SALES GROWTH
SIMPLIFIED

HOW TO MAKE MORE SALES IN 5 DAYS THAN YOU NORMALLY MAKE IN A MONTH

BOB SERLING

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Introduction
Is it really possible to make more sales in 5 days
than you normally make in a month?

The title of this program makes a big promise. Or should I say, a nearly unbelievable promise?

So let's deal with this right up front. Can you really make more sales in 5 days than you normally make in a month?

Yes, you truly can. Period.

I'm not going to qualify it, equivocate, tell you that this can be achieved "in rare instances" or feed you any other form of excuse or bait-and-switch.

In fact, I'm going to double down on my promise and assure you that *anyone* can do this, regardless of how much or how little experience you have with marketing. As long as you've been in business for at least a couple of years and have an email list that you stay in contact with once a week or so, you can easily do this.

Plus, when you implement the **Sales Growth Simplified** process the way I teach you, by deploying the innovative email sequence it uses, you can produce profit margins as high as 80% on the sales you make during these 5 days.

Want more? Not only will this simple process work for you once, but you can repeat it on a regular basis. Anywhere from 4 to 12 times per year.

And when you use my simple automation strategy to repeat the process 4 to 12 times per year, since it's set up to run automatically, it requires little or no additional effort. So the additional sales you gain from this are primarily passive revenue.

Finally, as icing on the cake, each of the three steps in the **Sales Growth Simplified** process use assets that you already have. Which means that you have no additional cost and no risk whatsoever to implement it.

Again, I know this is a hulking, BIG promise. So let's take a look at how you achieve all of this with just three simple steps.

The simple, 3-step Sales Growth Simplified process
that produces exceptional, repeatable results

The **Sales Growth Simplified** process is a simple process, consisting of just three steps. But the results these three steps produce are extraordinary.

Here's a list of the three steps, then in the rest of this material, I'll give you comprehensive details for implementing each step:

Step 1: IDENTIFY your best-performing email for your best-selling product or service

Step 2: SERIALIZE that email to produce 85% more sales

Step 3: AUTOMATE the process to run on a scheduled basis, 4 to 12 times per year, generating ongoing, passive revenue

Plus, as I mentioned above, because you have no cost or risk to implement these three steps, the profit margin on the sales they produce can be as high as 80%.

So with this background in mind, let's dig in and I'll show you exactly how to implement each of these three simple, repeatable steps.

Identify your best-performing email
for your best-selling product or service

This first step is as simple as it gets. But it also requires a bit of explanation.

As I'm sure you've figured out, essentially what we're going to do is identify your best-performing email from the recent past for your best-selling product, and then send it out again.

Crazy? Not at all.

You see, most people make the costly mistake of trying to create brand new marketing every time they promote their product or service. And they completely overlook what's already worked well for them.

Now, the reason they make this costly mistake is because of a false belief that you can't repeat the same marketing. Not even once.

But if you look at your own behavior, you'll quickly see what a bad decision this is. Here's what I mean...

> Think ONLY of the emails you received yesterday. How many of them
> do you actually remember?

If you're like most people, the answer is ZERO. So if you don't remember any of the emails you received – just yesterday – do you really think that your subscribers remember theirs?

Of course they don't!

And that's why you can repeatedly send out your best performing emails many times each year without any fear of upsetting anyone or losing any of your subscribers.

This is one of the major secrets of nearly all successful marketers. It makes no sense to continually reinvent the wheel when you can leverage what's already worked well to produce substantially more sales.

Now, if you're still finding this a bit difficult to accept, let me share two examples with you that demonstrate this strategy being used in actual, very profitable situations.

The direct mail letter that ran for 28 years and produced $1.5 billion in sales

One of the most successful direct mail letters of all time was Martin Conroy's famous piece that he wrote for the Wall Street Journal. Here's the opening to this masterful piece:

*** *** *** *** *** *** *** *** *** *** *** *** *** *** ***

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both — as young college graduates are — were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

*** *** *** *** *** *** *** *** *** *** *** *** *** *** ***

The letter goes on to explain that what made the difference between two men with equal skills was knowledge. And, specifically, the knowledge the more successful man gained from the information found in the Wall Street Journal.

