



Best practice

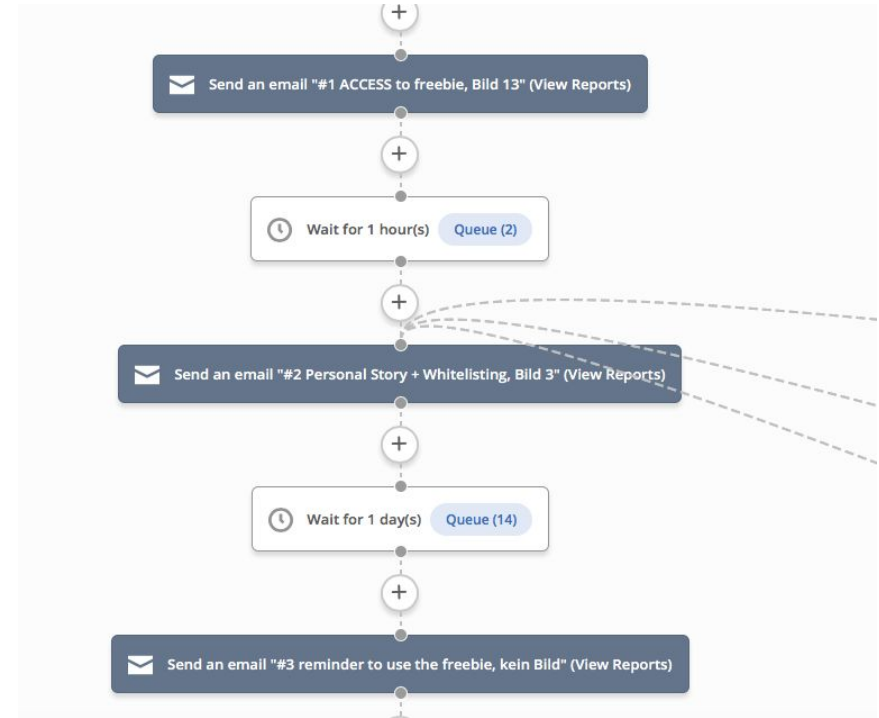
Email funnel and Facebook Ads

Email funnel

Once you have your freebie and landingpage in place and people enter your funnel with an amazing end product you want to promote, it's time to think about the actual email funnel.

I want to show you an example of an email funnel that works well for me and my clients.

Of course, you can always start with a few emails and add as you go.



Email funnel

#1 Access to freebie

Insert the download link right at the beginning. This is what people came for. You can even include a testimonial about this specific freebie to make people download it.

Then prepare for the next email. (I'll be emailing you in the next few hours with a special invite to my ... (*"exclusive Facebook group" / "Facebook page" / "webinar"* ...) where I share all my top tips. You definitely don't want to miss this. The subject line of my next email will be "Welcome to (*your companies name*). Here's where to start...".)

Email funnel

#1 Access to freebie

Include a PS and ask people to simply reply with “Got it” when they got it. This way you will be whitelisted for their server and your emails actually come through

Aw: (ACCESS) The Workbook on Building an Email List Full of Leads

An: Sarah * Get SOME Magic

Got it

Email funnel

#2 Personal story (sent one hour after #1)

Introduce yourself and your story

Invite people into your Facebook group or to your Facebook page / Instagram ..

Add link to freebie again



Hey %FIRSTNAME%,

If we haven't met yet, **my name is Sarah Lorenz and I'm the founder of Get SOME Magic – Social Media Magic for Coaches.**

I wanted to take a second to say hello and **welcome you to the family.**

Seriously, on behalf of myself and the entire Get SOME Magic team, I want you to know that we're **truly excited and grateful that you decided to join us.** And I can't wait to get to know you better!

Who I am and how I can help you

I'm Sarah Lorenz, a social media expert.

I started my company to help passionate coaches like you to get consistent high-end paying clients through social media.

Why social media? Because it's easy, it's fun and it's efficient.



