

THE VAULT

“Hey, Coach!” Launch Sequence

Email #1

Time: Day 1

Trigger: Download of 5 content upgrades within 72 hours

Framework:

- Primary Purpose: Have the reader fill out the survey.
- Secondary Purpose: Qualify the reader as a potential coaching client
- Framework
 - [quick intro to the survey]
 - [link to the survey]

Email Copy:

Subject: quick question

Happy [insert day of the week] to you!

I noticed you are new to Videofruit and just wanted to pop you a quick message to say thank you! You've been downloading quite a few content upgrades on the site and I wanted to get a little feedback from you.

Mind filling out this quick survey? [insert link]

-Bryan

Email #2

Time: Day 1 [immediately after form submission]

Trigger: If the survey fit the pre-determined filtering criteria, send this message.

Framework:

- Primary Purpose: Thank the reader for their submission
- Framework:
 - [short thank you note]

Email Copy:

Subject: re: quick question

Thank you for taking a few minutes to fill out the survey. It means a lot!

See you around the blog :)

-Bryan

Email #3

Time: Day 2 [immediately after form submission]

Trigger: If the survey fit the pre-determined filtering criteria, send this message.

Framework:

- Primary Purpose: Onboard qualified readers into the coaching program
- Framework:
 - [personal story]
 - [success case study]
 - [what is included in your coaching program]
 - [call to action]

Email Copy:

Subject: get unstuck

The #1 obstacle I faced when starting my business was ...knowing what to do next.

That helpless feeling of being stuck.

Do I need a blog?

Should I write a book?

What about Ad-words?

Wordpress or Blogger?

Youtube or Vimeo?

Mailchimp or Aweber?

What is an autoresponder?

What the crap is an affiliate program?

What about membership sites?

I can't decide what idea to build?

I can't find an idea!

If I build it, will they come?

HOW DO I MAKE MONEY?

Long hours at your desk combined with reading WAY too many blog posts leave you completely paralyzed.

and MAD.

Everything leads you to that same frustrating question:

"How does this apply to me?"

Last Spring I was stuck. I'd tried multiple online businesses and was about to give up until I finally asked someone else for help.

The only thing that has consistently helped is personalized advice on my exact situation from someone that has been there before.

Sometimes you just need someone to tell you what to do.

Since then I've been able to get my clients and business featured on ESPN, Business Insider, NBC World News, Lifehacker, Moz, KISSmetrics and Hubspot.

(One client was even elected as Mayor. I'm proud of that one).

— —

Over the last 2 months I've offered private coaching sessions for select Videofruit remembers.

Jacquelin was my first student.

Here is what she had to say after:

"Highly recommend hopping on a call with Bryan if you're stuck!" Bryan always delivers amazing value! After reading his genius "formula" blog posts I had to have a call with him. He had such great ideas for how to custom implement his "formula" strategies into my specific niche! I've taken his advice and it's working!

PS: Don't be surprised if he follows up with you to see how you're doing!"

After one session Jacqueline was able to apply my "Letterman Formula" and be featured in a popular email newsletter in her industry (she's also now featured on the homepage of the companies website).

— —

Today I'm opening up a personalized one-on-one "get unstuck" program to help you do just that.

Here is how it works:

1. Once a month you and I will have an hour long Skype call
2. I will help you determine exactly what to do next:
 - What idea should you choose?
 - How do you get more traffic?
 - How can you apply the "Detroit Joey Formula" to your business?
 - How can you pull off a "Letterman" to jump start your sales?
 - How do you monetize your blog?

- What technology should you use?
3. I'll also answer any questions you have
 4. The session will be recorded and made available for you to review at any time
 5. You will be given 3 specific tasks to takeaway from each call and prepare for the next month
 6. I will followup with you weekly to check in on your progress and make sure you are on track
 7. You will have access to the exclusive Videofruit VIP Facebook group to discuss your progress, questions and get advice from myself and other members

There are only 5 slots.

First come. First serve.

The cost is \$XXX per month.

If you want to get un-stuck and jump start your business, this is exactly what you need.

[insert link]

-Bryan

PS: This program is NOT for everyone. If your first response is “\$XXX!! I could never afford that!”, then you are not ready.

Email #4

Time: Day 5

Framework:

- Primary Purpose: Remind about coaching program, replay urgency factor
- Framework:
 - [intro and tase topic of your third lesson]
 - [deliver link to your third lesson]
 - [include PS with link back to previous lessons]

Email Copy:

Subject: re: get unstuck

There are a few spots left in the coaching program, just wanted to shoot you one last reminder.

If you haven't already, be sure to read this from Devesh. He is one of my favorite coaching students. Devesh was able to go from \$0 to \$13,000 in monthly revenue in less than 3 months.

It might give you that kick in the butt to get going.

[insert link]

-Bryan