This, of course, leads to a subscription offer for the Journal.

But here's the important point…

In direct mail and other forms of paid advertising, marketers know that THE most reliable way to consistently make more sales is to find a winner and then ride it for as long as possible.

And that's exactly what the Wall Street Journal did. This direct mail piece outperformed everything else they tested and enjoyed a long, successful run of 28 years!

During that 28-year run, this single direct mail piece alone produced $1.5 billion in subscription sales. And that's especially astounding when you consider that a one-year subscription sold for $25 to $50 at the time of the first mailing of this letter.

Need more examples? Just turn on your TV to any station that runs commercials.

You'll see the same successful commercials repeated over and over again. Decent commercials will repeat for a month or two. But highly successful commercials can repeat for a year or more.

The bottom line is this: smart marketers only change their mail pieces, ads and commercials when they stop performing. And there's nothing they love better than a great sales piece that can produce substantial profits for years on end.

How YOU were influenced by my same, repeated email

There's a strong chance that the email that got you to enroll in this program had the subject line:

[NEW Workshop] Make more sales in 5 days than you normally make in a month

Sounds familiar, right? I've also used this same theme and wording in the sub-title of this program. And I use a nearly identical variation of this subject line to sell the **Sales Growth Simplified** process as a 1-to-1 service.

Plus, all together, there are 4 emails in the full promotional sequence that sells this program. And every time I promote this program, I use the exact same 4 emails.

That's because they perform extremely well every time I use them. So why would I even consider throwing a wrench into a process that works so well?

I wouldn't! And the only time I'll even think about changing this proven sequence, is if it ever stops producing excellent results.

Two final points on leveraging this simple, powerful strategy

Before we move on to the details for implementing this first Step, there are two important points I want to make sure you understand.

Point #1 – Why repeating the same successful emails works so well. Remember, as I showed you above, no one remembers your emails. So you can send out the *same successful emails* over and over again and produce the same, successful results!

In addition, repeating the same emails has a cumulative effect. Either consciously or subconsciously, your prospects think, "I've seen that somewhere before. Maybe I should check it out". And that turns more prospects into paying customers.

Plus, it's important to realize that people aren't always ready to buy, just because you're ready to sell. But they may become ready to buy a month, two months or even a year down the line. And when they are ready, what better way to promote your product or service than with your best-performing email that you know for certain produces exceptional results.

Finally, new people are joining your list all the time. Here again, the best chance you have for converting the maximum number of new subscribers to paying customers is to hit them with your best-performing email.

Point #2 – The entire 3-step process for substantially growing your sales is SIMPLE. Just from what I've shown you so far, you can see that my 3-step system is simple. Simple to learn and simple to apply.

This is important, because you don't want to have to execute a difficult, complicated process every time you want to increase your sales. It just wouldn't be practical – especially since our goal is to repeat this process, automatically, 4 to 12 times per year.

So for this reason, I've kept the material in this program short. There's no need to load you down with extra baggage that you don't need.

I'm a firm believer that the simpler you can make something, the stronger the likelihood is that you'll actually use it. And repeat it.

So I've given you *everything* you need in this material to make as many sales in 5 days as you normally make in a month. And nothing that you don't.

By the end of this training, you'll have a simple, powerful, repeatable strategy that few people ever learn. And it will let you run circles around your competitors without them ever knowing what hit them.

How to find your best-performing email
for your best-selling product or service

The process for finding your best-performing email for your best-selling product or service is relatively easy, especially if you've kept good records. There are two components to this Step:

- Identify your best-selling product or service

- Find your best-performing email for that product or service

Of these two components, the first component is the easiest to identify. While you may not track your emails by performance, your sales records will easily identify which of your products or services sells the best.