Email funnel

#3 Reminder to use the freebie (sent one day after #2)

Simple short email

Remind people of the freebie and insert the download link again



Hey **%FIRSTNAME%**,

Do you know why so many coaches struggle to consistently land paying clients?

It's because they don't step out of their comfort zone and **try new things**. Very often people start a business and then just do what they've always done.

And I get it. I really felt the same when I started my blogging and coaching business.

But you know what I did? **I took the plunge and tried something new**. I went from literally chatting with my friends and family on Facebook, to building an **audience of over 20,000 fans** who love to hear what I have to say.

And you can, too.

So, **%FIRSTNAME%** are you trying new things?

Have you had a look at the freebie I sent you yesterday and have you started to implement it already?

If yes: Wooohoo, awesome!

If not: **Trust me, go for it.**

Email funnel

#4 Bonus gift (sent one day after #3)

Overdelivering is always amazing. So why not add a completely free bonus gift at this point?

Hey %FIRSTNAME%,

I hope you enjoyed my 100 awesome questions booklet, and that you're using them on your Facebook page to get people to comment, share and talk?

As promised, I have **a little surprise for you.**

I created **a worksheet** that's crammed **full of tips and tricks** to show you how best to use the 100 questions on your Facebook page.

Download the tips and tricks

[Click here to download](#)

Email funnel

#5 Survey (sent one day after #4)

In order to get to know your potential clients better, I really recommend including a survey in your email funnel.

I set up mine using [Typeform](#) (the free version).

Everyone who clicks the link / button in the email and fills out the survey gets an additional bonus gift sent in a separate email.



Social Media for Coaches

I really appreciate that you are taking some time to let me get to know you.
It's just a couple of questions =)

Start

press ENTER

Email funnel

#6 Announcement (sent one day after #5)

Announce that you are sending some super special offer the next day without telling yet what it'll be.

For example: *"In the next two days, I will send you a few more emails with a super low-cost program of mine!"*



Hey %FIRSTNAME%,

Today I want to share with you a **BIG announcement**.

But first I need something from you.

I NEED YOUR ATTENTION!

I'm sure you get a lot of emails every single day, am I right?

Well, I need you to make sure you **read my emails**.

You've already given me your email address. That has value! Please allow me to return that value 10x (minimum) straight back to you.

Here's how it's going to work: For the next 3 days I'm going to send you emails with a very special offer!

But only if you want me to! So if you are as curious as I am – all you have to do is click the button below, to say YES to me and you will receive my first email about it tomorrow:

YES, tell me about your offer!

By clicking the button above you consent to receiving emails about my offers. Nothing shady, that's for sure! Just check out my [Privacy Policy](#) to make sure that I treat your data with the biggest respect!

Email funnel

#6 Announcement (sent one day after #5)

Ask for permission to send marketing emails to everyone who hasn't checked that box during initial sign-up. Make people click a button, so that they get that tag and that you'll be able to later prove that you have the permission (for GDPR reasons you might need this)

When you see the first email of the series, hit your inbox tomorrow, open it **and read it**.

Each email will have important information about your next steps.

IMPORTANT: Once you've received the first email you only have **72 hours** to get my super special bonus!

It will only take you a couple of minutes, but it's worth it!

And when you think about it, that's a **pretty small commitment** when you consider what's in it for you, right?

It will start tomorrow, stay tuned!

Love,
Sarah

PS: And don't forget – you'll only get these emails when you say YES! I swear – you will NOT regret it

YES, tell me about your offer!

Email funnel

#7 Promote end offer for the first time (sent one day after #6)

Promote your end offer
Include testimonials
Include [Deadline](#)

If you take action in the next 48 hours, you will get the opportunity to **book my 1:1 coaching intensive for €1000 off!**

It's crazy, right?? The only reason I am offering it for that price is that I love it so much. I know it is actually worth way more than this because I will treat your business as if it's my own and I get real results!

I want to help you sky-rocket your coaching business, once and for all.

You'll have to be quick though, this bonus offer is only **open for 3 days**.

