DAY 7

Take The Easy Pro Funnels 7 Day Challenge

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7 Day Challenge Day 7

Hi and a huge welcome to the Easy Pro Funnels (EPF) 7 Day Challenge.

What To Do On Day 7

Hi welcome to day 7 of the 7 day challenge. After completing today's challenge you will have created a sales funnel that is likely to be very profitable.

As I have mentioned before. No matter what traffic source you use it is almost impossible to make a profit from selling a single product (affiliate or not). Therefore Easy Pro Funnels lets you collect email addresses from both subscribers and buyers. You can them promote additional products to these email addresses (effectively for free).

Making additional sales over time increases your income significantly whilst not increasing your traffic costs. This is the path to true profits.

So your task today is to add follow-up emails promoting additional products to your autoresponder list(s) that will sell more products to your existing buyers and encourage subscribers to make their initial purchase from you.

It is this that makes your mini-funnels into a true sales funnel that will eventually run on complete autopilot.

Getting Started

Before I go into the specifics please take a look at this page:

https://everi.be/follow-up-emails-monetizing-your-lists/

This covers some general ideas and concepts of follow-up emails and will help you understand the overall process better.

Campaigns/Lists

Lists and campaigns in this sense are one and the same. GetResponse used to call their lists campaigns so I have kept that name in for backward compatibility.

But just to be sure you are clear a list is a group of email addresses or a named entity that email address can be added to.

Easy Pro Funnel creates your autoresponder list when you "Add Lead Magnet To Autoresponder ". This is the section on the Affiliate Center pages for JVZoo, ClickBank and Warrior Plus. They all work the same.

You select a default lead magnet OR a custom lead magnet. i.e. one you created yourself earlier. This is all covered in previous days challenges.

See screenshot below.

Add Lead Magnet To Autoresponder - GetResponse

Message: --

Select Free Offer (Lead Magnet)

Select Offer

or

Select Custom Offer

☐ Single Opt-In

CREATE CAMPAIGN/LIST

When you click the CREATE CAMPAIGN/LIST button the new list will be added to the Select Campaign/List drop down option box in the Create Affiliate Link section shown below.

Create Affiliate Link

Select Campaign/List

Instagram Marketing Mastery

Personalize Link/Name

CREATE LEAD MAGNET LINK

CREATE AFFILIATE LINK

So the best way to find or identify a list is to click the drop down selection to see all the lists.

If you select any list it also has the advantage of displaying the free offer attached to that list.

You can also see a visual overview of any funnel by selecting any link from the Sales or Leads drop down lists at the top of the page.

Using either of the above you can identify the specific list from the drop down options. All have a similar format.

Identifying Your List

To identify the actual autoresponder look for the either:

SendGrid:

The list Id beginning with SG and ending with a 7 digit number. I.e. SG6400811

GetResponse:

Is a list Id consisting of 5 alphanumeric characters using both upper and lower case. I.e. aFv8y

See the example images below.

Add Lead Magnet To Autoresponder - GetResponse

Message: --

Select Free Offer (Lead Magnet)

Select Offer

or

c_protect_your_personal_power4_

☐ Single Opt-In

CREATE CAMPAIGN/LIST

Create Affiliate Link

jc_im1__483-SG6522935

jc_facebook_live_authority_1_455-a5XLO
jtp_pro_list_building_458-afvmn
jc_facebook_live_authority_1_459-akCsw
jtp_traffic_profit_magnets_461-akljF
jc_viral_infographic_traffic_33_462-akli4
jc_200_media_mark_tactics_1_464-akbuJ
jc_facebook_live_beach_bg_465-aFv8y
jc_tube_traffic_ninja_466-aGAGE
jtp_instagram_470-6344336
jc_video_marketing_blueprint_471-6344405
jtp_instagram_473-6363524
jc_facebook_live_beach_bg_474-6375013
jc_video_marketing_blueprint_475-
jc_video_marketing_blueprint_476-SG6375057
jc_traffic_extreme_477-SG6388026
jc_protect_your_personal_power_478-SG6480011
jc_protect_your_personal_power_479-SG6489703
jc_protect_your_personal_power4_481-SG6490542
jc_protect_your_personal_power4_482-SG6515113
jc_im1__483-SG6522935

Note that the list name is the part before the list ID. So in the example above the last list name would be:

jtp_weight_loss_recipes_506

The 'j' at the front indicates a JVZoo affiliate product and the number at the end (506) is an incremental number that Easy Pro Funnels ads to your list names to ensure they are unique.

The 'SG' list Id tells you it is a SendGrid list.

