

EMAIL MACHINE WEEK 3: LESSON 5

->UPDATED COURSE CURRICULUM (DOWNLOAD HERE)<-

- *Important: for everything important, it helps to print and put it in an [old-school 3-ring binder](#). Research shows that learning happens faster and deeper in 3-D (book, pencil, pen, paper) instead of just in 2-D (screen).*

OBJECTIVES

1. Learn how to make an automation that automatically sends detailed pre-procedure instructions.
2. Learn how to make an automation that automatically sends detailed follow-up instructions and encouragement after one of your procedures.
3. Learn how to make an automation that automatically tells someone how to use a product they bought.

VIDEO

Coming soon.

BUTTONS USED

1. Add an automation
2. Add an email
3. Wait

TOOLS USED

1. ONTRAPORT
2. Imagination (what is your perfect day?)

SKILLS LEARNED

1. Instructional automations that encourage and instruct and sell more.
2. How to use the Email Machine to change your life.

DO LIST

1. Write an email you would send to someone who just underwent one of your procedures.
2. Write the second email you would send to someone who just underwent one of your procedures.
When would it go out?
3. If you have a video describing post-procedure instructions, link to that in the email.

4. What do you want to promote? Put a link to that in the PS
5. Make an automation and add those two emails and put them at the proper interval (wait time). End it with “wait forever.”
6. The next time someone has that procedure done, subscribe them to that automation.
7. Make a button

OTHER LINKS AND TIPS

1. This video shows me using AI (within Ontraport) to write an email for me ([I apologize; it's tedious, but you can see every click](#)).
2. If you do not have a free Ontraport account yet, [here is where to get one](#). Do not yet cancel anything else you are doing (other software). Run them parallel for a while; you can use one to build the other.
3. If you want more cash procedures to add to your practice, [you can find options here](#)<-

TRANSCRIPT

REVIEW

THE 5 KEYS (THE COMPONENTS OF THE MACHINE)

1. Button
2. Form
3. Email
4. Web page
5. Video

THE 12 BUTTONS (THE NEEDED BUTTONS TO BUILD THE MACHINE).

The assumption is that you can use Word and type; the letters on your keyboard and the icons at the top of the page when using Word (like italicize, bold, etc.) to type text are not counted as part of the 12).

1. **Add an automation:** the components assembled for a purpose. (Button 1)
 - a. **Wait/End:** timing of the components. (Button 2)
 - b. **Add an email:** the message. (Button 3)
2. **Add a page:** To place to assemble other components to make the promise (offer to help) and give the visitor a chance to accept the offer. (Button 4)
 - a. **Add a block:** an orderly way to add the components of the page. (Button 5)
 - b. **Add an image/video:** grabs attention and says 10,000 times more than words. A picture is worth a thousand words; a video can be worth more than a book. (Button 6)
 - c. **Add a form:** people trade their information for something you offer to do for them (a promise). (Button 7)
 - i. **Settings:** tells the form what to do with the information). (Button 8)
 - d. **Add a button:** People offer their money in exchange for a promise. (Button 9)

- i. “Settings” tells the button (really, just a type of form) how to collect the money and what to do with it after it is collected. Another variation of Button 8.
- e. **Publish:** puts your page of assembled components out where people can see your promise and decide if they will accept it. (Button 10)
- 3. **Add a tag:** allows you to sort people so that they receive exactly the message they need at exactly the correct time. (Button 11)
- 4. **Add a rule:** to direct every component of the machine in very beautiful ways. (Button 12)

LESSON DEMONSTRATION: SEE WHERE THE BUTTONS LIVE

Video coming.

THE PROCESS FOR USING THE MACHINE TO CHANGE YOUR LIFE

1. What is your perfect day?
2. What promise would take you closer to your perfect day if offered and accepted more often?
3. Is there a promise that, if made, would make other promises more likely to be accepted and easier to fulfill?
4. Get to the root promise that will take you closer to your perfect day.
5. Make a web page and put a button or form on it that allows someone to accept your promise (e.g., a form for information or a button for money).
6. Put everything you need on that page to help someone understand the offer so well that they would eagerly click your button.
7. If people go there and do not click your button, then they either do not understand the offer or your offer does not deliver value that is worth ten times what they are exchanging (personal info or money); so make the offer better or lower the price.
8. Build the page as if your life depends on someone accepting your offer (their life and yours does).
9. Build automations that bring people to that page.
10. Repeat.
11. Test.
12. Repeat.

PROCESS: AUTOMATIONS CAN SERVE ALL OF THE FOLLOWING PURPOSES:

GENERAL NEWSLETTER

1. Product specific
2. Procedure specific
3. Profit model specific
4. Personality specific
5. Research specific
6. Current-event or coming-event specific
7. List growth specific
8. Moving from one automation to another—retention specific (always keeping promises and making the person’s life better).

LESSON DEMONSTRATION: AUTOMATIC EMAILS BASED ON PURCHASE OR PROCEDURE

1. Trigger an automation by a purchase.
2. Trigger an automation by adding the automation directly.

REFERENCES

LESSON 6

OBJECTIVES

1. Learn to make a button that collects money in exchange for a promise.
2. Learn to make a button that makes an appointment in exchange for an appointment.

VIDEO

Coming soon.

BUTTONS USED

1. Add a button

TOOLS USED

1. Calendly
2. Ontraport

SKILLS LEARNED

1. How to use your page to collect money,
2. and make appointments

DO LIST

1. Make a page and put a money-collecting button on it that promises to deliver what you most want to do to change your life.
2. Build the page until it contains enough information that people who need what you are offering will accept the offer.

OTHER LINKS AND TIPS

4. This video shows me using AI (within Ontraport) to write an email for me ([I apologize; it's tedious, but you can see every click](#)).
5. If you do not have a free Ontraport account yet, [here is where to get one](#). Do not yet cancel anything else you are doing (other software). Run them parallel for a while; you can use one to build the other.
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TRANSCRIPT (COMING SOON)

