



# Creating Your Email Campaign

*The “what to write & how to write it” guide to writing effective email campaigns*

# Campaign Writing

*How to think about/create your email campaigns*

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# Purpose

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RapidFunnel's email campaigns are all about staying in touch long term, with a single, initial action. These campaigns are intended to be used as a warm market tool.

Providing interesting resources that offer value for the prospects viewing them, builds trust and confidence in both the individual relationship and your organization, long-term.

Your team member makes a personal connection first, finding out where the prospect's interests lie and perhaps sending several resources via text or social first. Then if they cannot help the prospect move to a decision, then they'd ask for permission to keep in touch with them via email.

When the prospect says "yes", they can be added to the email campaign that best suits their established interests. Your team should immediately ask prospects to check their inbox for the email opt-in, then they're off and running!

Remember this is a strategy for the long game. Lots of people are the right people, but it might be the wrong time. Sooner or later a simple, personal email will hit the mark. When it does, the App will notify your team member and let them know exactly what was clicked on and how much video was viewed, making follow up simple.

We recommend one resource link per email.

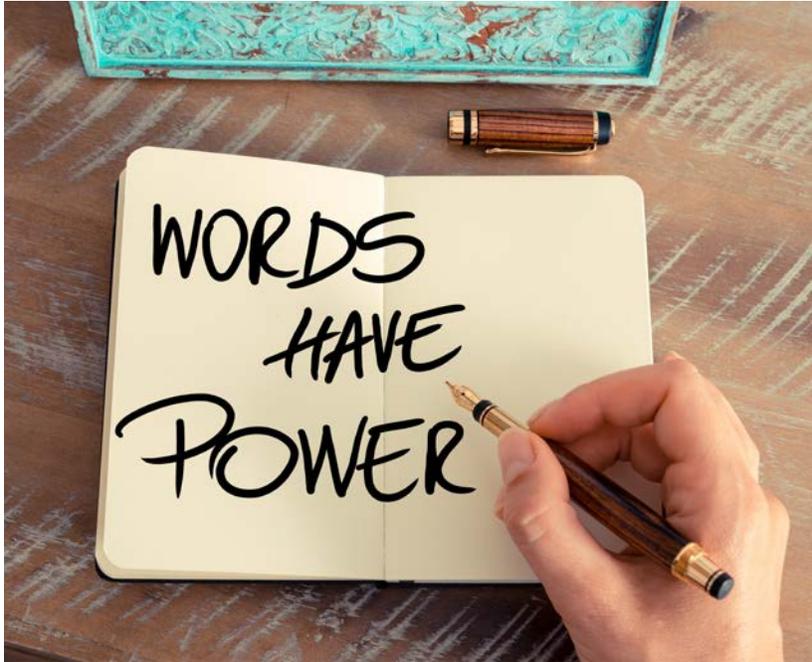
# Tone

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Keep them short, friendly and either hint at or say just enough so that people are curious to view the resource linked in your email. Don't try to explain the content, let the resource do its job. These aren't sales letters, they're personal emails. The objective is for the receiver to appreciate that you took the time to drop them a quick note. That's it, and the big bonus is that the content grabs their attention at the right time.

While writing, it's especially important to remember that they need to be created so that they could have been written by anyone in your organization. The emails must strike a fine line between personal feeling and generic application.

Adding some brand "flavor" is okay (business casual, an educational tone, surf culture laid-back, etc.), but don't make it sales-y. Remember: these are short, friendly messages that share a resource (video, audio, PDF, ect.) of value to a prospect who is interested in your product or service.