An example of GetResponse list can be seem about one third down the above list.

jc_tube_traffic_ninja_466

The List Id 'aGAGE' indicates a GetResponse list. Again the j at the

front indicated a JVZoo product.

Now you have all the information to find that list in your autoresponder making it easy to add follow up emails.

Follow-Up Emails

In a moment I will show you how to find your specific lists in the autoresponder and how to add your follow-up emails, but first I want to talk about the structure of the follow-up email sequences.

General

You are free to experiment and try different tactics with your follow up emails but I suggest you start of with the following basic principles.

For the first week use a follow up sequence that promotes the affiliate product in the funnel. Most wont have purchased so following up with reminders will add additional purchasers.

Suggest follow-ups in a similar manner as described below:

1. Day 0 - free product delivery will already exist and have been sent.
2. Day 1 – A friendly check to ask if all OK, can you help in any way and remind them that product is good and will do so and so. Plus affiliate link.
3. Day 3 – Send them a few tips and tricks relating to the product/interest. Plus affiliate link of course.
4. Day 5 – Final email. Try to add some urgency. Say you will no longer be reminding them of the offer after this email. Maybe

say you will no longer be offering a discount code. Or some other wording that will help push them to make a purchase now rather than wait until later. Of course this must be honest. You can't just say – offer ends tomorrow - if it doesn't!

You can use more or less emails but I would say between 3-5. And all within one 7 day period.

Then in the next 7 day period you can add a similar email sequence for a new product. And so on.

Finding Follow-Up Email Sequences

To get your follow-up emails for each auto-approve product go to the Paid Product Library in the JVZoo Affiliate Center page and select the product from the drop down option box. Click PRODUCT DETAILS button and they will appear at the right of the screen (you may have to scroll down).

In the Product details box you will find a JV Page link where you will find email swipes.

Most other products will also have JV pages with email swipes you can use. Or if no email swipes the use the info on the sales page and the examples shown in the Follow-Up Emails Guide discussed at the beginning of today's challenge, to write suitable promotional emails.

For today though you only need to add two follow-up email sequences.

1. Follow-up sequence for initial product
2. Follow-up sequence for one additional product.

For the first sequence go to the JV Page listed in the product details as shown previously. Scroll down and you will see example email swipes similar to that shown below.

EMAIL SWIPES

Mail first subject initially
Mail second subjects to un-opens (12-24 hours later)

EMAIL 1 (Wednesday)
Subjects:
Still Making Peanuts From Niche Sites?
Fed Up With Trying To Rank Your Niche Blogs?

Body:
It's a stone cold fact that ranking niche site web pages is hard work.

In fact for newbies it can be almost impossible!

Google changes to SEO and a massive increase in online marketers means that getting your web pages on Google's page one can only really be done with a lot of time, effort ad money.

Far beyond the capabilities, budget and time available to newbies and even intermediate marketers.

But if you still want 'free' SEO traffic then there is a solution.

VIDEO

Don't panic! Hang in there for just a second because this is very different

As this is your initial product you might want to edit it to suit.

i.e. something like:

Hi,
Have you managed to look at your Video Marketing Blueprint yet?

I hope this has given you a taste of the power of video.

Then add the email promoting the Video Cash Machines product. You will need to edit it slightly to fit your specific promotion. Like including reference to the discount code. This will make your email more personal, targeted and more likely to get the subscriber to purchase.

Don't forget to add your affiliate link!
Use the email examples on the JV page to create a full follow-up sequence of at least 3 emails. Use the last email to instil urgency and encourage purchase.

As this is your initial product follow up you may want to use different subject lines as well.

i.e.
Video Marketing Blueprint – Additional Information
Did you view your videos yet? -VMB
Discount Code For Video Cash Machines
Last Reminder Of Your Discount

or anything that also references the free offer and/or the discount and/or the urgency etc.

Autoresponders

Currently Easy Pro Funnel supports two autoresponder services:
1. GetResponse – is a traditional email and autoresponder service that is designed for IM and affiliate marketing.
2. SendGrid – is primarily an email sending service. It does not have it's own autoresponder functions so those have been written into Easy Pro Funnels.

Each has a different method for adding additional follow-up emails and I will cover both.

GetResponse

OK first we need find the list we want to add follow-up emails to.

In this example I have already created a lead magnet link to build subscribers to my list. I am giving away the Video Marketing Blueprint videos and then offering Video Cash Machines to the subscribers. You can see the link in the drop down option box as shown below.

Also notice that when selected I can see the free and affiliate offer displayed. So I know what the funnel looks like.