I recommend using the time frame of the past 18 to 24 months when reviewing your sales records. Much longer than that can often be misleading.

Depending on the size of your company and which software you use to make and track sales, this shouldn't take you more than 15 to 30 minutes. Nearly every shopping cart software gives you the ability to sort your sales by product or service and for any given range of time.

With shopping cart software, all you need to do is set your parameters to sort by product or service name and plug in the date range you prefer. This will return a list of all products and services in alphabetical order.

More sophisticated systems may give you a cumulative count for each product or service. But even if your software doesn't do this, each individual sale is numbered in consecutive order, so you can easily tally the total number of sales for any product or service.

Assuming that your sort arranges your products and services alphabetically, as most do, all it takes is a few minutes to tally the total number of sales for any product or service. Because we're looking for your best-sellers, the first thing you'll do is skip any product or service that only shows a small number of sales.

Next, as you scroll down your list, you'll quickly see those products or services that have long strings of sales. For example, let's say you sell a number of different products for the Keto Diet.

If one particular product looks like it has dozens, hundreds or even thousands of sales, just take the starting line number and subtract it from the ending line number to get your total number of sales. So if your first sale of that product starts at line number 797 and the last sale ends at number 3,423, subtract 797 from 3,423 and your total number of sales is 2,626.

Repeat this same process for all products or services that have long strings of sales and you'll get a clear picture of which one is your best-selling product or service.

If you have more sophisticated software, it will have reports that compile this data with the push of a button. Just talk to the right person in your accounting or marketing department and they should be able to produce this type of report in minutes.

Find your best-performing email for the best-selling product or service you just identified

Now that you've identified your best-selling product or service, the next component in this Step is to find your best-performing email for that product or service.

This is where things get a bit stickier, because most companies don't track the performance of their emails. But here's a work-around that should do the trick.

The majority of email clients (that's the service you use to send your email), keep a record of every email you've sent for many years. For example, I use AWeber as my email client and it records every email I've sent, along with a number of statistics for each email, for many years.

So finding my best-performing email for any given product or service is just a matter of a few simple steps. First, look at the statistics for your best-selling product to find out on which dates it sold the most.

For example, if your best-selling product generated strong sales from January through May, by sorting your string of sales by date, you can quickly identify larger clusters of sales for certain dates.

Next, using the dates you've identified when you made the most sales of your best product, go to that same date on your email client to find out which emails you sent out on those dates.

So if your sales records show that July 29 through July 31 produced far more sales than any other period, just go to your email client and identify the email or emails you used to promote that product during that time period.

This may sound like a lot of work, but it's actually quite easy and the entire process can be completed in about 15 minutes. So this gives you a reliable way to always be able to identify your best-performing email for your best-selling product.

Making your life easier with a simple form of sales tracking

I have a very simple system for tracking all the sales of any product or service and which emails produced those sales. And I strongly recommend that you start using it, especially since it's so easy to do.

For every product or service I offer, I start a simple Word document with three columns. Each column tracks the critical statistics for each email I send. Here's an example of what it looks like.

Sales Growth Simplified

Subject	Date	Sales
[NEW Workshop] Make more sales in 5 days than you normally make in a month	5/14	107
His sales doubled in just 8 hours – with this one serial email	5/15	84
Case Study – $98,800 in new sales from a near-dead list of 2,300	5/17	129

A simple list like this gives me all the data I ever need to immediately identify which emails perform best for selling any product or service. As you can see, from this simplified example,

I can immediately see that the third email, with the subject line "Case Study – $98,800 in new sales from a near-dead list of 2,300" outperformed the other two emails.

This method of tracking is simple, even primitive compared to what fancier tracking systems can do. But the simplicity of it is what makes it work so well, and I strongly recommend that you start tracking all your own emails with this simple tool.

Ready, Set, STOP

At this point, you've now identified your best-selling product and have your best-performing email for promoting it. And since the next step is to send out that email *again*, you might think that now is the time to let it fly.

