**The 'Comics Know Great Business' Email Sequence**

***Email 1****: First of 5 messages*

**Subject:** What A Comedian Can Teach You About Running A Business

**Body:**

Hey! ${q1} here and I wanted to share some thoughts with you after watching one of my favorite comedians, Louis CK (if you don't know him, you should really check him out).

Like many of my fellow marketers, you are likely struggling with ${q6}. I started thinking how we can learn a lot about business and marketing, and specifically how to ${q8} simply by doing what the funniest comedians on the planet do.

The life of a comedian is not an easy one. They really put themselves out there. They stand on a stage and try their darndest to make people laugh. That's challenging.

Our job as marketers isn't that easy either sometimes. We aim to reach, influence, educate and ultimately sell.

So over the next couple of days, I am going to share some insights on some of the things we can learn about running a successful small business from comedians of all professions!

Many of their goals align with ours as marketers - so I am really excited about sharing these insights.

Look out for my email tomorrow with the subject: "***[Comedian Series] Knowing This Equals Dollars"***

Stay tuned... Tomorrow I'll send you all the details.

You don't want to miss this.

${q1}

***Email 2****: This is sent around 24 hours after the first email.*

**Subject:** [Comedian Series] Knowing This Equals Dollars

**Body:**

Comedians know one thing very well....their audience!

They would fall flat on their face if they didn't right? They tell jokes based on the lives of their audience! Makes sense right?

So how is that different from marketing? It's not!

The Marketers who know their audience the best are the ones who sell more because their customers relate to them. That's what builds trust.

The relationship between a comedian and his/her audience is very special, intimate even. The same holds true with a marketer's relationship with his/her subscriber list.

Connecting with your audience on a personal level, much like comedians do will get you more success online.

Wanna know the second tip how comedians know business? You'll have to wait until tomorrow.

But first, take steps to get to know who your customer is -

* What do they like, dislike?
* What gets them excited to wake up in the morning?
* Are they men or women? How Old?
* Are they single or married? Do they have children?

This is just the beginning. At least until tomorrow where I'll be talking about the one thing comedians are striving to do that marketers are always striving for...no matter how successful they might be.

${q1}

***Email 3****: This is sent around 24 hours after message 2.*

**Subject:** [Comedian Series] Comedians, Like Marketers Are Never...

**Body:**

Comedians are never satisfied. They are always striving to do better. Get more laughs. Improve their game.

Jerry Seinfeld is well known for refining the same material over many years.

This goes hand in hand with marketing. After every promotion, there is always something that could have been handled better.

If you are struggling to ${q8}, you should always be refining and improving.

Speaking of constantly improving, I would recommend taking a look at this ${q3} called ${q4}

It has things like ${a1} which is going to help you because ${a2}. It also has [fw11] which you'll love because [fw12].

**Take a look at it here: (**Insert Link To An Article or Video related to the problem)

Perfection is not possible, but the pursuit of it certainly can be. The best leaders seek out opportunities to improve regardless of how well they may be currently performing.

Look out tomorrow for this 3 letter word that will always point you in the direction of success.

${q1}

***Email 4****: This is sent around 24 hours after message 3.*

**Subject:** [Comedian Series] The 3 Letter Word To Success

**Body:**

What's the word?

It's YES!

Saying YES to opportunity is taking your business to the next level. Saying no, on the other hand is leaving your business at status quo, leaving little room for change or growth.

In this case, saying "yes" is just an acceptance of an idea. Saying no is too easy and usually the default answer. It's almost the equivalent of "I'll put it off for tomorrow" and never get to it.

It's more about having an open mind.

Today's lesson is simple.

Look out for my email tomorrow to recap and conclude the Comedian Series with something very special that I have for you...

Until Then,

${q1}

P.S. Speaking of an open mind, one of the things I struggled with was accepting new ideas. But as soon as I got hold of this ${q3} everything changed.

Take a look here to see for yourself, especially if you are struggling to ${q8}.

**Click Here to Check it Out**

***Email 5:*** *This is sent around 24 hours after message 4.*

**Subject:** [Comedian Series] No Funny Business

**Body:**

In all seriousness, if you start to develop a similar mindset like comedians do, your business will drastically change for the better.

In this fun series, we learned that:

* Comedians do a really good job at knowing their audience (otherwise it would be impossible to get laughs)
* Comedians are never satisfied. They are always striving to do better. Get more laughs. Improve their game.
* Comedians say yes way more than they say no

This doesn't sound too far off to what entrepreneurs have to do as a recipe for success to grow their business.

Let's learn from the funny people of the world because the good ones seem to be getting it right following these simple rules.

${q1}

P.S. If you're still trying to ${q8}, make sure you **check this out**. Having the right mindset is key, and I know you're going to love the results from this!