



ACTION PLAN



Building the Relationship

[Business Name]: _____ Date: _____

Building the relationship is all about three things: *Reassurance, consistency and flow.*

Use this Action Plan to ensure that each follow-up email series you send contains these basic steps.

Your
subscriber
signs up

- Send confirmation letter
- Subscriber confirms
- Send "Welcome" letter. Tell subscriber how to retrieve download
- Reassure subscriber that her privacy will be protected and you will never share her information

Your
subscriber
downloads
your gift or
newsletter

- Thank her for downloading it. Ask if she was able to download your gift successfully
- Ask if she has had a chance to use it yet
- Tell her how to reach you
- Tell her when to expect your next email and how often you will email

You Begin
Follow-up

- Send her a valuable tip about using the product or getting more out of it
- Remind her she will receive a tip a day for seven days
- Send each tip
- Thank her again for using your product. Tell her you hope she enjoys it and present the next step--a new offer



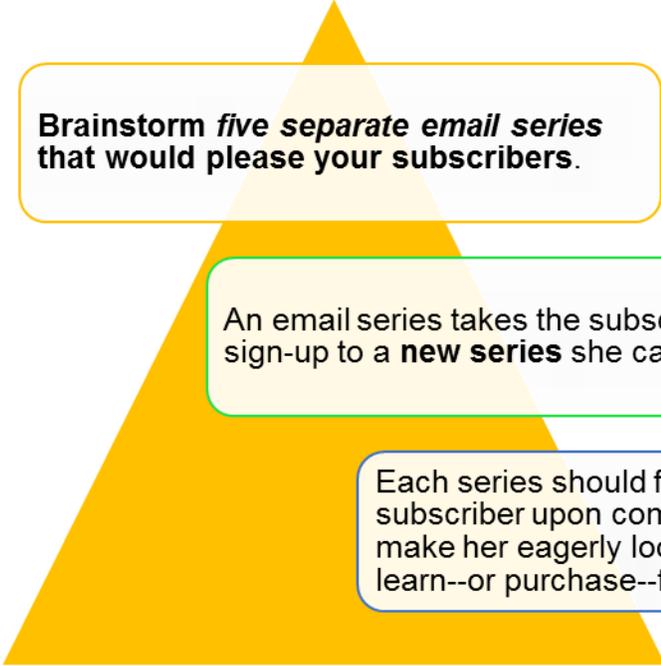
Tips for Consistency:

- Even though each new cycle has a different purpose and/or offer, follow the same steps to create a routine of signing up or buying
- Each new cycle should anticipate and provide the best “next step” for your subscriber
- Use the same template for sales pages
- Brand your sales pages and Autoresponder messages the same way

Vary the **incentives** you use.



Practical Exercise



Brainstorm *five separate email series* that would please your subscribers.

An email series takes the subscriber from sign-up to a **new series** she can explore.

Each series should feel satisfying for the subscriber upon completion—and should make her eagerly look for **more ways** to learn--or purchase--from you.

1. More information

Why is your site so valuable that more information in itself will be a powerful incentive?

- Do you present information no-one else knows?
- Is your site information as tightly focused as it can be?
- Have you told your subscriber at least one real “gem” she can use?



2. Newsletter

Why should your subscriber want to invest time in downloading and reading your newsletter regularly?

- Will she receive a valuable gift every month? (E.g. new template; coupon code; graphic she can use, etc.)
- Is your newsletter pleasing to the eye? Offered in both text and HTML formats? Does it contain the latest niche news—including changes, product tips, how-to instruction and more?
- Will your newsletter be paid or free?

3. Email mini-course

Is your email mini-course absolutely irresistible to your subscriber?

- Does it supplement the product she has downloaded, enabling her to understand the niche better or use the product more effectively?
- Will you inform her she will receive your mini-course, starting in __ days, as a bonus... or does she have to sign up for it?
- Does each mini-course segment deal with one simple but powerful step or tip?



4. Free offer

Have you considered creating another free offer you can present during your first follow-up series?

- Does it supplement or enhance your first product or offer?
- What will it do for your subscriber, or give her?
- Why is “free” an advantage here?

5. Paid offer

Are you ready to create another paid offer for your new subscriber? If so, what type of offer will you create?

- Is your timing consistent with your subscriber’s own pace, as she works her way through or uses your original product?
- Is it a natural step in your sales funnel, to keep your subscriber engaged?
- Will it make her want more – even if it is an upsell?



**HAVE YOU CREATED THE MOST IMPORTANT EMAIL SERIES OF ALL—
ONE TO RECRUIT AFFILIATES?**



Jennifer

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