But that is not the case. Not yet, anyway.

Sure, you could send out that email right now and produce very strong results. But with just a bit of extra effort, which should take you no more than 30 minutes, you can increase your results by 85% – and sometimes more.

Think about it. With minimal effort, you can increase your sales by 85%.

The fact is, I can't think of many other marketing strategies that deliver results like this consistently. Plus, once you understand it, you can apply this strategy to any email you write and reliably increase your sales by 85% each time.

How do you get results like this? That's exactly what I'm going to show you how to do in Step 2.

Step 2 – SERIALIZE
Serialize that email to produce 85% more sales

Now, we come to one of the most exciting components of this training – a simple, repeatable way to make 85% more sales by Serializing your email.

Let's start with a little background information.

Decades of studies have shown that a *sequence of emails* will always sell more of any product or service than a single email on its own. And a typical sequence usually consists of three emails.

The sales numbers for a standard 3-email sequence look something like this:

100-30-15

Using round numbers, what this means is that if your first email produces 100 sales, your second email will produce about 30 sales. Then, your third email in the sequence will produce another 15 sales.

But here's where things get very interesting…

When you use my **Sales Growth Simplified Email Sequence** your sales are accelerated over the same time frame as sending out a standard email sequence. And my proprietary email sequence results in far more sales for the same amount of time.

So now, with the **Sales Growth Simplified Email Sequence**, your results for your 3-email sequence will look like this:

100-30-100

The important metric here is the results of your third email, the final email in your sequence. Instead of producing diminishing returns like the 15 sales you'd see from a standard email sequence, you actually see *increased returns* on your third email.

In fact, you can expect to produce as many sales from your third email as you did with your first email. And that produces a substantial increase in your sales and profits. As much as 85% more sales from that third email than you'd get with a standard email sequence.

In my experience with my own mailings and those I've done for clients using the **Sales Growth Simplified Email Sequence**, results on the third email hover close to 100 but can vary from 70 to 110 or so.

Now, even if your own results are at the low end of this range and you produce 70 sales, that's still more than four times greater the number of sales you'd get with a standard email sequence.

Some of my clients have even produced results far better than this. One client produced 150 sales with his final email and another clocked in at a whopping 180 sales compared to the 100 sales produced by their first email.

So you'll always use a 3-email sequence and structure those emails using the **Sales Growth Simplified Email Sequence.**

Case Study #2 – $99,800 in new sales
from a small, near-dead list of 2,300 subscribers

Frank Kern is one of the most well-known marketing experts on the planet. Even so, the **Sales Growth Simplified Email Sequence** worked exceptionally well for him too.

A few years ago, while we were having lunch, I shared the **Sales Growth Simplified** strategy with Frank and suggested that we use it with his list. He had just completed a long, comprehensive launch where his core product was offered to his list multiple times over a period of many months.

Because of this, Frank felt that his list had been saturated with the offer and it wouldn't work. So I suggested testing it with just a small portion of his list.

Frank said that he had a segment of 2,300 low-response subscribers he was getting ready to delete. I told him that segment was perfect for our test and set up the **Sales Growth Simplified Email Sequence** for him. I'll let Frank describe what happened next:

"The serial email campaign you created was crazy. Usually the first email gets the most sales, then you get less sales with each email in the sequence until they stop. But like you promised, I actually got 150% more sales on my last email.

Plus it was really easy. I just plugged in the copy you gave me, mailed my list, and within a few days, I had $98,800 in sales I wouldn't have seen without this. And it's even better when you consider that this product had already been sold to my list 3 or 4 times before." **Frank Kern**

IMPORTANT: Now, you might be thinking, "Of course it worked for Frank Kern. He's a marketing genius".

But just the opposite is true.

Yes, Frank certainly is a marketing genius. But the fact is that he was extremely reluctant to even test this as he felt he had saturated his list with offers for this product. And because his marketing is always exceptional, it was very reasonable to think that there were no more sales to be made to his list for this product.

