

Course: The Automated Empire: Scale to 6-Figures on Autopilot

Lesson 8: "Clone Yourself" with Advanced Email Automation

1. Core Concept & Learning Objective

Core Concept (148 words): Your "Lead Funnel" (Lesson 5) gets leads in the door. But what about the 90% of leads who *don't* buy right away? Or the clients who *finish* a project? This is where fortunes are lost. This lesson moves beyond "welcome" emails and teaches you to "clone yourself" with advanced sequences. You'll build automated "nurture" campaigns that work for you 24/7. This includes "abandoned cart" sequences to recover lost sales, "re-engagement" campaigns to warm up cold leads, and "testimonial request" sequences to get social proof, all running on autopilot. This is how you build long-term relationships and revenue without lifting a finger.

Learning Objective: By the end of this lesson, you will be able to design a multi-step, "logic-based" email sequence and build at least one advanced automation for testimonial requests, abandoned cart recovery, or re-engagement to win back cold leads.

2. Interactive Content Activities

Activity 1: Case Study: "The 6-Month 'Cold' List"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the scenario: "Founder 'Maya' has an email list of 5,000 people. She got 4,000 of them from a free guide 6 months ago... and has *never* emailed them since. Now, she has a new product to launch. She sends a "Buy My New Thing!" email to all 5,000 people. Half of the emails bounce,

and her "cold" leads mark her as spam, destroying her email reputation.
Her launch fails."

2. In the text box, answer: "What was Maya's critical mistake? What is a 're-engagement' campaign, and how could she have used one before her launch?"
- **Expected Outcome:** An understanding that an email list is a "relationship" that dies without nurturing, and a "cold" list is worse than no list at all.

Activity 2: Tool Exploration: "Visual Sequence Builder"

- **Type:** Tool Exploration
- **Time:** 20 minutes
- **Instructions:**
 1. Log in to your email provider (e.g., ConvertKit, Mailchimp, ActiveCampaign).
 2. Find the "Automations," "Journeys," or "Sequences" tab.
 3. Create a "New Automation."
 4. Explore the logic: Find the "Wait" or "Delay" step (e.g., "Wait 3 days").
 5. Find the "If/Then" logic (e.g., "IF 'Subscriber has Tag: Hot-Lead', THEN..., IF NOT, THEN...").
- **Expected Outcome:** A "feel" for building a sequence (not just a single email), using the crucial "Wait" and "Condition" steps.

Activity 3: "My Abandoned Cart 'Save'" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 15 minutes
- **Instructions:**
 1. Stats show ~70% of online carts are "abandoned." An automated 3-email sequence can recover 10-20% of them.
 2. Go to the community discussion board.
 3. **Post:** "Brainstorming my 3-email 'Abandoned Cart' sequence:"
 4. *Example:*

- "Email 1 (1 hour later): 'Did you forget something?' (Simple reminder)
 - Email 2 (1 day later): 'Here's a 10% off code.' (Incentive)
 - Email 3 (3 days later): 'Your code is expiring.' (Urgency)"
5. Reply to one other student's sequence and offer a suggestion (e.g., "For Email 2, maybe add a testimonial instead of a discount?").
- **Expected Outcome:** A practical, written-out email sequence ready to be built, demonstrating the use of time delays and escalating logic.

3. Assignment & Project Milestone

Assignment: The "Automated Testimonial Request" Machine (Component 8 of Final Project)

- **Estimated Time:** 90 minutes
- **Deliverable:** A short (1-2 min) screen-recording video (using Loom) where you:
 1. Show the "Trigger" (e.g., you changing a "Project Status" to "Done" in your Notion/Airtable Hub).
 2. Show the Zapier/Make automation *running*.
 3. Show the "Wait" step (e.g., "Wait 5 days").
 4. Show the automated, personalized "Testimonial Request" email sent to the "client."
- **Description:** This is an incredibly powerful, set-it-and-forget-it automation. It "clones" you by following up with happy clients at the *perfect* moment (a few days after the project ends) to ask for a testimonial, which is pure marketing gold.
- **Step-by-Step Instructions:**
 1. **Your Stack:** Your Operations Hub, Zapier/Make, and your Email (Gmail or Email Provider).
 2. **In Zapier/Make:** Create a new automation.
 3. **Trigger:** "When Record is Updated" (Airtable) or "When Database Item is Updated" (Notion).