From the drop down lists above I can see that the list name I need is jc_video_marketing_blueprint_516. The list Id 8X999 tells us it is a GetResponse list.

1. To find the actual list log into your GetResponse account and, from the Dashboard, go to Email Marketing > Autoresponders.

You will see something like this:

2. From the blue drop down option link at the top left select (tick) just the list you want. Ensure all others are unticked.

Note that your 'Usercode' will be displayed immediately after the list name. This is to ensure your list is unique in the GetResponse system.

3. Click the 'Apply' button to select the list. You will see the autoresponder management page. Click the "9 dots" icon at the top left to display in calender view.

jc_video_marketing_blueprint_516d46e49790f ▾ ≡ ⦂⦂⦂

0	1	2	3	4	5	6	7	8
14	15	16	17	18	19	20	21	22
28	29	30	31	32	33	34	35	36
42	43	44	45	46	47	48	49	50

At the top right you will also see a CREATE AUTORESPONDER button.

Manage autoresponders

Sort by ↗ Autoresponder name ▾   **Create autoresponder**   🔍

4. Click this button to open the "autoresponder page".

Or simply click on the day in the calendar you want to add the email to.

In this sense autoresponder just means an email to be sent out on a specific day after the subscriber joins.

Create Autoresponder

Autoresponder name

first Video Cash Machine email

The name is for your reference only.

On day **1**

In list

jc_video_marketing_blueprint_516d46e49790f

Send message

same time signed up

Enable on

☑ Mon ☑ Tue ☑ Wed ☑ Thu ☑ Fri ☑ Sat ☑ Sun

Choose message

Create new email

Cancel   Save   Save and publish

5. Complete the form as shown above.

   a) Give autoresponder a name (just for your reference) for this specific email.
   b) Select the day you want the email to be sent. In this case Day 1. i.e. 1 day after sign-up. do not add anything into Day 0 as this is when the free offer email is sent out.
   c) Select the list name.

Then click 'Create New Email' link.

Autoresponder settings

SUBJECT & FROM FIELD

Message name | Video Marketing Blueprint – Additional Information

Message name will appear in the list of your messages. It will not be seen by your subscribers.

Subject | Video Marketing Blueprint – Additional Information   Personalize

This is the subject line of your email.

From | Tony Marriott <tony@tony-marriott.com>   Change Reply-To

DISTRIBUTION SETTINGS

6. Complete the form as shown above (feel free to use your own subject line). And click Next Step.

7. From the list of templates select an appropriate one for your needs.

I tend to use as simple as template as possible but it is just personal choice.

In this case I select the following template

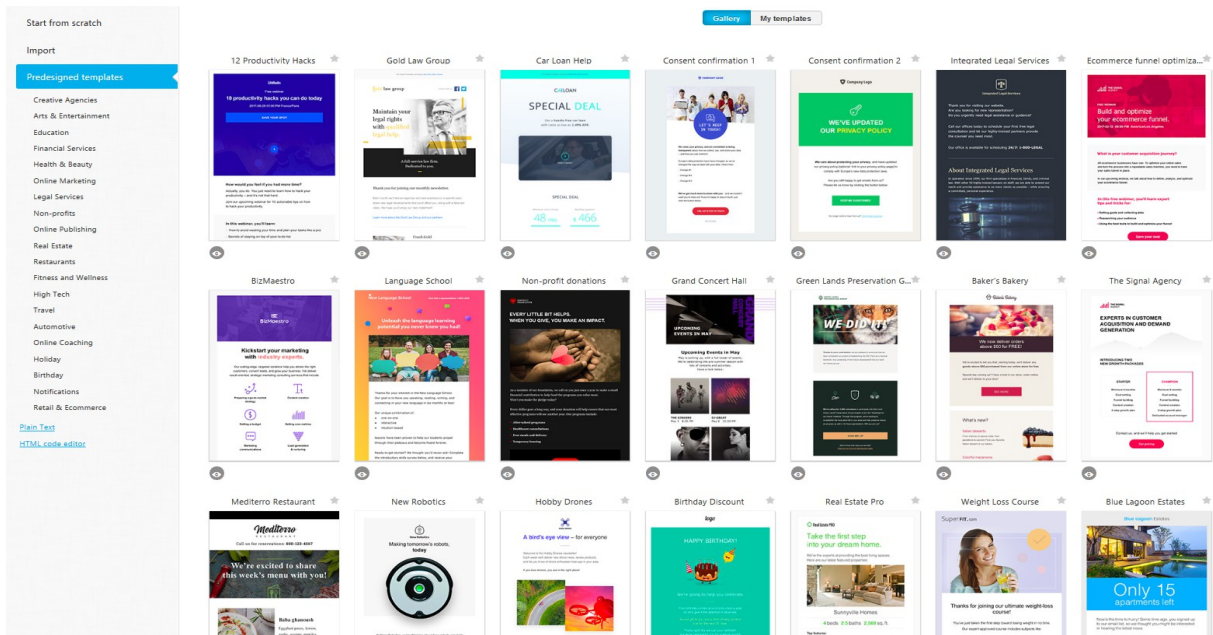8. Edit the above template by removing anything you do not want and adding your own email text to create something like the image below.