The fact that this worked so well for Frank, and for a product that had been so heavily promoted for months on end, demonstrates how powerful the **Sales Growth Simplified Email Sequence** truly is. And if it worked that well for a saturated list, it will work extremely well for you too.

With this in mind, let's dig into the powerful psychological trigger that makes this Sequence work so well.

A single, near-magical word for increasing sales exponentially

Normally, I don't put much faith in "magic words" or hot buttons that promise to mysteriously increase your sales. However, what I'm about to show you is quite different because it's backed up by solid, scientific studies and data.

Believe it or not, there IS one simple word that will have an almost magical effect on how many people choose to buy from your emails. And that word is…

Because

In his landmark book "Influence – The Psychology of Persuasion", Dr. Robert Cialdini reveals how a massive study his team conducted discovered that when a researcher asked a stranger for a favor, the stranger was far more likely to grant the favor if they were given a reason why. And it almost didn't matter what that reason was.

But here's the real shocker. When the reason was accompanied by the word "because", the favor was granted as much as 70% more often! And this remained consistent over the entire period of time that the study was conducted.

So here's how we apply this knowledge to the emails you'll create for your the **Sales Growth Simplified Email Sequence.** In every email in your sequence, you're going to include these two components:

- A plausible *reason why* you're making this offer

- Prefacing your reason why with the word *Because*

Adding this phrase to each email in your 3-email Sequence is easy to do. So let's take a look at how this is done and then I'll give you a thorough example of one of my own 3-email sequences that you can easily model.

Component #1 – A plausible *reason why* you're making the offer

As I've mentioned, it takes very little time to create a plausible reason for why you're offering a given product or service. The key element is that your reason must be *authentic.*

If you manufacture a reason that doesn't fit with how you normally run your business, it won't ring true and people will actually unsubscribe from your list. However, it isn't difficult to come up with a long list of plausible, authentic *reasons why* that you can use to great benefit in your emails. And I'll give you a "starter kit" in just a minute.

Component #2 – Prefacing your reason why with the word *Because*

Once you've determined the plausible *reason why* that you're going to include in your email Sequence, all that's left to do is to preface your reason with the word *Because.*

Remember, Cialdini's in-depth research demonstrated that using a reason why – even a weak reason why – prefaced by the word *Because,* increased sales substantially. And the results are even greater when you use a strong, plausible reason why.

So let's take a look at a few plausible *reasons why,* prefaced by the word *Because* that you can use as a model for creating your own. Here's a starting list:

"Because you've purchased one of our most popular lines of shoes, we'd like to offer you a second pair in another color for 30% off the normal price."

"Because we're celebrating our 15th year of being in business, we'd like to offer you our most popular Keto Weight Loss Plan color for 30% off the normal price."

"Because we're conducting a special market test, we'd like to offer you 6 months of coaching with one of our personal trainers for our standard 3-month price."

"Because we've moving to a cloud-based service, we'd like to offer you our flagship photo processing software at a 42% discount."

"Because we're down to just 27 sets of these long-distance drivers, we're offering you the opportunity to increase your drives by 30 yards at a full 45% discount."

As you can see, the reason why doesn't have to be of massive importance, it just has to be plausible and authentic. And when it's this easy to use and you can increase the number of people who buy from you by 85% or more just by giving a reason why that incorporates the word "because", there's no excuse for not taking advantage of it.

Creating your Sales Growth Simplified Email Sequence

The complete **Sales Growth Simplified Email Sequence** consists of a total of 3 emails. These are sent over a period of four days. And since you'll also make sales on your fifth day, the elapsed time to make more sales than you normally make in a month is 5 days.

Let's start by taking a detailed look at all 3 emails in your Sequence. Then, once we've completed that, I'll show you the best days and times of day for sending out your complete **Sales Growth Simplified Email Sequence.**

The Examples I'm using here show you what all 3 emails look like, down to the last detail. This is one of my own actual 3-email Sequences, which has performed extremely well multiple times.

