

The 4 Day Formula



How To Re-Energize Your Email List
&
Re-Engage Your Audience In Only 4 Days

Bonus
Worksheets
Included

Small Business
Bootstrap Edition

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Chapter 1: Introduction



Hi, it's Mike here,

I'm really excited today because, in a moment, I'm going to walk you through this simple step-by-step formula.

We will go through the entire email campaign day-by-day.

Before I do that, let me tell you about how and why I came up with this four-day marketing formula.

- What I Did -

At the time, I had heard about email marketing campaigns and didn't know much about them, but I made up my mind to learn all I could and design a system that would change my life.

When I decided to create this formula, I wanted to figure out what it would take to design a campaign that was easy to follow and could be repeated over and over again on a bootstrap budget.

So I studied the best. I learned from the masters who are at the very top in each area of Internet marketing.

I found the one isolated thing that each guy was really great at, put them all together, and in my opinion, that's what makes this one of the best email marketing formulas around.

These people are a group that actually found a way to enjoy Internet marketing. They have figured out financial security. They figured how to create a game plan, follow through, and make a very healthy living online.

That's the life I wanted and that's the reason I created this easy-to-follow, step-by-step bootstrap email marketing formula. I developed a method that is realistic and practical.

This formula works for just about anybody with no tricks, no gimmicks, and no black hat magic (sneaky, underhanded stuff)!

What I'm about to share with you will finally give you a solid game plan, and it'll help put an end to that frustrated, helpless feeling you get inside, the one that says, "What Do I Do Next?" I got the same feeling too.

- What This Is -

This campaign will **build goodwill** by providing your fan base with informative *value articles* about a like interest, thus creating loyalty and trust.

What I've done is made this as easy as humanly possible. So while Internet marketing is never easy (nothing worthwhile is), this makes it more of a snap!

If you would like to;

- Increase your marketing skills
- Get more financial freedom
- Re-engage your audience
- Grow your old email list
- Build customer trust and loyalty



Then you're exactly in the right place!

- Who This Is For -

This formula was created so that it can help the small business that has a small email list, as well as businesses with lists containing thousands of fans but in need of direction. This is not for the business folks who already know how to run a campaign.

It's designed for the business folks who know about how important running a successful email marketing campaign is, they're willing to work, but they just need a solid game plan.

This will also work great for the person with a day job who is looking forward to breaking away on their own into an Internet business, as well as the person running a business from a home-based office.

All it takes is sometime during the morning and evening to run a complete email marketing campaign.

With this formula, you decide how much time you want to invest out of your day: a few hours to run a single campaign, or all day taking care of multiple campaigns.

The beauty of this design is that it is really a bootstrap system. It costs practically nothing but a few hours a day of your time.

You will be emailing so our mail service is important, as well as how big your list is, how often you email, etc. You may have to keep it under a limited number of subscribers, but the cost of the email campaign(s) is **FREE!**

For example, MailChimp will allow 2,000 subscribers on your list, and you can send out up to 12,000 emails a month **free!** I love **free!** Who doesn't, especially when your just starting out?

I certainly won't mind when I have to start paying their monthly fee because by then I will have . . . OVER 2,000 SUBSCRIBERS!

Here's the link to their pricing: <http://mailchimp.com/pricing/>



Now at this point, I know you might be thinking “I’ve never done anything like this before – how can you expect me to jump in?”

That's OK. This formula will work for you even if you've:

- Never run an email campaign before
- Have an old email list
- Got a unique or specific niche
- Or even if you think you've tried everything

This step by step formula makes it so easy to gain our audience's loyalty and trust while growing your business.

Here's a great example of how well email campaigns can work.

Fact: According to Direct-Marketing Association;

Every \$1 spent on Email Marketing Campaigns
results in an average return of \$42.80!

Every \$1 spent on Direct-Mail Marketing Campaigns
results in an average return of only \$12.57.

Chapter 2: What I Discovered

I've got to tell you about the hidden danger I discovered while I was doing my research into email marketing campaigns and list growing.

Did you know a stagnant email list can do a lot more harm than just lost revenue?

You see, I thought the problem was that by not knowing what to do with my email list was just causing me to losing money, but it was much more than that. In fact, what was happening was actually **BIGGER** than I ever could have imagined.

I found that there is a hidden danger that works 24 hours a day in an attempt to destroy your business, your future, and your customer's loyalty and trust in you!

Do you know what that hidden danger is? **SILENCE!**

That's right, silence. When your fan base does not hear from you, doesn't receive any value from you, they lose track of you and forget you, or worse than that, lower your level of importance or recognition in their lives.

