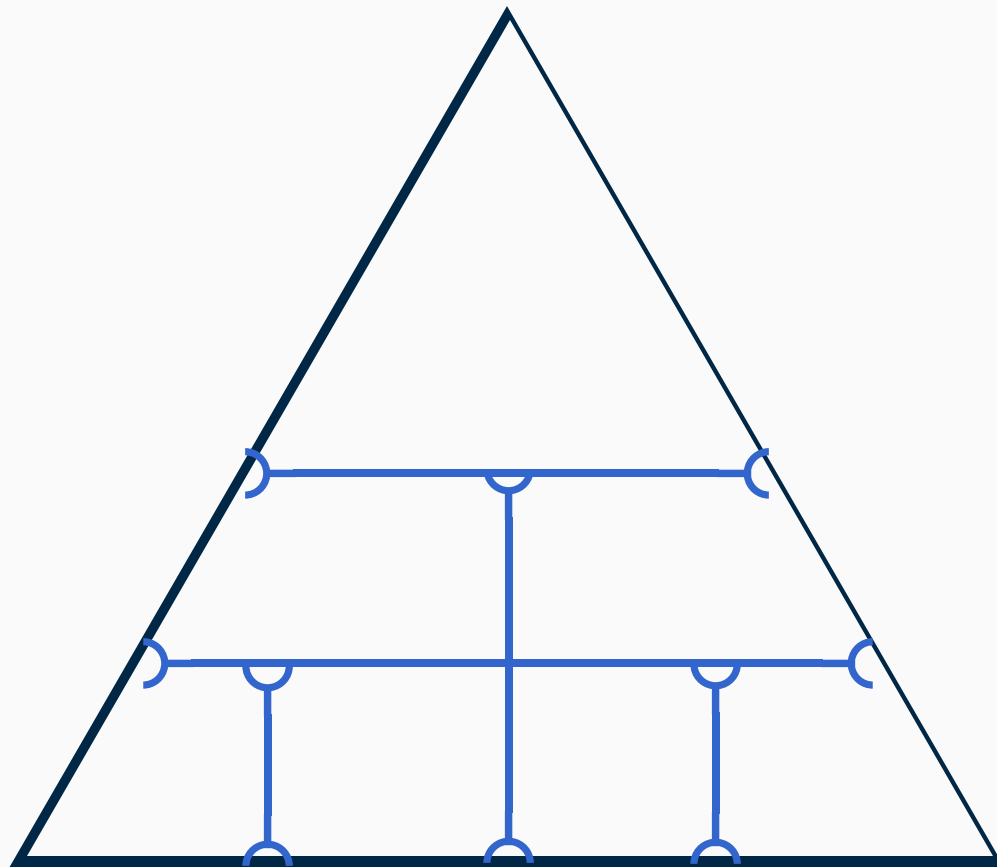
LEARN MORE ON
WWW.BUZZFIXER.COM

Day 2

Content Pyramid



Your Content Pyramid



LEARN MORE ON
WWW.BUZZFIXER.COM

Day 3

Welcome and Nurture

Welcome Email Elements

1. Who am I
2. What to expect
3. Asking for reply
4. Loop/Hook for the next emails

Nurture Emails

1. Value Resource #1
2. Value Resource #2
3. Value Resource #3
4. Value Resource #4

LEARN MORE ON
WWW.BUZZFIXER.COM

Day 4

The Sales Sequence

Emails to write

1. Intro to the offer
2. Reminder + testimonials
3. Answering objections
4. Special bonus for limited time
5. Demo
6. Urgency + scarcity
7. Last reminder
8. Cart abandonment

**LEARN MORE ON
WWW.BUZZFIXER.COM**

Day 5

Follow Up and Drop Offs

Drop Off Points

- 1.
- 2.
- 3.

Retargeting Plan

LEARN MORE ON
WWW.BUZZFIXER.COM

Day 5

Follow Up and Drop Offs

Follow Up for Buyers

1.

2.

3.

4.

5.

Follow Up for Non-Buyers

1.

2.

3.

4.

LEARN MORE ON
WWW.BUZZFIXER.COM