

Stephen (00:00):

Hi again, and welcome back to supercharge your email. In this module, we're going to put a system into place that is going to consistently share your smarts with your email list and as your list grows. And obviously you're going to be sharing that, sharing your smarts generously with more and more people. And in the whole goal of the email campaigns that are a part of the strategy is for you to be able to go to your audience three times a week and generously share what you know, and help them be better at their job. Every single day. I oftentimes have conversations with business owners that sometimes go like this. Geez, Stephen, we've had our list for a while. It feels dormant, it feels stagnant. It feels like whenever we send, whether it's a promotional email or whatever we send, we get very little open rate.

Stephen (00:53):

We get very little response. We don't get any clicks on our calls to action. The list just doesn't buy from us anymore. And, after really uncovering it is pretty easy to discover that the reason being is because that list hasn't been nurtured. That list hasn't been loved, that that list has not -- you, that business owner has not shared of themselves and tried to help the members of their list, their subscribers, be better at what it is that they do every single day. And the reality is that they're very well may be gold in that list. It may take some additional mining. It may take some additional nurturing. It may be a day or a decade until some of that gold comes to the surface, but it certainly is possible in doing so. And as we talked about in the module, one of the fast eight modules called how to slice and dice your content like a pro, we're going to leverage some of those skills in this module.

Stephen (01:58):

What I don't want you to be thinking is, holy bananas, Stephen, you seriously want me to send three emails a week? Where in the world am I going to get that type of content? And so we'll talk about that in this module, about how to find the right topics and where to source that content, but also being able to slice and dice your content like a pro, like we talked about in that module is going to give you a plethora of content to be able to use, okay. So, there's a wide variety of different paths to come at in order to make that happen. What we're going to cover high level in this module is exactly, let me just kind of summarize what I was just talking about, and that is giving you a three time a week cadence that puts you in front of your audience as the authority sharing your smarts so they can be better at what their job is every single day.

Stephen (02:49):

This is your opportunity to step into those shoes. As we saw in the Edelman research in some of the previous modules, as well as the ROI thought leadership research, your audience wants to learn from you. They want you to be their expert, their guide, their trusted authority. This is your opportunity to step into those shoes that you already rightfully own. Now it's time to actually be that person. Awesome. Okay. And if you're already doing that, which is awesome, if you're already communicating with your list once a week, twice a week, maybe three times a week, I think the twist on the content here with the super signature and just the way the content is going to be formatted, these, I think it's going to be super helpful to your audience, even if they're used to hearing from you.

Stephen (03:41):

That's high level, eye level, tactically, where we're going to get our hands dirty. We're going to talk about the best way to format it, the best purpose for the email, the best way to format images and length of content and subject lines, and again, where to find topics and how to source the content. I'm

going to give you visual examples of actual emails that we have sent out and shared with our list here at Predictive ROI, so that you have great templates for a Tuesday, Thursday email, as well as great templates for like a weekend newsletter, if you decide to send one of those, which I would encourage you to do. The ideal rotation is like a Tuesday, Thursday, Saturday, or a Tuesday, Thursday, Sunday, and the Saturday or Sunday is the fuller length or the longer form e-newsletter and then like a Tuesday, Thursday is essentially sharing like a golden nugget with your audience in an effort to help them be better.

Stephen ([04:40](#)):

Then the super signature is attached to all three of those, right? The super signature that we covered in the new lead sequence, we're going to use it and leverage it here three times a week with your audience. This is super, super powerful. And let me give you, this is a litmus test, for when we put this cadence into place, which would have been June-ish timeframe. So maybe about six months ago at the time of this recording. Within a matter of weeks, we actually tripled our number of Onward Nation, monthly downloads tripled. So we saw a 300%, a little bit more than 300% increase in our monthly downloads as a result of implementing the three time a week cadence. We certainly saw other benefits too, with our value ladder and being able to sell and generate leads and so forth, but a really huge number off the bat, a 300% increase in monthly downloads. We were very, very pleased with that because subscribers went up, clickthroughs went up, open rates went up, just all of the metrics that you look for. Okay. So I'm very excited to share this with you. I think this is going to be one of those super practical and tactical modules you can take and apply, take, and apply, copy paste, and apply it.

Stephen ([05:56](#)):

We've already been the canary in the coal mine. We've already tested it. We've already mapped it out. Predictive ROI has already been your lab. So now you can take these templates and apply them, apply them, apply them. So super excited to hear how this goes for you. All right. Let's step into the first module so we can start getting our hands dirty. I will see you back for that.