The longer you let your email list sit doing nothing, the more people on that list, your audience, become disengaged and slip away.

So why should you care, how can this hurt you?

The silence is killing your status as an authority. Your audience's loyalty and trust are dying along with any chances of making a living online in the future!

Until one day, it happens: they've had enough, and they hit the **"unsubscribe"** link, and they're gone forever! You should always be consistently engaging your fan base.

Up until now, you haven't had a clear plan and knowledge to put together a successful, simple, email marketing campaign, but all that's about to change with the step-by-step campaign formula to follow.

Chapter 3: Marketing Model

- Welcome to Behavioral Response Marketing -

Behavioral Response Marketing is not new, it has been long forgotten. This is a marketing structure in which the audience tells us what they **do** and **don't** want.

We ask them, and they respond. That way, we're not wasting resources or time trying to convince them what they should have and where they should buy it.

You'll see what I mean as we go further into the campaign.

This campaign formula applies these 3 principles (**Golden Rules**):

- Money earned will be proportional to the **Value** given
- Money earned will be proportional to the **Goodwill** given
- Money earned will be proportional to the **Amount of Offers** given

We're going to build **goodwill** with our fan base by the **amount of offers** you give them that have real **value**.

If you keep these **Golden Rules** in mind while you create reports, articles, products, and services, you will be a hero to your audience.

So the next thing you need to do is to start filling out the campaign **worksheets** so that you can have a clear vision of who exactly you're trying to help and how to help them.

Chapter 4: Worksheet Walk-through

- Your Target Audience: Your Avatar -

OK, the first thing you're going to start with is this:

You need to sit down and really think about exactly who your audience is. I have included a **worksheet** to help out.

You will start with your model customer profile, or avatar. With a cup of coffee in your home office, or den after dinner, you need time alone without distraction.

It's important to dig deep and think about who this person is.

You want a clear vision so you can describe your avatar to a tee as if they are sitting right across from you carrying on a conversation.

Get ready to do some heavy thinking. You need to know your audience's needs, wants, fears, and desires.

A clear vision of who your target market is composed of, where they are and how you should communicate with them will start to appear once you complete this avatar profile.

Let's try this exercise:

Imagine you're sitting down at a coffee shop, and you're across the table from your customer. Who are they? How are they dressed? Are they quiet or are they abrasive?

You need to dig deep down. I mean really deep into who this person is, all the way to even how much money they make.

You **must** answer these questions and more:

- What do they look like?
- Are they dressed professionally in a suit & tie?
- Are they dressed in business casual, or maybe jeans and a nice polo shirt? Plumber or contractor clothing or uniform? Can you picture who's sitting across from you?
- What type of business do they have?
- Do they sell products or services?
- How many employees do they have?
- Do they have an office or are they home-based?
- When you're in their office, what does it look like?
- Is it neat or an organized mess?
- How would you talk with this person?
- What would your conversation sound like?
- What kind of words would you use in your conversation?

You wouldn't want to talk to the small-business owner and use the same lingo and terminology that you would with the CEO of a major corporation.

- What's the greatest problem that they are facing in their business , the one that is causing them the most pain?
- What is the biggest fear they have?
- What will happen if they don't solve the big problem? Will they have to go find a job? Financial independence and future are gone?
- What could be holding them back?
- Why are they where they are today? How did they get there?
- Do they lack knowledge in something critical, an area you can help with?
- Do they suffer from lack of follow-through? Procrastination?

Tip: You should know as much about your future client as you know about a really close friend.

- Let's Take Inventory -

OK, what you're going to do here is to **build goodwill** by giving your audience real value at absolutely no charge.

How do you do that?

Great question and the answer is really straightforward. You're going to send your audience an article about something that relates to their interest and one of your products or services.

First, you need to take a good look at your company and see how many products or services we can offer.

For example, our company is *VSL Digital*. We are a Video Production & Marketing Co. One of our primary services is advanced email marketing campaigns utilizing video, but we have many other products and services like:

- Video Sales Letters
- Custom Cinematic Logo Intro's
- Video Hosting
- Live Action Video

I could keep going on you get the idea, right?

Each one of these individually are a **Gold Mine** of information for your audience and a chance for you to connect with them and start building trust and loyalty.

Now list all your company's products and services that you have to offer. You will be referring to these products or services in your value articles.

I have included a **worksheet** to help out, so after you've completed the inventory sheet, you're ready to start.

- Check List -

You will need to have an email service so the interested person's email address will be automatically added to a master list and stored so it is ready for your upcoming campaigns.