Hi,

Have you managed to look at your Video Marketing Blueprint yet?

I hope this has given you a taste of the power of video.

It's a stone cold fact that ranking niche site web pages is hard work.

In fact for newbies it can be almost impossible!

Google changes to SEO and a massive increase in online marketers means that getting your web pages on Google's page one can only really be done with a lot of time, effort ad money.

Far beyond the capabilities, budget and time available to newbies and even intermediate marketers.

But if you still want 'free' SEO traffic then there is a solution.

VIDEO

Don't panic! Hang in there for just a second because this is very different

Yes, video is 1000% easier to rank than web pages and hugely more engaging to visitors.

Yes, you can utilize the massive power of YouTube to generate huge amounts of traffic.

But more importantly I have something that can show you how to create stunning professional videos rapidly, at zero cost and without ever standing in front of a video camera.

Or behind one for that matter.

I show you everything you need to know and can be done even by a complete novice.

This works in any niche so you can still utilize your existing niche blogs and drive the traffic to them you always wanted.

Or you can use Video Cash Machine stand alone, your choice!

A Video Cash Machine is a YouTube Niche Channel that you can build without ever leaving your desk.

PLUS use the discount code thirdoffvcm to get 33% discount today.

Learn more about Video Cash Machines and check out the kind of videos you could be creating today.
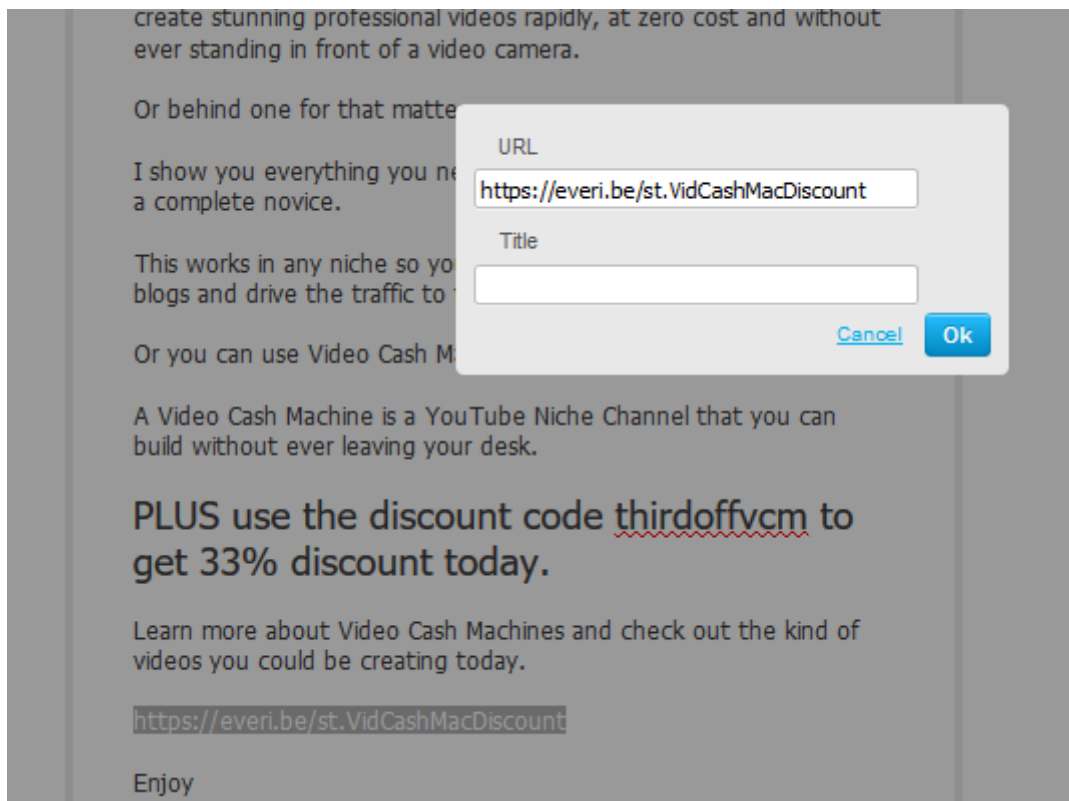
https://everi.be/st.VidCashMacDiscount

