

Funnel Email Example

Subject Line 1: Is your marketing message getting hijacked?

Subject Line 2: Are you your own worst enemy?

Hi (insert name),

Thanks for joining me for the 1st clue when a marketing intervention message might be needed.

Before we begin, I'd like to ask an odd question. Have you ever taken a road trip? 🚗

Did you one day shout out, **ROAD TRIP**, and run out and jump in the car?

Probably not. If you are like me, the nerdy road warrior, you had a strategy. Plus, planning makes for a smooth ride. So, what would you need? Let's see...

- 🗺️ Map and GPS to get it right (*Hey, I did say I was nerdy, ok?*)
- 🛏️ Places to stay for the night (*Clean sheets please*)
- 📷 Camera to capture the sights (*My phone does an amazing job*)

Once you arrange your road trip and take care of the essential details, you can just sit back and enjoy the ride...that is if you are the passenger.

But as a navigator, you need to pay attention to all the specifics and details.

Wondering what this has to do with your marketing message? Well, the similarities to a road trip are eerily the same. You need to:

- 🗺️ Map out your objectives for a successful message
- 🗺️ Design the message, to attract your intended audience
- 🗺️ Create mental images with your words to attract the sales you desire

When you focus on these three areas, you are beginning to crack the code on marketing.

Your message is important. Targeting how you communicate is your 1st key to success.

Here's to cracking your code!

Pat

P.S. Tune in next time when we're going to discuss the "missing client syndrome."