There are email services like Aweber, MailChimp, and others that have an auto-respond system, segmentation, and more.



I personally like MailChimp for many reasons and chose them. If you're like me, starting the bootstrap style, I recommend MailChimp because it is easy to get going and grow with. They are very user-friendly.

Once you set up an email service, then you'll need a landing page with an opt-in form to capture email addresses.

The opt-in form will serve two purposes.

1. It will collect email addresses for our list.
2. It will engage our visitor into taking action.



You will then need to upload the solution report / article to a website server for downloading so it doesn't bog down your website if too many people try to download at the same time.

Note: A webmaster may need to help set up a landing page, opt-in set up, uploading reports, and an email service auto-respond system if you don't have the resources available to use.

Here's a working landing page with optin form:
<http://vsldigital.com/go/free-4-day-formula/>

- Daily Campaign Schedule -

I broke the process down into each day to make it easy and take the guesswork out of the campaign. Just follow along with each day as written and your questions should be answered as you go.

I selected a day to start, but it may not fit your marketing model. It really doesn't matter. If Wednesday is the real start day because the audience is more receptive to that day, it doesn't matter, just follow the formula and adjust the weekday to fit your schedule.

All the work is in the beginning, once this gets going it will become easier. You will rinse and repeat over and again.

Use the formula exactly as it's written. At the end, if there's an idea that will produce better results, it's possible to go back through and make some tweaks and changes, and try another new campaign with the same list, just different subject about another item.

There is both an art and a science to marketing to a list. How well you know your target audience will determine how well they receive your reports and articles.

I can't stress enough how important it is to know your audience!

- Here are some fantastic bonuses to this formula -

Bonus 1: This formula is capable of producing us multiple streams of income, and you can repeat the process over and again.

Bonus 2: With each campaign lasting less than one week, you should start to see some results rather quickly!

Chapter 5: Campaign Schedule

- Create Value Article #1 -

Monday Evening

Now that you've taken inventory and have a list of each product or service your business offers, you're going to pick just one.

Then you will write a *value* article that is informative about that particular issue

For example:

If I picked Video Sales Letters from all the things we do, I might make a video or write a really informative article about why cartoon “doodle” videos are so popular right now.

- or -

If you have a flower shop, then maybe write something about who made up Valentines Day or a secret tip on how to keep flowers looking fresh and colorful longer.

- Dispel a myth or two -

Pick one thing and create an article that is informative and has real content that the target audience can get value from reading, something they can use.

Make your interaction with the audience informative and fun: Show a new way to do something, cook something, fix something, or demonstrate a skill or concept.

For example, if we were florists, we might write an article titled:
“How to pick the right color rose for any occasion.”



At this point, you might be wondering how this kind of activity will generate income?

Your goal is to get people to your website to see what you have to offer and show how it will benefit them and make their lives better.

That's easy, all you're going to do is: At the end of the value articles, you're going to hint that you might have something they would be interested in and link to it.

That's all.

You will be really cool about it, never pushy and at no time use the word **BUY**, you're simply going to say something like this:

*“Obviously you are serious about [results], so maybe [your product or service] **might be a good fit** for you.*

You can find out more at yoursite.com/sales page.”

They choose to go to your sales page and see your products.

You want them to feel **compelled** to want to do business with you, not feel like you **convinced** them into it, and here' why:

When we feel **compelled**, it comes from within us and is a decision we made ourselves, and we will defend that decision.

When we feel someone is trying to **convince** us, it comes from without, and we're always going to have a subconscious want to prove them wrong.

- Value Article #1 -

Day 1 – Tuesday Morning: 6 – 7am

Email Value Article #1

You need to get value article #1, the informative article that you wrote and your email template.

After you have your computer fired up, your fresh cup of coffee or tea, and your value article #1, you're ready to start your campaign.

You're going to sit down and start emailing your article on roses to all the people on your old list that you want to re-energize.

There is an opt-in when they get to the landing page for the value article.

Why do they have to opt-in?

This for segmentation, a different email campaign based solely on only what they responded to.

I explain segmentation in a chapter further in the guide and why it's important to your campaign.

When your audience finishes enjoying the great article you wrote for them, they would also discover that you have an excellent product or service that **might be a good fit** for them.

This will give you the chance to show your stuff and make a sale or gain a member, whatever your goal is.

Note: **“might be a good fit”** is a powerful subconscious phrase to open an internal decision plant to feel **compelled**, again we are letting them make up their own mind. We are merely suggesting the possibilities.

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