- **Filter:** Set a filter so the automation *only* runs if the "Status" property *is changed to "Done"* (or "Complete").
4. Action 1: "Delay" or "Wait."
 - **Set the delay:** Wait for 3, 5, or 7 days (this lets the client enjoy the "win" before you ask for something).
 5. Action 2: "Send Email."
 6. Map the Data for the Email:
 - To: Client Email (from the Hub record).
 - From: Your email.
 - Subject: "A quick 2-minute question about your project?"
 - Body: Write a personalized-sounding email. *Map the Client Name and Project Name * from the Hub record. (e.g., "Hi [Client Name], I'm so glad we wrapped up [Project Name]!")*. Ask them for a testimonial and link to your form.
 7. Test the automation by changing a test project's status to "Done."
 8. Record your Loom video showing the whole process. This is Component 8.
- **Connection to Final Project:** This "Social Proof" module ensures your empire grows. Every completed project automatically generates a new marketing asset (a testimonial), creating a self-feeding loop of success.
 - **Evaluation Criteria:**
 - **Excellent:** The video clearly shows all 4 steps, especially the "Filter" on the trigger and the "Delay" step, followed by a correctly "mapped" and personalized email.
 - **Proficient:** The video shows the automation, but it's missing the "Delay" step (it just sends the email instantly).
 - **Needs Improvement:** The automation is only a "Trigger" and "Action" with no personalization or "Wait" logic.

4. End-of-Lesson Assessment

(Multiple Choice 1) What is the *primary* goal of a "re-engagement" campaign?

- A. To sell a high-ticket product to your entire list.
- B. To "clean" your list by finding and removing "cold" (unengaged) subscribers.
- C. To warm up "cold" subscribers with value-based emails *before* you try to sell them something.
- D. To get testimonials from old clients. (Answer: C)

(Multiple Choice 2) In the "Testimonial Request" assignment, what is the purpose of the "Filter" on the trigger?

- A. To make the automation run *every* time a project is updated.
- B. To filter out bad clients.
- C. To make the automation *only* run if the "Status" field is changed to "Done."
- D. To filter the email for spam. (Answer: C)

(Multiple Choice 3) What is the *most important* "logic" step you explored in the "Visual Sequence Builder" (Activity 2)?

- A. The "New Subscriber" trigger.
- B. The "Wait" or "Delay" step, which allows you to build a sequence over *time*.
- C. The "Send Email" action.
- D. The "Add Tag" action. (Answer: B)

(Multiple Choice 4) Based on the "Abandoned Cart 'Save'" activity, what is the 3-step logic?

- A. 1. Value, 2. Value, 3. Value.
- B. 1. Reminder, 2. Incentive (Discount/Testimonial), 3. Urgency (Code expiring).
- C. 1. Urgency, 2. Urgency, 3. Urgency.
- D. 1. Discount, 2. Discount, 3. Bigger Discount. (Answer: B)

(Short Answer 1) In your "Testimonial Request" assignment, how long did you set your "Wait" or "Delay" for?

- (*Example Answer: I set it to "Wait 5 days" so the client has time to use the deliverables.*)

(Short Answer 2) Why is it a *bad* idea to send a sales email to a "cold" list (like in the "Maya" case study)?

- (*Example Answer: Because you've broken their trust. They don't remember you, so they'll mark you as spam, which destroys your email reputation and deliverability for all your emails.*)

(Scenario-Based 1) You want to build a "re-engagement" sequence for leads who are "cold" (haven't opened an email in 90 days).

1. What is the "Trigger" for this sequence?
 2. What would be the *goal* of the first email?
- (*Answer: 1. The "Trigger" would be "Subscriber has not opened an email in 90*