May 2024

Topic: Email Marketing
Lead Magnets and Email Sequencing

Objective: We'll delve into the essentials of creating effective email sequences that are triggered by lead magnets, using AI to optimise engagement and conversion.

Session 1 - Crafting compelling lead magnets

Possible Lead Magnet Topics *(As recommended by Dale Beaumont)*

- <Number> biggest mistakes of <insert target audience> with <insert topic>
- <Number> biggest questions about <insert topic>
- <Number> inside secrets of <insert industry/topic>

E.g. 7 biggest mistakes made by small business owners when using ChatGPT

https://chatgpt.com/c/bea08c43-6fae-418d-a9cb-a73de20a5101

Prompt: Could you please write me an outline of an e-guide/checklist/ on '7 biggest mistakes made by small business owners when using ChatGPT'?

Prompt: Thank you. Using my brand voice and keeping my target audience in mind, please write a 100 word introduction. It should be easy to understand and engaging.

Prompt: Thank you. Now please write 500 words under the next heading <insert heading>.

And continue.

Looking for more lead magnet ideas?

Prompt: "Please generate five unique lead magnet ideas suitable for a small business in the [insert industry] sector aiming to grow their email list."

Already know the type of lead magnet you want?

Content Writing for an eBook

Prompt: "Please write an outline for an eBook titled 'The Ultimate Guide to [Industry Topic]' that serves as a lead magnet for small business owners in the [specific field]."

Prompt: Pretend you're an expert salesperson and conversion copywriter. Please write a 1500 word e-book based on the outline above.

Checklist Creation

Prompt: "Please create a detailed checklist for [specific task or process] in [industry], designed as a lead magnet to help small business owners streamline their operations."

Example: Could you please now create a detailed checklist for ensuring the human element in AI content, designed as a lead magnet to help small business owners improve their operations?

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Template Design

Prompt: "Please draft a template for a [type of document, e.g., social media strategy] that can be offered as a lead magnet to small business owners looking to improve their online presence."

Mini-Course Development

Prompt: "Please provide an outline of a mini-course on [skill or topic relevant to the industry] that can be used as a lead magnet. Include key lessons and interactive elements."

Webinar Script Writing

Prompt: "Please compose a script for a 30-minute webinar on [industry topic] that could be used as a lead magnet to attract small business owners."

Session 2 - Designing an effective email sequence flow

https://chatgpt.com/c/bea08c43-6fae-418d-a9cb-a73de20a5101

Prompt: Pretend you're an expert salesperson and conversion copywriter. I'd like your help with writing a 3 x email sequence for

those who have [signed up to my webinar/downloaded my lead magnet] on [insert topic]. Please keep in mind that the main pain points of my target market that I am addressing are [insert pain points]. The desired CTA of the email sequence is for my readers to [sign up to my course/program or book a consultation]. Could you please provide a content outline of the 3 emails to keep them warm following the lead magnet and encourage them to consider my [course/program/consultation]?

Example -
Pretend you're an expert salesperson and conversion copywriter. I'd like your help with writing a 3 x email sequence for those who have downloaded my checklist on keeping the human element with AI content creation. Please keep in mind that the main pain points of my target market that I am addressing are * they are time poor * they don't know what they're doing when it comes to AI and feel overwhelmed * they're not great at writing. The desired CTA of the email sequence is for my readers to sign up The AI DIY Club. Could you please provide a content outline of the 3 emails to keep them warm following the lead magnet and encourage them to consider my Club?

Prompt: Thank you. Could you please advise suitable timing to distribute each of the 3 emails after the download?

Example -

Email 1: Revisit the Checklist and Overcome Overwhelm

- Timing: Sent immediately after the download
- Purpose: Remind the recipient to revisit the checklist while the content is fresh in their mind and encourage them to take action on the insights provided.

Email 2: Introducing The AI DIY Club

- Timing: Sent 3-4 days after Email 1
- Purpose: Introduce the recipient to The AI DIY Club after they've had some time to digest the checklist content. This allows them to see the value of joining the club as a natural next step in their AI content journey.

Email 3: Exclusive Offer for The AI DIY Club

- Timing: Sent 7-10 days after Email 2
- Purpose: Present the recipient with an exclusive offer to join The AI DIY Club as a way to encourage them to take action before the offer expires. This creates a sense of urgency and incentivises them to become a member sooner rather than later.

Prompt: Thanks for the outline of the email sequence. Let's start with the first email. With my brand voice and audience in mind,

please write a 400 word email that addresses each of your points in the outline.

Prompt: Thank you. What are 5 compelling subject lines for each of the 3 emails? I want to make them intriguing to encourage clicks, without being click bait.

Club VIP Notes

Prompt: Use your conversion copywriting skills to write a conclusion that considers all the 5 mistakes above.

Prompt: 'Thank you. I like where this is going. Can you please try that again and avoid hyperbole, repetition, excessive adjectives and twee.'