

Email #1

**Subject:** ~Contact.FirstName~ - the details

**Body:**

~Contact.FirstName~,

Thanks for attending the "**Advanced Customer Acquisition**" webinar.

We went for almost a full 2 hours and I had lots of fun! I hope you received immense value from the concepts and principles shared and that I left you *better* than I found you.

Towards the end of the webinar, I made a special offer to join my brand new "*Advanced Marketing Program*" training and I threw in \$9,500 worth of bonuses.

You'll want to [check out the deal here](#) as it's the best offer I've made in the 14 years I've been online (no exaggeration).

On that page, you'll see the offer, and the bonuses all broken down for you.

I'm not kidding when I say that this course "**changes lives.**"

Since 2014, after being recognized by President Obama as one of the top 100 entrepreneurs under 30 and launching [neilpatel.com](#), I've been teaching entrepreneurs and small business owners how to harness the power of traffic acquisition and conversion systems to grow their sales while working less.

And, needless to say, I have one of the best (if not the best) track records and reputations in the entire industry!

I have doubled, tripled, and even quadrupled the businesses of my clients by showing them the right systems to focus on. I've worked with celebrities all the way to solopreneurs so I understand the struggles of growing and scaling a business... *at all levels!*

And it's not just about the money... People have regained their freedom, put systems and processes in place that allow them to spend more precious time with their families, taken long-awaited vacations, acquired real estate, and now feel the peace of mind that comes with building a thriving business that works without their involvement.

This course is my life's work and I stand behind it 110%. You want to check out the offer [right now by clicking here](#).

Go check out the offer, the \$9,500 worth of bonuses included in the program.

I normally charge \$25,000 to work with me for 1 day and learn these things. This is the first time I've EVER made this available at this price point and it won't last for long.

We have a limited number of seats available and this is going to sell out very fast. If you are interested, please click the link below right now.

Oh yeah... And as promised here's [the link](#) to download the slides from the presentation today.

**----- CLICK HERE TO SEE THIS SPECIAL OFFER NOW -----**

If you have any questions, please don't hesitate to reply to this e-mail.

All the best,

-Neil

P.S. - This offer will only be available until the course fills up and that's happening very quickly right now!

If you are interested in taking your business to the next level by putting strategic systems and processes in place to attract, educate, nurture, and ultimately convert leads into paying customers and clients that ascend to higher levels, then you need to [click this link here right now](#).

## Email #2

**Subject:** A step-by-step case study for you (save this)

**Body:**

Hi ~Contact.FirstName~,

After years of helping companies like Amazon, NBC, GM, HP and Viacom grow their revenues, I've seen some common trends and learned what people really want.

Here's why this matters to you...

The biggest problem small/medium-sized businesses face is [getting customers](#).

Why do they struggle with this? Because they lack the insight on what it takes to build an effective, automated marketing campaign.

That's what I want to help you with today—getting (and keeping) customers.

Below I want to share an example of two types of campaigns:

### **A. Example of a standard campaign:**

- Unique website visitors: 1,000
- Conversion rate (percentage of people that buy): 0.5%
- Price: \$97
- Number of sales: 5
- **Total revenue: \$485.00**

Here you can see the numbers based on 0.5% conversion rate. Sadly, most sites convert worse than 0.5%. In fact, MOST sites don't convert at all.

If you look at any successful business online/offline, they have a powerful sales process that turns visitors into customers AND turns customers into repeat customers.

Now let me show you what an optimized marketing campaign looks like and break down the impact this can have in your business...

### **B. Example of an optimized marketing campaign:**

1st session:

- Unique Visitors — 1,000
- Opt-in rate — 35% [350 opt ins]

- Sales Letter or Video Sales Letter (VSL) — \$97/sale [10.5 sales = \$1,018.50]
- Upsell #1 — \$47/sale **[4.2 sales = \$197.40]**
- Upsell #2 — \$197/sale **[2.1 sales = \$394.00]**
- Downsell — \$98/sale **[0.5 sale — \$0]** 5% conversion rate
- Post-sale — \$297/sale **[0.2 sales — \$0]** 2% conversion rate

In the “first session”, there would be a simple product launch using an optimized funnel (according to the 5 Step Sales Process I teach), which increases your revenues and customer lifetime value.

2nd Session:

- Email sequence — \$97/sale [4 sales = \$388.00] 1% conversion rate

In this second session, you’d re-offer your product to a small email list. Not necessarily a new product, it’s simply being offered a different way.

3rd session:

- Trial — \$1 [35 sales — 5% stick = \$1,697.50]
- Backend sales on trial (upsell, downsell) = \$1,034.95]

This time, the product is offered as a “trial”. This is a very clever way of using the freemium model. I like this because you’re giving value upfront and letting people try your product or service. If they like it, they’ll pay you to keep using it.

4th session:

- Free module - [25% take — 2% stick - \$169.75]
- Backend — \$59

Similar to the trial offer, but a little different. In this example, you’d offer one free module from the course by itself. Essentially, you’d re-packaged the same product differently to appeal to a different type of person.

5th Session:

- Webinar 20% attendance rate = 70 people
- 8% conversion rate (people buying) — [5.6 sales = \$543.20]
- Backend sales (after buying core offer) — \$295 [emails with retargeting]

And finally, in this last session we’d use the power of webinars to sell your product/core offer. In this example the webinar had 70 people show up and an 8% conversion rate. These aren’t crazy numbers, with a little hustle and trial-and-error you can do this too.

=====  
**Total Sales = \$7,636.90** | EPC (earnings per click) = \$7.63  
 =====

As you can see...