Sales Growth Simplified Email #1

Take a look at the email in **Example 1** at the end of this material. This is the first email in my **Sales Growth Simplified Email Sequence.**

Please read this entire email – it's short – before reading the rest of this material. You may also want to print it out.

You'll see on this email that I've marked three blocks with red numbers. And I've also highlighted a portion of one sentence in yellow.

Let's go through the email and I'll explain how the entire email works, focusing our attention on the marked areas.

A step-by-step walk through of Email #1

Block #1 is the subject line for this email. It's critical that your subject line is ALWAYS the same as the initial subject line that generated such strong response when you first used this email.

When it comes to getting your email opened, nothing is more important than the subject line. So tinkering with it or changing your subject line completely, defeats the purpose of leveraging your best-performing email.

Block #2 states the duration of your offer – which is 4 days. This is important, because it's used to set up the following two emails in your Sequence, which you'll see in a few minutes.

The copy here reads, "For the next 4 days, I'm offering my complete licensing broker program at a $300 discount". All you have to do is replace the second part of this sentence with whatever you're offering. For example:

> For the next 4 days, I'm offering a 30-day trial of our flagship software for just $5.

> For the next 4 days, you can take inches off your waist and 34% off the price of our highest customer-rated Keto Collagen Protein.

> For the next 4 days, you can store and protect all your data in the cloud for an annual fee of just $149, instead of our regular fee of $19 per month.

Got it? I told you this was easy to do!

Block #3 begins with your *reason why* statement, that's prefaced with the word *Because.* I've highlighted that portion of this block in yellow. Here's the complete block:

> ==Because I want to make it as affordable as possible for anyone who is serious about brokering licensing deals,== I'm offering this free video and the $300 discount on my licensing broker program for the next 4 days. Go here to watch the video now:

At some point in your email, preferably close to the beginning, you'll need to insert your *reason why* statement. In this email, the *reason why* statement occurs at the beginning of the third paragraph. This is close enough to the beginning of the email to have the desired impact.

What is that desired impact? Remember, Cialdini's research shows that using a reason why causes people to be more disposed to do what you're asking. And in this case, you're asking people to buy your product or service.

So placing your *reason why* statement close to the beginning conditions readers early to accept your offer. And this powerful psychological trigger results in people being more open to your complete offer throughout the rest of your email.

Using this information to convert any email to a properly structured first email in your 3-email sequence

This step-by-step breakdown of the first email in your Sequence gives you the simple tools you need to create a properly structured email that generates the highest number of sales conversions.

All you need to do is take the three blocks I've given you here and work them into your best-performing email. It shouldn't take you more than 10 to 15 minutes and this small task is well worth it to create an email that will dramatically outperform your previous best.

Sales Growth Simplified Email #2

The email you'll find in **Example 2** at the end of the material is the second email in my **Sales Growth Simplified Email Sequence.**

Please read this entire email before reading the rest of this material. You may also want to print it out.

Reading this email, you can see that it re-uses ALL the copy from the first email in the Sequence, except for the Subject Line and the opening block. This is an absolutely critical component for creating your successful **Sales Growth Simplified Email Sequence.**

Remember, we've identified your best-performing email for this specific product or service. So it would make no sense to try to write new copy that may or may not work. Instead, all you need is a quick, simple introduction, followed by your best-performing email.

So let's break this down, block-by-block. You'll see that I've only marked two blocks here with red numbers.

Block #1 is the subject line for this email, which reads, "Did you miss this?"

I've tested dozens, if not hundreds of subject lines for the optimal 3-email **Sales Growth Simplified Email Sequence** and this subject line dramatically outperforms all others for your second email. That's because it's built on generating a high degree of curiosity, using a powerful psychological trigger that's called an "open loop".

The human mind can't stand an open loop – a question that is unanswered. It must know the answer. It must close that loop or it will continue to feel agitated until it does.