02:18:10:50
DAYS HOURS MINUTES SECONDS

We will cover things like this:

- Advanced social media techniques, combining different tools and platforms for maximum results
- Support and strategies to help you create a 5,6, or even 7-figure product launches
- Understanding and developing your unique online brand and communicating it properly
- Getting a competitive edge using the latest social media techniques ahead of everyone else
- Focusing on finding and optimizing the most effective marketing channels for your business

Email funnel

#8 Case study number one (sent 12 hours after #7)

Detailed case study with a video testimonial of your client.

Make sure the clients state exact numbers and achievements.

Tom was delighted:

"I immediately saw a spike in revenue when I started doing Facebook lives – and immediately saw an increase in sales".

I also taught him a few tricks and tips that'll take his FB live videos to the next level, like:

- Which tools to use
- What to write in the video description (this is SUPER important!)
- The best way to integrate a link to turn viewers into website visitors
- The importance of video subtitles.
- How to reuse and recycle his content for live, organic, and ad campaigns

Watch the video here:



Email funnel

#9 Promote end offer with Q&A or additional information (sent 12 hours after #8)

You can write a Q&A about your offer.

Or explain the details again.

Let's hop on a free Discovery Call to chat about this

[Click here to visit my website](#)

Sounds like a lot to do yourself? Then why are you still hesitating?

My Facebook Ads Ongoing Support includes:

- At the start of this package you'll get one 90 minutes strategy session where we'll talk about all of your needs and advanced strategies. This includes us going through all of your material and landingpages before – so we can use this call to really dive into specifics
- **We'll help you build the perfect step by step strategy for your social media marketing (including list building + webinars/video ads/livestreams etc) that we can then combine with the Facebook Ads – this will make a HUGE difference for your success!**
- We'll help to add the tracking pixel to your website and make sure everything is Facebook compliant
- We'll give you advice about how to make your website and landingpages GDPR compliant
- We'll find the perfect audiences for your campaign (including custom audiences, lookalikes and retargeting – all GDPR compliant, of course) and make sure they are highly engaging
- We'll help create copy and images for your ads
- We'll help create videos for your ads
- We'll track your Facebook ads and constantly optimize them
- We'll run split-tests with different headlines, texts and photos to get the lowest cost per lead and the best results for your campaigns
- You'll get weekly updates of your ads status with information about how the ads performed and the changes we made. For this, we'll send you a detailed PDF report

Email funnel

#10 Case study number two (sent 12 hours after #9)

A second case study with detailed numbers.



A good example of this is [Ann-Christin](#). She's a horse photography coach (I did say I help coaches in all sort of niches!).

When she's not travelling the world as a pro horse photographer, Ann-Christin loves to coach other people who are passionate about turning horse photography into their career, too.

When we started working together **she already offered workshops and coaching** but whatever she tried, **she just couldn't find enough clients** to fill all her spots.

I started working with Ann-Christin 4 months ago, and since then, **she's got 5 new coaching clients AND sold 5 extra spots for her group workshops** – and we've only just got started!

The graphic features a pink header with the text 'Ann-Christin Vogler' in a white script font, and 'Horse Photography Coach' in a smaller white sans-serif font below it. To the right of the header is a small version of the 'Get SOME Magic' logo. Below the header is a photograph of Ann-Christin Vogler, a woman with blonde hair and glasses, smiling and standing next to a dark horse. To the left of the photo, there is a block of text in a grey box. To the right of the photo, there are two small pink heart icons.

I'm a 1:1 coaching client of Sarah and am using some of my sessions to learn how to create effective Facebook ads. We started last week and I already got 3 bookings for my high-end workshop – **all through the ads we created together!**

Email funnel

#11 Promote end offer “One day left” (sent 12 hours after #10)

Promote end offer again.



Love,
Sarah

PS: Don't forget this is a special limited time offer that ends in 24 hours!

PPS: I'm so in love with my current clients who are real rockstars! Look at that:



Karin Nikbakht

24 March at 19:40

Hey everyone,

I had an intense session with Sarah Lorenz on Friday, and it was amazing. Very much content and going very deep...into my offerings, it was really a big thing for me.... I am very clear now... I know what I want to do during the next year, and today I was already working for hours on my list.... to be prepared and start very soon ...can't wait.

