

eMail Marketing  
 UNLOCKED

NEILPATEL

# Conversion Sequence Brainstorm Work Sheet

How To Go **From Zero To 50,000** Subscribers  
With Email Marketing

## **1. What can I use as an immediate upsell?**

(i.e. Email Course, Postcards/Mail, Exclusive Newsletters, Tele-Coaching, Live Events)

## **2. How can I leverage Facebook Custom Audiences with my list?**

What will I advertise regularly to stay in front of my clients on Facebook?

## **3. What is the best way I can leverage retargeting?**

What offer can I make to those people that said no to my lead magnet, tripwire, etc. to get them coming back? *(Hint: You want to segment what you send them based on where they left your sales process. Personal targeting ALWAYS converts better)*

## **4. What other product, service, or experience can I offer to expand upon, compliment, or complete my initial offer?**

## **5. What other outside products, services, or experiences are available to offer from complimentary JV or Affiliate Partners?**

## **6. What products or services can I offer with recurring billing?**

What product, service or experience can I offer that I can bill my customers for ongoing?

## **7. What different pricing levels can I offer as a billing option?**

How many levels of access will I offer? What will be included with each level? What price will each level be? And what pain should they fear if they disconnect?