Enjoy
Tony

Create An Affiliate Link

9. You will need to make sure your affiliate link is clickable. To do this copy the URL, highlight the URL in the email text and click the link icon in the toolbar. Paste the URL into the URL field in the pop-up form.
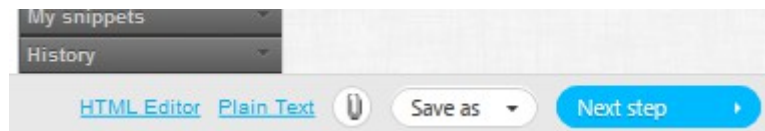
Click OK to save the link

Add Plain Text Version

You will need to add a plain text version. This will help reduce spam score and deliver text emails to anyone using a non-html email application (not many!!).
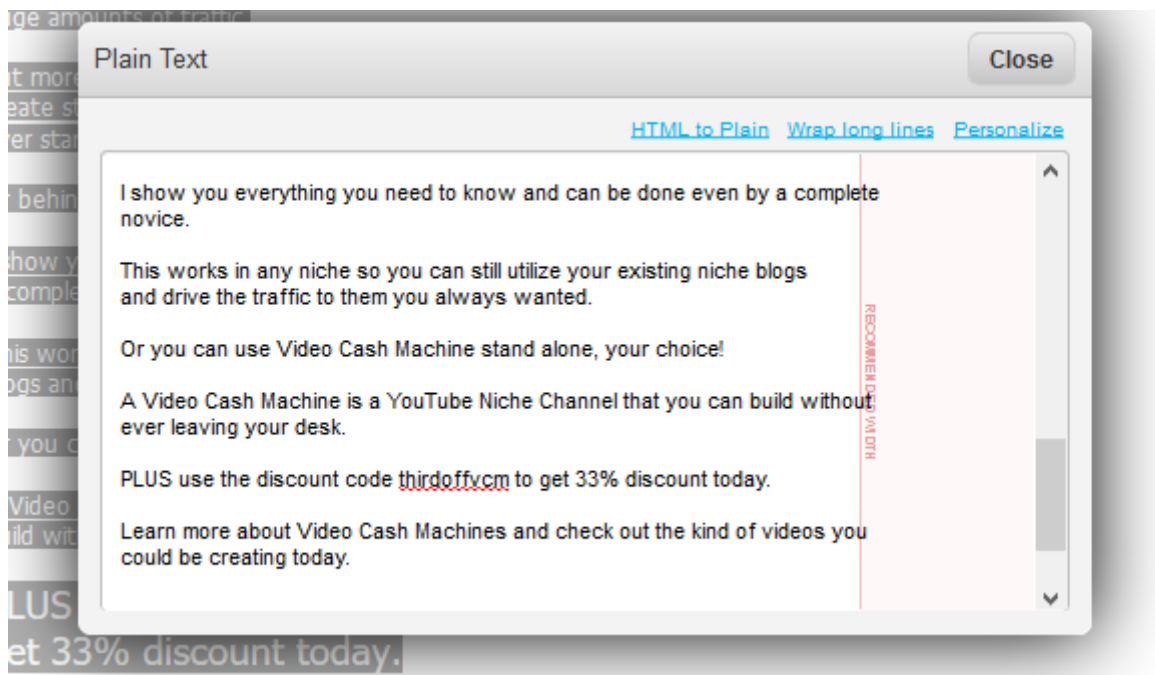
10. To do that copy the entire email text you have just created (highlight and click CTRL+C on the keyboard).

Click the Plain text link at the bottom right of the page.