Love to work with you Sarah, you are very inspiring and you know really a lot, I feel your passion for social media things ❤️ this is perfect.... thank you so much!!

Marta Escolano

Health and Wellness Coach



It was a pleasure working with Sarah. Before, I was pretty overwhelmed about social media marketing, and in the little time we worked together she guided me through the process of launching a business page and group in



Email funnel

#12 Promote end offer “12 hours left” (sent 12 hours after #11) or “2 hours left”

Send out one last short email and make sure that really everyone knows about the approaching deadline.

Hey %FIRSTNAME%,

Look, I'm not going to beat around the bush here.

You already know what my 1:1 coaching intensive can do for you:

AND I AM SURE YOU WANT TO ...

- take a deep-dive into your online marketing efforts
- analyse your results
- pinpoint exactly what you need to do to dramatically improve your results
- supercharge your coaching business

I am right, aren't I? Then take action now!

Also – you know that in 2 hours the price will be up by 30%. So don't hesitate.

Email funnel

As you can see, my email funnel consists of 12 emails - per funnel.

But please don't freak out and think you have to have all of this in place right now!
You can easily start with just 3 emails and then expand as you go.

General email advice

Make sure your emails look nice.

Use a good font size, pictures that are on brand, include lots of testimonials and screenshots, use buttons for links, play with GIFs...

Track your numbers to find out which headlines perform best - split-test if possible.

Use [Deadlinefunnel](#) to make people purchase in time.

Always tag people - you can then use these specific lists with tagged people for detailed Facebook Ads.

Newsletter marketing

Even after people have gone through your email funnel you still want to send out regular emails, so they remember you and end up buying your products or services.

Consistency

What's important here is consistency. Think of a schedule and then stick to it. Meaning if you start sending out an email every month then you should always stick to this and not have a long break in between. So make sure you start with a frequency that will still be possible for you in some weeks time.

Newsletter marketing

Branding

Make sure your newsletters are on brand. Do your colors in your emails match the colors of your website?



Tip'n

My top 5 tools for Social Media

As a social media coach, I love to make my life easy when it comes to techy things and Social Media Marketing. And sometimes it's really nice to have the piece of mind that even your SOFTWARE has your back.

The following tools will help you with your own Marketing as a coach – I promise you will not regret it:

- **Ecamm Live**

You know I do a lot of livestreams and always recommend using video in your marketing strategy. Ecamm Live is a tool for Mac, that gives you a lot of great options for your livestreams: You can add overlays, screen share, and with a little add-on you can even share an interview with splitscreen to Facebook (and other platforms). It's really easy to use, and totally worth the 79 USD (one-time fee!!).

- **Planoly**

If you use Instagram (if you don't: YOU SHOULD!!) and want to schedule your feed and at the same preview what it will look like once you post it: Planoly is the tool you want to use. It can also autopost to Instagram, which will give you a piece of mind aswell.

- **Manychat**

I am still a big fan of messenger bots and my tool of choice is Manychat. It's a simple tool and you can already set up great things in the free version.

Newsletter marketing

Easy to read

Make sure your newsletters are easy to read, so choose an appropriate text size. Have lots of free space and sub-headlines in your emails

Subject line

Choose a catchy non promotional subject line. You can also play with emojis and see how they work.



Hey ,

Tuesday is **Tip'n Truth-Day!**

After an amazing Masterclass last week, a new client booked me WITHOUT even booking a discovery call first – I must admit – I am still super happy about this. It's not that my discovery calls are hardcore sales calls anymore – nowadays they are mostly a way for me to find out if we are a good fit. I stopped approaching this with the thought of: I WANT TO SELL AT ALL COSTS! It's either a great fit, or it isn't!

So if you think we might be a good fit – then you can always check out my [Coaching Packages](#). But let's get on with this Tip'n Truth, shall we?

