

Email #1:

Subject: Confirmation: How to Build Your Email List

Thanks for signing up for the **How to Build Your Email List** workshop!

Your response was incredible (over 1,500 of you registered in the first 24 hours).

A few things...

I was doing some research to prep for today's workshop and discovered something that blew my mind..

Get this: **70% of PUBLISHED authors make less than \$3,000 from their book.**

!!!!

That makes me sad.

Your work deserves better than that.

The typical author follows a path very similar to this...

Step 1: Retreat into your moms basement and write a book

Step 2: 18 months later finish the book

Step 3: Try to get published

Step 4: Fail at getting published

Step 5: Discover self publishing

Step 6: Post a message on Facebook about your new book

Step 7: Sell 14 copies and make \$200

Does it have to be like this?

No!

Why do most authors fail at selling their book?

Simple.

You lack the ability to easily communicate with your potential readers.

Today I want to help you fix this.

In today's workshop I'm going to show you 4 easy steps you can take to start building a list of eager buyers that are waiting to buy your book the second you tell them about it.

I used this method last year to sell \$10,000 of my product within 24 hours of releasing it last year.

(and will show you one guy who used it to rank #1 in the NY Times for his book)

If you have written a book, are in the middle of writing a book or ever think you might write a book you need to know how to do this.

I'm not selling anything today.

Just straight up sharing what I've learned after 18 months of experimentation.

Anyhow...

I'm pumped to see you at 3 p.m. CST today.

Be sure to get there early.

We'll have a Q&A session at the end and there are only 200 spots (and over 1,500 people signed up).

Here is the link to the workshop: <http://vidfru.it/1zclQgB>

(bookmark that link and go there at 3 p.m. CST)

Can't wait to meet you today.

-Bryan

PS: If you want to be a good student, [read ahead](#) to get primed for today's session.

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Email #2

Subject: starts in 1 hr

The **How to Build Your Email List** workshop starts in 1 hour.

Are you coming?

Excited to meet you!

Here is the link: <http://vidfru.it/1zclQgB>

-Bryan

PS: The workshop will last 40 minutes and then we'll have an open Q&A session at the end.

PPS: Know someone else that wants to write a book one day?

[Click here to tweet them and tell them about it](#)

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Email #3

Subject: the replay (and all 7 bonuses)

Happy Wednesday afternoon!

Thank you for coming out to the **How to Grow Your Email List** workshop yesterday.

I was completely blown away by everyone that showed up.

Over 1,900 of you signed up for the workshop.

It was awesome to meet you!

During the workshop I mentioned I'd be sending you a load of bonuses as well as a replay of the entire workshop and that's exactly what this email contains.

Here are all of your bonuses:

Bonus #1: [Replay of the entire workshop](#)

Bonus #2: [The step-by-step launch formula](#) (use this to turn your email list into a product)

Bonus #3: [LeadPages University](#) (exactly how to setup your Start Funnel and Content Upgrades)

Bonus #4: [How to setup Content Upgrades inside of Mailchimp](#)

Bonus #5: [The Ultimate Guide to CREATING Content Upgrades \(in under 30 minutes\)](#)

Bonus #6: [The entire Chat Roll history](#) (many of you requested this)

Bonus #7: Everyone that signed up for List Goal will be receiving a special invite from me tomorrow to join the BETA release (If you haven't signed up, go to [ListGoal.com](#)).

-Bryan

PS: The Start Funnel LeadPages™ template will be officially released in the next 7-10 days. Once it comes out, I'll be sending you a special coupon you can use to download it and get a free 30-day trial of LeadPages™.

Talk to you soon!