# Best Practices: 4 Don'ts & 2 Do's!

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- **Don't make personal references like**, "This is my absolute favorite product", or, "I made money my first week", as these references won't be true for everyone sending out the campaign. Instead try, "This product is a big favorite with customers" or, "Many people make money their first week" and back it up with a testimonial resource.
- **Don't act overly knowledgeable** about things like special details, ingredients or patents, so that new recruits can feel comfortable sending these too.
- **Don't get salesy in your copy** - it's not a commercial, it's a personal communication, sharing information as a friend would. Avoid adding a call to action in every email.
- **Don't write looong copy** because it immediately looks like an autoresponder. When people send out a personal message, it's usually pretty short.
- **Do remember to let the content tell the story.** First and foremost, an email campaign is there to provide friendly, ongoing touchpoints and serve as the vehicle for your content. Resist the urge to explain it all within the email.
- **Do provide meaningful content.** 3rd party content can be very meaningful. Sending new ideas, strategies and tips that will help improve your prospects' lives provides a more personal, real connection - they're not just another sale, they're a relationship. It's best to choose content that does not even mention your specific product, formulation or testimonials about your offer.



## Opt-in Email = Anti-Spam Compliance

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Compliance with anti-spam laws is more important than ever for businesses, with the GDPR (General Data Protection Regulations) and CCPA (California Consumer Privacy Act) in place. Maintaining compliance is essential and that's why each email campaign begins with an opt-in email.

Given that your App was built as a warm-market tool, it's very simple for your team to tell their prospect to watch for an email asking them to confirm, before sending them the info they want. It's an extra layer of protection and trust that most prospects appreciate! An opt-in email example is included in the sample campaigns, in this ebook.

# Delivery Frequency

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You can choose how often people receive the emails in your campaign. Generally they are sent more frequently in the beginning and then spread out, in order to keep in touch long-term without being invasive.

They may be the ideal prospect, but it might not be the right time for them. An email campaign can remind them about your offering months down the road, when the timing could be perfect.

## Sample Sending Schedule

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The idea is to keep in touch long-term, but what if you only have enough good resources to build out a 6-week, or a few months long campaign? That's okay! Multiple touchpoints with a prospect are always valuable, and you can always add more emails to build out your campaign, later.

To help you plan, let's look at a year long campaign that keeps in touch monthly, after the first 90 days. This particular schedule is quite frequent and requires 20 resources for 20 emails, which would send as follows.

DAYS: 1, 3, 7, 13, 21, 31, 41, 51, 61, 77, 92, 122, 152, 182, 212, 242, 272, 302, 332, 365

If you've got deep resources available, you can run your campaigns longer than a year, this is only to offer a starting point.

Some organizations space out their emails to 6 - 8 weeks in between after the initial few months and others like to send weekly emails over a shorter campaign. It's not an exact formula because companies all market differently. Decide what would work best for your audience.



# Requirements: what we'll need from you for each email in your campaign

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*Name/number of resource to be linked in this message*

**Resource:** "#1234 Smashing Overview"

*Which Day do you want this message to be sent? See sample sending schedule for ideas.*

**Title:** Day 21 - Message 5

*Give your email a good subject line*

**Subject:** You can use [firstName] in the subject line to get their attention - the word "video" also works well. See sample campaigns for more.

Hi [firstName],

*Short copy to pique their interest*

I like sharing about everything that has helped me lose, gain, run, relax, jump, invest, dance better and be my best. Watch the overview video linked below and you'll know if this is for you!

*Wording for your link and resource name. (doesn't need to match the back office resource name exactly - for example if it's called "CEO Overview" you could write your link as "Watch: An Overview With Our CEO" to make it friendlier)*

**Watch the video: A Very Smashing Overview**

I'm curious to hear what you think!

*Add a subtle, friendly Call To Action, or just say "Thanks". See sample campaigns for ideas.*

[senderFirstName] [senderLastName]  
[senderEmail]  
[senderPhone]

# Sample Product Campaign

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Start by choosing a short name for your Campaign that your team will understand at a glance when they see it in the App.

**Resource:** no Resource - the opt-in has an activation link that starts the campaign

**Title:** Opt-in

**Subject:** [firstName], it's [senderFirstName], can you please confirm?

Hi [firstName],

It's great to connect with you! Can you please [click here to confirm](#) your email address, and then I'll send the info about Avocado right over!