Paste the email text into the pop-up box and click the "Wrap long lines" link to tidy the email.
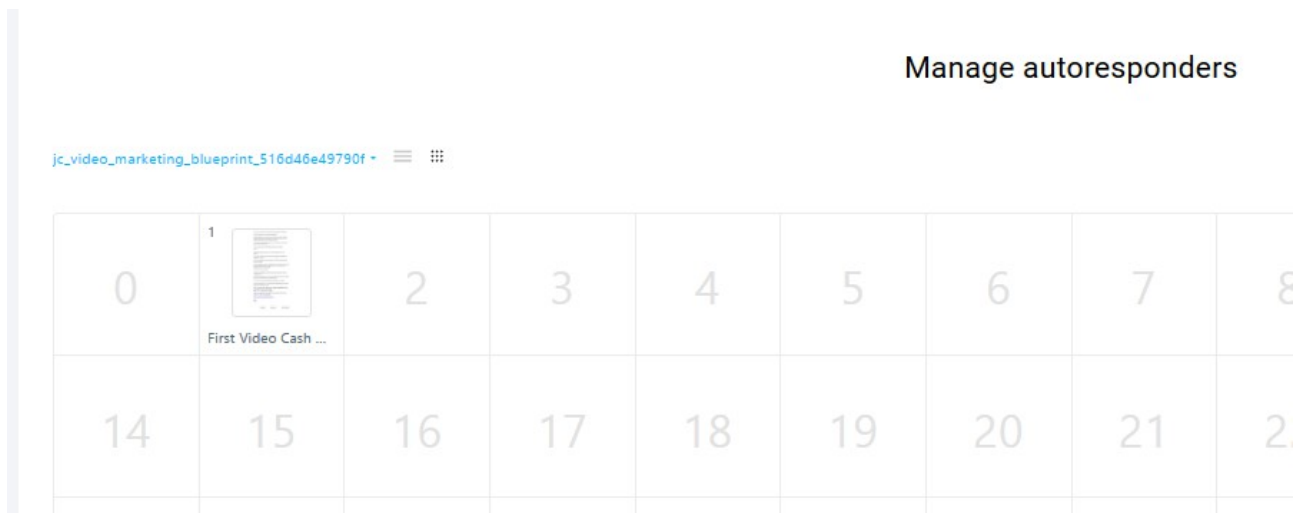

Now click CLOSE to save the plain text email.

11. Click the NEXT STEP button at the bottom of the page and you will be returned to the autoresponder creation page. You will now see the email added to the form.

12. Click the SAVE AND PUBLISH button. You should now see (in calender view) your first follow up email added to Day 1 of the

autoresponder calender.

Clicking the three lines icon at top left will change to detailed view. i.e.
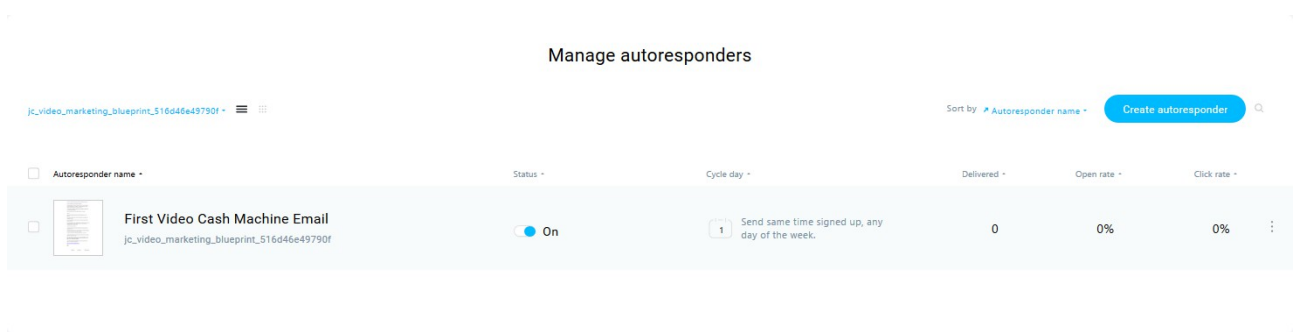
Now do exactly the same for the other emails in the follow up sequence. You will end up with at least three emails between DAY 1 and Day 5.

That completes your initial product follow-up emails.

Add Additional follow up products

Simply repeat the process above with a new product and add email promotions into the second week. For instance Days 8,10,11,12.

SendGrid

Please view the overview video
https://easyprofunnels.s3.amazonaws.com/videos/manage-autoresponder.mp4

Using the same free offer and products above I have created a lead link with SendGrid selected as the autoreponder.

