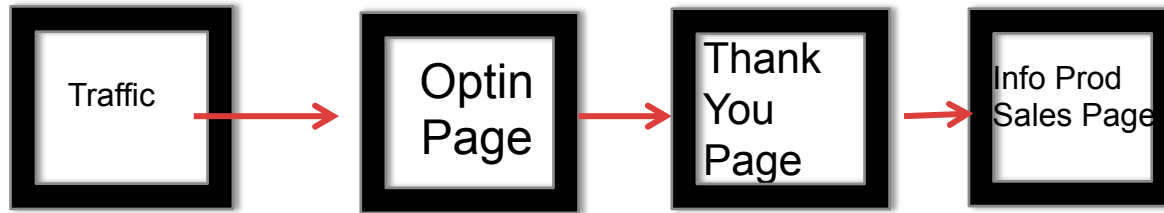


HOW TO SELL A PRODUCT THAT DOESN'T EXIST

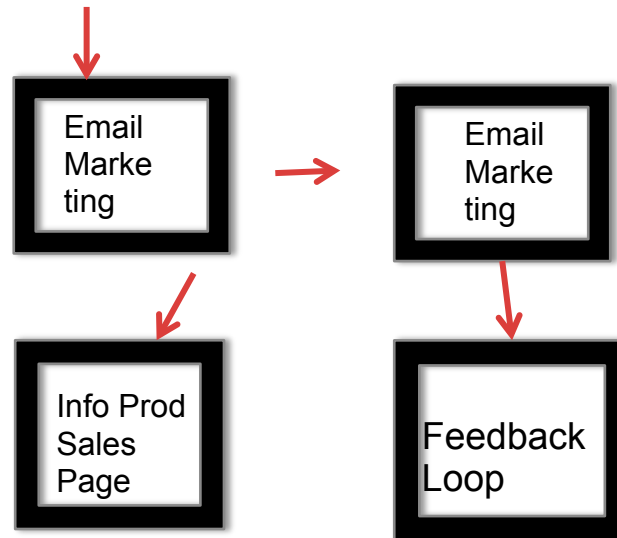
BRITTANY LYNCH

Why Have An Information Product And Where Does It Go?

No List Based Marketing



List Based Marketing:



CREATE FEEDBACK LOOPS IN YOUR BUSINESS: BUYERS

Thanks for signing up to (insert product name)

The training will be held on INSERT DATE and you can sign up here INSERT webinar sign up link.

I really want to over deliver on this training and to do that I'd love if you could take two minutes to go here and fill out this 3 question survey.

This way I can make sure that only the best content that you want to learn is delivered in this course and that all your questions are answered!

Thanks and looking forward to the training on INSERT DATE.

NAME

FOLLOW UP EMAIL: NON BUYERS (TO GET IDEAS)

Hey Brittany here I hope you've enjoyed hearing from me over the last several weeks.

It's always my goal to make sure I'm providing value and over delivering with the content emails that I send you. Over the last several weeks I've sent you information on essential oils, making lotions, soaps, scrubs and more and even a really cool workbook on how to design your Ideal Life (If you missed that one, You can download it by clicking here!).

From time to time I like to check in with my readers and ask YOU what else you'd like to hear and learn about so that I can continue to deliver only the best of the best of what you really want!

I've put together a really quick survey here and I'd love if you could please fill it out and let me know what you'd like more of so I can continue to provide killer content and information in your inbox.

Complete The Survey Here

Thanks and look out for an exiting email from me in the next few days with a fun surprise :)

Brittany

EMAIL SCHEDULE

Day 1 – Email 1: Thanks them for subscribing, remind them about live training

Day 2 –Email 2: more in depth about the live training

Day 3 –Email 3: Content

Day 5- Email 4: Content

Day 7- Email 5: Content

Day 9- Email 6: 48 Hour Warning: 2 Day warning before registration closes and price increases next time you release it

Day 10 – Email 7: 24 Hour Warning

Day 11- Email 8: 12 Hour Warning

NEW LIST EMAIL SCHEDULE

Day 1 – Email 1: Thanks them for subscribing, remind them about live training

Day 2 –Email 2: more in depth about the live training

Day 3 –Email 3: Content

Day 5- Email 4: Content

Day 7- Email 5: Content

Day 9- Email 6: 48 Hour Warning before registration closes and price increases next time you release it

Day 10 – Email 7: 24 Hour Warning

Day 11- Email 8: 12 Hour Warning

ESTABLISHED LIST EMAIL SCHEDULE

Day 1 – Email 1: I've received a lot of requests to write on x topic so in this email I want to talk a little bit more about X...more content/build desire

Day 2 –Email 2: more in depth about the live training

Day 3 –Email 3: Content

Day 5- Email 4: Content

Day 7- Email 5: Content

Day 9- Email 6: 48 Hour Warning before registration closes and price increases next time you release it

Day 10 – Email 7: 24 Hour Warning

Day 11- Email 8: 12 Hour Warning

**HOW TO MAKE SKIN SAFE & ZERO CHEMICALS ALL
NATURAL COSMETICS**

THE TWO INGREDIENTS THAT GO INTO MAKING A MASCARA THAT ACTUALLY WORKS

Here you would talk all about how to make mascara

Ingredients for mascara

Any questions you saw on mascara in forums/groups