Thanks,

[senderFirstName][senderLastName]

[senderEmail]

[senderPhone]

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**Resource:** #1234 Avocado Overview

**Title:** Day 1 - Message 1

**Subject:** Thanks [firstName], here's the Avocado info as promised - video!

Hi [firstName],

I like sharing about Avocado because it helps people look, feel and perform at their best. The overview video linked below will show you why it's a customer favorite.

**Watch the video: [Avocado's Wear Capes](#)**

I'm curious to hear what you think!

[senderFirstName] [senderLastName]

[senderEmail]

[senderPhone]

# Sample Product Campaign, cont.

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**Resource:** #1234 Avocados Gone Wild

**Title:** Day 4 - Message 2

**Subject:** I thought you'd live this video about whole body wellness!

Hi [firstName],

I thought I'd follow up on my last email by sharing a video about something really different. Have a look at the 6 different ways that our research-backed supplement can help your body thrive!

**Watch: [Cadence Shake Up, from Avocado](#)**

If you have any questions just give me a shout.

[senderFirstName][senderLastName]

[senderEmail]

[senderPhone]

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**Resource:** #1234 Avocado Advanced

**Title:** Day 11 - Message 3

**Subject:** [firstName], Avocado Rise has what your body needs!!

Hi [firstName],

We have a great product in Rise, an all-natural support for your cardiovascular system.

It's become popular very quickly for a reason! Thought you might appreciate this video. It mostly focuses on how to rejuvenate and age-proof your body.

**Check out: [Start With Rise, then SHINE](#)**

Talk soon,

[senderFirstName] [senderLastName]

[senderEmail]

[senderPhone]

# Sample Opportunity Campaign

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Start by choosing a short name for your Campaign that your team will understand at a glance when they see it in the App.

**Resource:** no Resource - the opt-in has an activation link that starts the campaign

**Title:** Opt-in

**Subject:** [firstName], it's [senderFirstName], about the business info we discussed

Hi [firstName],

It's great to connect with you! Can you please [click here to confirm](#) your email address, and then I'll send the nutritional business info right over.

Thanks,

[senderFirstName][senderLastName]

[senderEmail]

[senderPhone]

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**Resource:** #1234 Change is Green

**Title:** Day 1 - Message 1

**Subject:** Thanks [firstName], here's the business info I offered

Hi [firstName],

This is the video I wanted you to see! In just 3 minutes you'll understand just how big the challenge we face is.

**Watch: [Change Your Supplements, Change Your Life](#)**

When you click on the video, there's also a link below that will show you how simple the solution is. Call me if it grabs your attention.

[senderFirstName] [senderLastName]

[senderEmail]

[senderPhone]

# Sample Opportunity Campaign, cont.

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**Resource:** #1234 Avocado Success Stories

**Title:** Day 3 - Message 2

**Subject:** I think you'll find this Avocado video story interesting

Hi [firstName],

The Avocado product is gaining momentum in some really interesting places and I thought you might like to see more.

There are two great stories in the video link below.

**Watch: [Avocado Success Stories](#)**

Let me know what questions you have!

[senderFirstName][senderLastName]

[senderEmail]

[senderPhone]

P.S. If you didn't get a chance to watch the webinar yet, there's a button under the video that will take you there.

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**Resource:** #1234 Avocado Compensation Plan

**Title:** Day 13 - Message 4

**Subject:** Wondering about Avocado's compensation plan [firstName]?

Hi [firstName],

So far I've shared about the product and the excitement it's generating, but thought you might also like to have a look at our compensation plan. It's a good one!

**Check out: [Faster Success with Avocado's Fast Start](#)**

Let me know if you have time for a quick call this week. I'd like to tell you more about what I do, explain our training program and answer your questions. Thanks!

[senderFirstName] [senderLastName]

[senderEmail]

[senderPhone]

# Ready to Write?

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*Click this link for a Google doc campaign template*

*Click this link for a Word doc campaign template*

*Any other questions,  
just let your Account Manager know!*