You can see the link below.
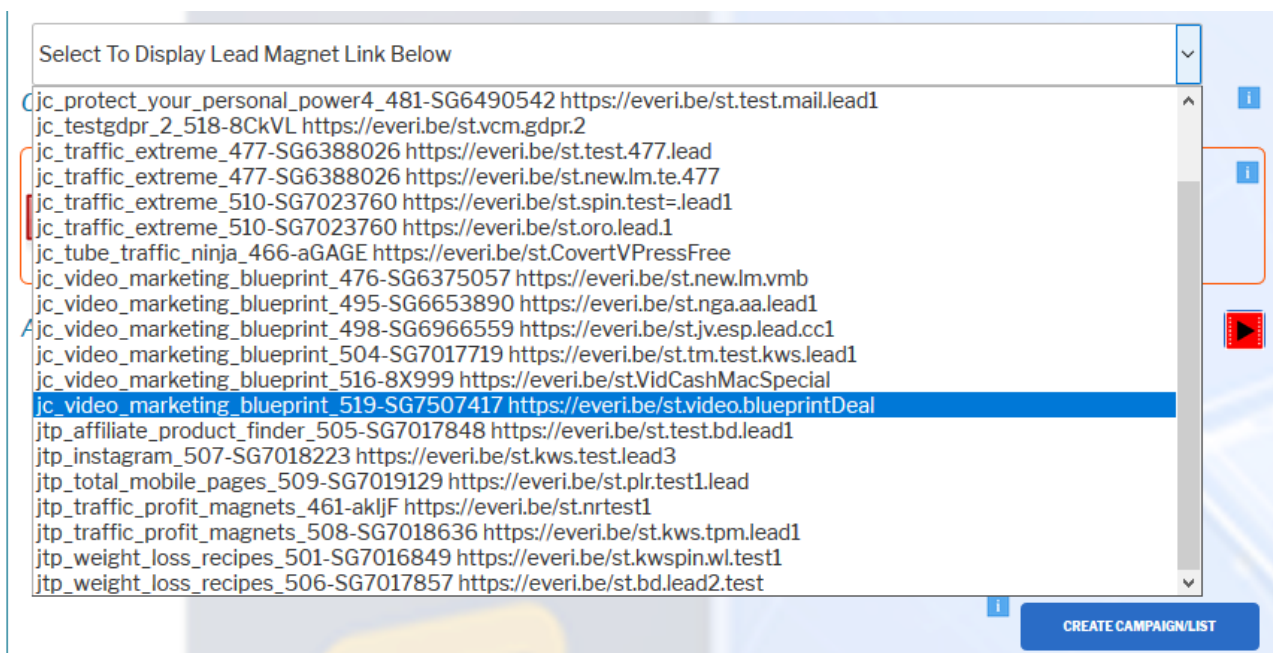
Note the list Id begins with SG denoting a SendGrid link.

The link in this case is jc_video_marketing_blueprint_519

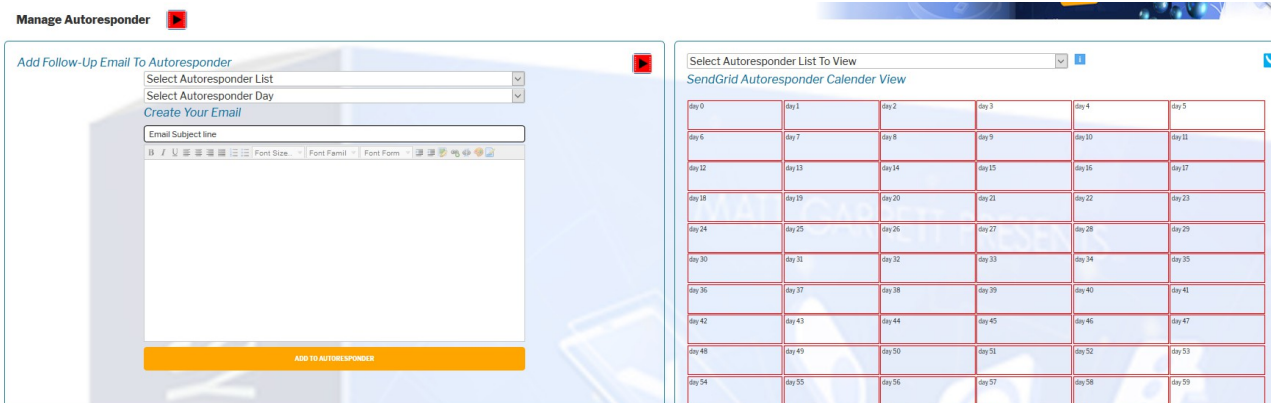When selected a visual representation of the funnel will be displayed similar to that shown below:

The autoresponder function for SendGrid is built into Easy Pro Funnels and can be found on the 'Manage Autoreponders' page.

https://everi.be/external-affiliate-center-bm/

The left hand side column is where you create your email and the right hand side is a calender view of the follow-up emails. You can add up to one year of follow up emails to each list.