Standard marketing campaign - **\$485 revenue**  
 Optimized marketing campaign - **\$7636.90 revenue**

Q) Would you like to make over \$7,000.00 from every 1,000 visitors you get?

A) I can help you make that happen.

In a competitive market, \$1 per click is very normal. If that's the case, you'd lose \$515.00 with present-day click costs.

A fully optimized sales process in the current cut-throat "market environment" is no longer a luxury but an absolute necessity.

The Simplified Equation: Optimized Funnel + Traffic = Profit (& Scale)

You could get over a billion impressions on your ads by tomorrow morning, but if your sales process doesn't convert, you'll make zero money.

But...

With this methodology, you will be able to get an ROI (return on investment) on any traffic source.

You'll also build a tremendous amount of goodwill in your market and sell without any high-pressure sales tactics.

The question is—how do you implement all of this?

Simple. With video tutorials, actionable steps, plug-and-play templates, and easy-to-implement tactics...

From an experienced, successful marketer (hint: me!).

All that and much more is available in my [Advanced Marketing Program](#).

Cheers,  
Neil Patel

P.S. I'm going to be closing enrollment very soon—it's time to focus on the product now.

This also means that I'm going to keep adding more awesome content to the portal, and the price will likely be going up as well.

P.P.S. I view online programs/course as education. I also view education as an investment, and I think you should too. The funnel strategies in this email are just one small example of what my clients are doing.

[Check out the Advanced Marketing Program here before it's too late.](#)

Email #3

**Subject:** How To Growth Hack Your Business! [Important]

**Body:**

Hi ~Contact.FirstName~,

I've just totally hooked you up!

I was paid about \$25,000 to fly out and deliver this presentation, and I am giving it to you for Free. The kicker is the attendees paid up to **€1,195 per person** to attend this event in Vienna, Austria.

If you loved the webinar or enjoy my regular blog posts, you're going to [love this video](#):



You can watch it here: <http://neilpatel.com/growth>

**I talk about the growth strategies of Facebook, YouTube, Dropbox and the like.** Plus, I give you tons of proven examples on how you should growth hack your business.

It's 46 minutes and 11 seconds "pure" content. Go here and watch it now:  
<http://neilpatel.com/growth>

HINT: I even briefly touch on how to get featured on Forbes, Huffington Post, NY Times and other leading media outlets. (Pretty Ninja!)

Talk Soon,

Neil Patel  
Founder - Quick Sprout

P.S. Do you want more leads? I would pay attention to the Dropbox example, in the Q&A section.

## Email #4

**Subject:** [VIDEO] Will this work for my business?

**Body:**

Hi ~Contact.FirstName~,

Since I held the webinar, lots of people have been e-mailing me saying things like:

*"Will this work for b2b and/or b2c companies?"*

*"Will I be able to do it? Will I bring to the table what it takes to put these processes in place? Do I have the skills?"*

*"Do I need to go through all the modules to see results?"*

These are all really good questions and while my team and I have been replying to the e-mails one-by-one... I thought to myself - *"Why don't I just shoot a quick [video](#) for you showing you the answers to all these questions...?"*

So that's exactly what I did. I called up my video guy and asked him to meet me at the studio and we put together this free training video for you answering some important questions like if your niche is a right fit for this style of marketing, the nature of systems and how they work, and how you'll get ROI.

Here it is:

[Click Here To View The Video.](#)

I created this video to answer the three major questions people have about applying systems and processes to their business. It will completely change the game for you and I strongly recommend you watch it here right now.

[----- CHECK OUT THIS FREE TRAINING VIDEO NOW -----](#)

All the best,

-Neil



Email #5

Subject: FAQ for ~Contact.FirstName~

Body:

Hi ~Contact.FirstName~,

Hopefully, you've enjoyed the last video I created for you as a result of reading so many of your e-mails that have come in since my webinar.

And ONE thing is strikingly clear.

You are hungry for sales systems and processes and are tired of spinning your wheels doing things randomly and haphazardly.

You're sick of working so hard with little or nothing to show for it. You're tired of chasing customers, working tirelessly to no end, and spending time on meaningless activities and tasks that do not give you return on the energy you've invested so much in.

And you're ready to embrace new models and ways of doing things.

BUT YOU'RE SCARED.

*How much do these new technologies cost? Are there more expenses I don't know about? What if I don't have enough money to put these systems and processes in place?*

These are the questions I tackle in this video I just created for you:

[Click Here To View This Video](#)

Here's what you'll discover on the page:

- Exactly who this course was designed for.
- How my team goes a little overboard to give you amazing support.
- The exact tools I use to run million dollar sales systems and funnels.
- The minuscule cost of every tool I use to attract, capture, nurture, and close customers.

If you're currently one of the ones who falsely believe these systems and processes are expensive to create, you need to watch this [video](#) now.

The truth will surprise you.

Click the link below to view this training video right now.

[--- YES! TAKE ME TO THE FAQ VIDEO NOW ---](#)

All the best,

-Neil

Wondering If This Model Will Work For You,  
Your Industry, Or Type Of Business?

Or If You'll Be Able To Do It... Or Have  
The Skills To Put These Systems In Place?

**WATCH THIS VIDEO RIGHT NOW:**

NEILPATEL



Generate more traffic and sales today!

[neilpatel.com](http://neilpatel.com)

New training from Neil Patel

Do you have any of these questions?

*"Why is it so expensive?"*

*"Will this model work for me? What about my industry or type of business?"*

*"Does this work for b2b and/or b2c companies?"*