

Email Mastery Course

Build a List That Buys

Welcome to the Smart Hustler "Email Mastery Course." This guide cuts through the noise and gives you the exact strategies we receive open rates of 40%+ and generate consistent sales.

Module 1: The Foundation

The "One Job" Rule

Every email you send should have **ONE** job.

- Get a click?
 - Get a reply?
 - Deliver value?
- Never try to do all three.*

The Subject Line Formula

If they don't open, you don't exist.

1. **Curiosity**: "The heavy box on my porch..."
 2. **Benefit**: "How to save 5 hours this week"
 3. **Scarcity**: "Closing in 2 hours"
 4. **Personal**: "Quick question regarding your [Business]"
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Module 2: The "Welcome Sequence" (The Money Machine)

This is the most important sequence you will ever write. It sets the tone for the relationship.

Email 1: The Delivery (Immediate)

- **Goal**: Give them the lead magnet you promised immediately.
- **Tone**: Helpful, excited.
- **Script**: "Here is the PDF you requested. Also, a quick intro about who I am..."

Email 2: The Origin Story (Day 1)

- **Goal**: Build connection.
- **Script**: "I wasn't always a [Expert]. 3 years ago, I was broke..."
- **Hook**: Show vulnerability. People buy from humans, not corporations.

Email 3: The "Aha!" Moment (Day 2)

- **Goal**: Shift their belief.
- **Concept**: Explain the "Big Secret" or the "New Mechanism" that makes your method work.
- **Example**: "Most people think SEO is dead. Here is why they are wrong."

Email 4: The Soft Pitch (Day 3)

- **Goal:** Make the first offer.
 - **Script:** "If you liked the free tips, you will love [Product]. It helps you do X, Y, and Z faster."
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Module 3: 50+ Copy-Paste Swipe Files

1. The "Did you see this?"

Subject: Did you see this?

"I just posted a new video breaking down [Topic]. It's already getting a ton of comments. Check it out here: [Link]"

2. The "Flash Sale"

Subject: 48 hours only 🚨

"I never do this. But for the next 2 days, I'm knocking 50% off [Product]. Grab it before the link expires."

3. The "Pure Value"

Subject: A quick tip for [Topic]

"No link today. Just wanted to share a quick hack I learned..."

4. The "Controversial Take"

Subject: Unpopular opinion...

"Everyone says you need to do X. I think that's terrible advice. Here is why..."

(Download the full Swipe File JSON attachment for 46 more templates)

⚙️ Module 4: Automation & Segmentation

Tagging 101

- **Lead:** Someone who downloaded a freebie.
 - **Customer:** Someone who bought a product.
 - **VIP:** Someone who bought > \$100.
- Rule: Never pitch a product to someone who just bought it.*

The Re-Engagement Workflow

If someone hasn't opened an email in 60 days:

1. Send: "Are we still friends?"
 2. Wait 3 days.
 3. Send: "Final warning: I'm scrubbing my list."
 4. If no open -> **DELETE THEM.** (Dead leads hurt your deliverability).
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