Newsletter marketing

Split-test

Split-testing is key! If you can, always split-test different things, for example different subject lines. This way you will get a good understanding of what works for your potential clients.

Obviously, for this you should track your numbers. How is your open and click rate? Which email worked particularly well? Do you know why?

Call to action

You don't need a call to action in your newsletters (after all it IS about giving away amazing value) but if you do have one make sure you really only have one. Never ask for more than one action.

Newsletter marketing

Topics

In general, I recommend making sure people get exclusive content via email, so they have a reason to stay subscribed.

Topics for your newsletters are endless

- topics that came up in coaching sessions or from people who bought your product / attended your event .. any questions you answered
- any educational topic (you can also later turn those newsletters into blogposts)
- an amazing livestream / Youtube video / podcast you did
- personal stories like a vacation you took, a family anecdote, ..

Newsletter marketing

Add bonus gifts and surprises from time and time. Not just special discounts but actual free (!) things people get from time to time.

You can then use this to promote your email list on social media (“This week I’m giving away .. for free to all my newsletter subscribers“)

Tags

Tagging people is very important when you want to retarget them with Facebook Ads (which definitely IS something you want to do!)

You definitely need to tag if they are fine with you retargeting them (which you ask during the sign-up process - additionally you might want to ask this again later in your funnel to those who haven't checked that box)

But even then you can tag them even further:

I will process your data in accordance with my [Privacy Policy](#) . You may withdraw this consent at any time by emailing me at sarah@getsomemagic.com OR unsubscribing. Please tick the following in order to express your explicit consent for me to process your data in the following manner:

- ☐ I consent to get regular newsletters about social media strategy
- ☐ I consent to get emails about services and products
- ☐ I consent to allow my data to be used to personalize ads

GET INSTANT ACCESS!

Tags

Have they opened a specific (sales) email?

Have they clicked a button?

You can also ask them personal questions and tag them according to what they answer (as in: which button of the options you give, they click) for example:

I earn below 10k per month or I earn above 10k per month

I'm a mum or I don't have kids

I'm a digital nomad or I live in a fixed place

I would love to learn about technical tools or I would love to learn about strategy

Obviously, these questions totally depend on your business and offer!

You can then tag them, send them specific emails that interest them and retarget them with your Facebook Ads showing them only ads that are relevant for them.

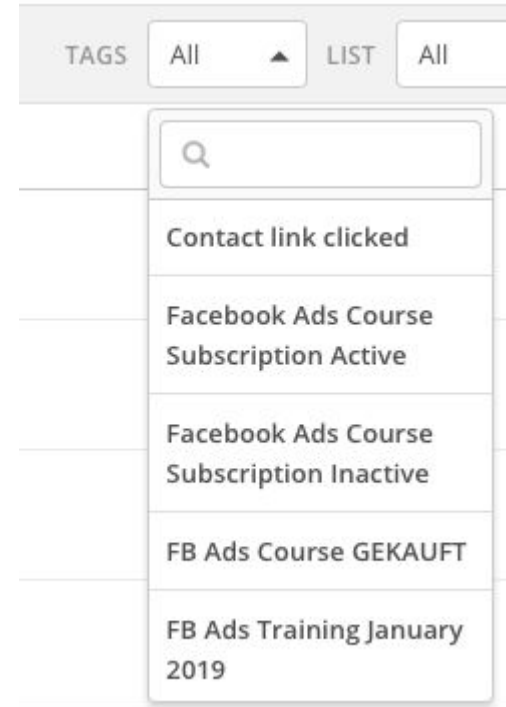
Retargeting

Build a Custom Audience out of all your email list subscribers who gave you their consent to do this. Update this audience regularly.

Retarget those people and show them ads around your end offer.

Retarget people who clicked specific buttons in your emails and show them specific ads.

Create a Lookalike Audience out of these different source audiences and show them ads for your freebie.





HOMework

Start building your own email funnel.

Send out consistent newsletters.

Tag people accordingly and retarget them.

Now it's your turn

You can do this! Have fun! ●

