

The Reality Sequence

Before we get into all of this email marketing stuff, I want to make it clear that all of this (aside from buyer's journey sequences) are optional.

The content ecosystem is all you need to consistently grow your newsletter and make sales. Anything on top of that, like email sequences, is a bonus.

However, as with all of this, I would recommend that you go through these modules anyway. You may notice patterns or make connections that will impact the rest of your marketing.

If you are considering writing a Reality Sequence, which I would make a priority out of all other email sequences, you should have 1 of 3 things:

1. A lead magnet relevant to your product or what you talk about
2. A simple email opt in page
3. An email opt in form at the top and bottom of your backlogged newsletters (so when you plug them with your content ecosystem, you both make sales and get email subs so you can make sales later)

What is a Reality Sequence?

It is a way to “invite” people into your reality by:

- Telling them the what, how, and why behind your vision (and anti-vision) for the future
- Telling them what you do, how you can help them, and why they should care
- Having an automated process of increasing their level of awareness by describing the main problems you solve

This is how you automate trust and authority building while priming leads to become future customers.

If you have not already chosen an email marketing software that allows you to create automations and email sequences, I would either recommend ConvertKit or Kartra.

 Out of the 5-6 that I have purchased, tested, and left behind over the years, those are the ones with the highest delivery rates.

I talk more about these email marketing softwares in the videos below to help make your decision (if email sequences are something you want to dedicate time and attention to right now).



Here are the emails you will include in these sequences:

The Welcome Email

In your welcome email, you should:

- Thank them for downloading your product or opting-in
- Tell them your brand's vision, goals, and who will benefit most from your emails
- Tell them what they can expect in the next emails (and your newsletter)
- Ask them to reply telling you they got the email or downloaded the product (this helps with your email sender score)

This can be done however you would like. You can always come back and refine this email.

Your goal with the welcome email is to make all of the above very clear.

Let them know what you are about, what you like to talk about, and why you like to talk about it. What makes your interests so interesting to you? How do they play a role in your life? What have they done for you? Can you tease a part of your story that you can hint at for the next email?

When you finish this email, add a "P.S." to the end telling them that they will be receiving an email from you in 2-3 days. It will be about your story. You can hint at the "lowest" point of your story so they can anticipate receiving the email (and be more likely to open it).

The Story Email

Your story emails are 1-2 emails that describe your transformation or a client's (or both). These help build authority and authenticity with your subscribers.



Your story emails should include:

- Where you started out and the big problem you faced (this can come from your marketing strategy). This helps them relate to you and begins to make them more aware of their problem.
- What sparked the change, the mentors you had, what you decided to dedicate yourself to, and why it worked. Was there something specific you learned that turned everything around?
- The resolution. How you fixed the problem and dug yourself out of the whole. What does your life look like now?



This is a critical email to get down.

Your story is a massive brand asset and can be used throughout all of your marketing.

As with everything, you may not get it right the first time around.

My recommendation?

- Write your story out in a Twitter thread (when done right, these can perform very well)
- Write it out as a newsletter, then write it again 2-3 months down the road
- Incorporate aspects of your story in the intro of all of your newsletters

The more you write about your personal experiences, the better you will be able to articulate the important parts.

When you write out a compelling story as a newsletter down the road, you can come back and replace the “story email” in your Reality sequence with the newsletter itself.

The Big Problem Email

All of these emails can be spaced out 1-3 days from each other, I wouldn’t stress this too much, just pick a number. I alternate between 2-3 days.

The big problem email serves the purpose of raising their awareness around your expertise. Meaning that you are trying to help them understand how you can help them. Also meaning that you have an automated way of generating interest for your products and services.

From your marketing strategy (or just how your offers help people) what is a big, relatable problem that you help solve?



Start your email with stories, perspectives, or analogies to help illustrate the problem you help solve, then overload them with value.

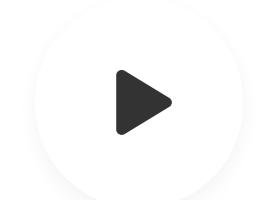
You can give an overall step-by-step solution to solving that problem. You can use your product outline or unique mechanism to help with this.

The video below is in Kartra, but that's overkill for most people.

I recommend starting your newsletter on Beehiiv and using their automation feature for sequences.

The Reality Sequence

12 min





< Previous Lesson:
Social Media Promotions



Conversational Sales Call

Onboarding & Offboarding



Module 8
Creating Your Own Customers

0/6 ✓

Your Education System

Synthesizing Knowledge

How I Create Digital Products

Copywriting & Sales Pages

The Simplified Product Launch

Social Media Promotions



Module 9
Automating Clients & Customers

0/5 ✓

The Reality Sequence

The Product Sequence

The Appointment Sequence

The Buyer's Journey Sequence

A Recap On What We've Learned