Creating A SendGrid Follow Up Email

View the following video
https://easyprofunnels.s3.amazonaws.com/videos/manage-autoresponder-detail.mp4

1. Use the left hand column form and the drop-down list "Select Autoresponder List" to find the list you need. As shown in the example below.

Manage Autoresponder ▶

Add Follow-Up Email To Autoresponder

Select Autoresponder List

jc_im1_499d46e49790f
jc_protect_your_personal_power_478d46e49790f
jc_protect_your_personal_power_479d46e49790f
jc_protect_your_personal_power_480d46e49790f
jc_protect_your_personal_power_503d46e49790f
jc_protect_your_personal_power4_480d46e49790f
jc_protect_your_personal_power4_481d46e49790f
jc_protect_your_personal_power4_482d46e49790f
jc_traffic_extreme_477d46e49790f
jc_traffic_extreme_510d46e49790f
jc_video_marketing_blueprint_475d46e49790f
jc_video_marketing_blueprint_476d46e49790f
jc_video_marketing_blueprint_487d46e49790f
jc_video_marketing_blueprint_495d46e49790f
jc_video_marketing_blueprint_498d46e49790f
jc_video_marketing_blueprint_504d46e49790f
jc_video_marketing_blueprint_519d46e49790f
jtp_affiliate_product_finder_505d46e49790f
jtp_instagram_098f6bcd46
jtp_instagram_472d46e49790f

ADD TO AUTORESPONDER

Select the day you want the email sent. That will be the number of days after the subscriber joins (signs up for the free offer). So in this case Day 2 is two days after subscribing.

Day 0 is not available as this is the day the free offer is sent out.

Manage Autoresponder ▶

Add Follow-Up Email To Autoresponder

jc_video_marketing_blueprint_519d46e49790f

Day 2

Create Your Email

Email Subject line

Enter your email subject line

And copy/paste your email body into the email editor.

Edit the text to suit using the editor toolbar. Do not forget to add your affiliate link and ensure it is clickable .Highlight and copy the URL and use the link icon in the toolbar to add the URL. Asbelow.

PLUS use the discount code thirdoffvcm to get 33% discount today.

Learn more about Video Cash Machines and check out the kind of videos you could be creating today.

https://everi.be/st.VidCashMacDiscount

Enjoy
Tony

ADD TO AUTORESPONDER

Click the ADD TO AUTORESPONDER button to save your email.

Your new follow-up email will appear in the calender view. From there you also have the option to edit or delete the follow-up email by clicking the respective icons on that day.

You can view other lists by selection from the drop down option shown above.

Now do exactly the same for the other emails in the follow up sequence. You will end up with at least three emails between DAY 1 and Day 5.

That completes your initial product follow-up emails.

Add Additional follow up products

Simply repeat the process above with a new product and add email promotions into the second week. For instance Days 7,8,10,12.

Congratulations that completes the work required for Day 7

For your reference and convenience I have listed the process below.

Task List

1.   Use the Lead/Sales link drop down option on your Affiliate Pages (JVZoo/Warrior+/Clickbank) to find the list you want to add follow-up emails to.
2.   Find an email follow up sequence from the product JV Page or create emails using information on sales page and Follow-up emails guide at https://everi.be/follow-up-emails-monetizing-your-lists/
3.   First email sequences should promote the initial affiliate offer in the funnel.
4.   Find list in your GetResponse autoresponder system or from the Manage Autoresponder page in Easy Pro Funnels for SendGrid.

5.   Use the appropriate email editor to create your email.

6.   Ensure the affiliate link is added and active. Use editor to make URL clickable.

7.   Add at least 3 emails in the follow-up sequence. All in first week.

8.   Add an additional affiliate product promotion in week 2.

Conclusion

As mentioned previously utilizing your list to promote additional products is the main thing that will make you money and continue to make you money in the future.

Over time add new affiliate products to the autoreponder and each new subscriber will be taken through the various sales promotions.

This will the be completely automatic. As new subscribers join your list they will be encouraged to become buyers week after week.

You can use various methods to get visitors to your lead magnets, review pages and webinars.

To start with see the TRAFFIC guides under the Start Here- Guides menu option.

There are many traffic options available, both free and paid i.e. SEO, forum marketing, solo ads, facebook ads, banner ads, twitter ads, Google ads, Facebook and social marketing, Twitter marketing, Instragram, list swaps, video marketing and many more.

Each month you get additional training in internet marketing techniques and traffic generation. https://everi.be/monthly-bonuses/

If you are a monthly member (continuous growth pack) not only will you get new products each month you will also get our special monthly training in all the latest traffic techniques.
https://everi.be/members-content/