

The Product Sequence

The product sequence comes before your appointment sequence and after your reality sequence, why?



Buyers buy again.

If you want to transition out of DM outreach to sell your high ticket service, it's in your best interest to create a product and sell more of it.

70%+ of my clients are “easy sells” from people that are avid readers of mine, or have purchased a product that proves my expertise.

Here is my way of automating product sales. This isn't a guarantee. There are a lot of moving pieces here. This should be treated as a *bonus* to your weekly newsletters where you promote your offers.

A consistent promotional strategy will always beat praying that people buy from your email automations. Do not use this as a crutch. Think of it as a way of raising customer awareness around the problem they are facing. You may have to hit the right angle in one of your newsletters to get them to buy.

When Do You Send These Emails?

You may be wondering, “Dan, if they sign up to my newsletter and I send them all of these emails, won't I be sending too much?”


Kinda sorta. I wouldn't set false expectations that your mind comes up with just yet. BUT, I would recommend only sending your newsletters *after* they go through all of your emails (if you choose to create these sequences). The product and appointment sequences are optional since you should be promoting in every newsletter (and plugging that newsletter every day throughout the week for even more sales).

In an email automation software, you can:

- Send people through your email sequences



- Add a tag to those that finish your email sequences (something like “Finished Sequences”)
- Only send newsletters to people with that tag

This way you aren't sending too many emails. You let them run through your sequences for 1-2  weeks, then start sending them your newsletters. They can always go back and read your previous issues if they want to.

The Problem Emails

As with everything in marketing, much of your content is based on raising people up the customer levels of awareness. Making them hyper-aware of their problems, proposing the benefits to solving them, and giving them the system for self-transformation.

If you have a product, you should have some idea of what problems your target audience is experiencing. If you haven't, you need to conduct market research by getting on calls with your target audience, paying attention to your best performing content, and seeing which content gets the best feedback.

You can probably start to see why having a solid marketing strategy is absolutely necessary. It bleeds into all of your content, branding, promotions, and more.

The first 3 emails of your sequence are going to:

- Present valuable topics related to what you are selling
- Introducing the BIG problem that they are facing
- Making them understand how it's impacting their life (painting a picture of the worst-case scenario, negative visualization)
- Explaining a transformation they can undergo. Using your own or a previous customer's as an example.
- Doing this in the form of valuable emails that explain but don't show how. You can make people aware without explaining every little detail. (A good example of this is my previous email on the one-man business model. It is not a sales email, but is a good example of explaining and not showing.)



- You can think of these as blog posts, but they display your expertise related to your product. You are making them understand why they should do the same thing as you.

In the last 1-2 emails, you can leave a soft-sell at the end in the form of a P.S.



"If you are interested in [ABC benefits or solving XYZ problems] the check out [name of course] here."

This is kind of like a drawn-out sales call. You are just automating it with email. Same thing goes for DMs. They are all sales. Sales sales sales.

These will also be used and condensed when it's time to sell.

By the time they hit your sales emails, they should be at level 4-5 of the customer awareness levels.

The Sales Emails


Now that they are aware of the problem they need to be solved, it's time to provide the solution for it.

The next 2 emails of the sales sequence:

- For a sales email, you should follow the general problem > story > offer introduction > call to action while letting lose all of your marketing firepower from your marketing strategy.
- You can also follow the APAG or PASTOR framework for writing the email.
- Provide as much social proof as you can (one of these emails can even be "X person got Y results" as the subject line. Then diving into the problem, explaining their transformation, and so on.
- By this point many of your subscribers will be at level 5 on the awareness level. They need some form of scarcity and urgency to buy.

Here's what you can do for scarcity:



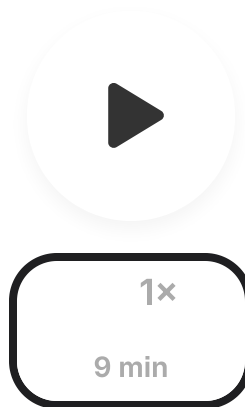
- Have a discount for a limited time. Since this is an automated sequence, you will have to use something like Kartra which has countdown timers, or create a custom landing page with Carrd for your Gumroad product and use Deadline Funnel for evergreen countdowns.
- You will run this sale for 1-2 days and send reminder emails until it ends. 
- If you are unable to do an automated countdown, you can add on a bonus or just have a discount without a timer.

Once you have your sales sequence in place, all you have to do is promote your newsletter or lead magnet on the timeline consistently and let people run through your sequences.

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 9 min



Previous Lesson:

The Reality Sequence