So this open loop question does an exceptional job of triggering as many people as possible to open and read your email. Because that's the only way to close the loop and find out what they might have missed.

Block #2 is a connector block – it acts as a bridge to reconnect your prospect to your best-performing email.

In your first email, you mentioned that your offer was only available for 4 days. So this block starts by summarizing your offer in the first paragraph, then reminding your prospect that the clock is ticking.

The closing line urges the prospect to read your original email below. And that email is ALWAYS a repeat of your best-performing email with no changes to it.

If you remember the formula I showed you earlier, if your first email generates 100 sales, this second email can be expected to generate about 30 sales.

That's certainly true for a standard email sequence. And while that's what I suggest you expect for this second email, you may end up being pleasantly surprised.

Many of my clients have found that this **Sales Growth Simplified Email Sequence,** which combines your best-performing email with proven psychological triggers, produces closer to 40 sales with this second email, rather than 30.

Sales Growth Simplified Email #3

The final email for our 3-email Sequence can be found in **Example 3** at the end of this material.

Please read this entire email before reading the rest of this material. You may also want to print it out.

Similar to the second email in our Sequence, this email re-uses all the copy from the first email in the Sequence, except for the Subject Line and the opening block. This is done to make sure you get maximum benefit from your best-performing email.

In the copy, I've marked two blocks with red numbers and highlighted a portion of one block in yellow. Let's take a look at how this final email works.

Block #1 is the subject line for this email. It reads, "I can only do this for 24 hours".

Similar to the second email in our Sequence, I've tested dozens, if not hundreds of subject lines for the optimal 3-email **Sales Growth Simplified Email Sequence** and this subject line outperforms everything I've ever tested. Also similar to the second email, this subject line is built on generating a high degree of curiosity. And it also uses an "open loop".

The question this open loop triggers your prospects to mentally ask is, "WHAT can only be done for 24 hours?" And as you now know, the human mind can't stand an open loop. It's driven to discover the answer to close that loop or it will continue to feel agitated.

As a result, you get a high level of opens and engagement, because that's the only way a prospect can find out what it is that can only be done for 24 hours.

Block #2 is a connector block. And again, it acts as a bridge to reconnect your prospect to your best-performing email.

For such a short block, consisting of just one sentence, there's a lot going on here. In the first portion of the sentence, it summarizes your offer, which is important to do in order to refresh peoples' minds and give them a quick preview of what's in the rest of the email.

The second portion of this block states the time remaining for this offer – which is just 24 hours. This is actually another form of a psychological trigger.

Most people fear losing something more than they are motivated to gain something. Using a limited time to purchase your product or service leverages this fear of missing out, resulting in more sales than you'd make without this psychological trigger.

The third portion of this block is highlighted in yellow. Do you recognize the type of psychological trigger being used here?

It's another version of a *reason why.* As with the first email, it's important to give a plausible reason why your offer must close in such a short time.

In this example, the reason why is, "so I can focus on a number of licensing deals I closed in the past few days". Not only is this true, but since the course being offered is on how to broker licensing deals, this *reason why* has the highest degree possible of authenticity.

As with the *reason why* in our first email in the Sequence, there are many potential reasons you can use. Some of them include:

so we can close for a week to take inventory

so we can devote all our resources to fully updating our software

because we're nearly out of stock, and once we run out, it's gone for good

because this deep discount is limited and then it will return to full price

so we can wrap up the sales of this version of the software and move to a fully cloud-based service

As you can see in these examples, I've used the words "so" or "because" to preface the *reason why.* In this case, neither is particularly better than the other. You can use whichever word fits most naturally with your *reason why*.

The closing line is the final portion of the bridge, urging your prospect to read your original email below. And that email is ALWAYS a repeat of your best-performing email with no changes to it.

The innovative power of the Sales Growth Simplified Email Sequence

In order to demonstrate the full power of the **Sales Growth Simplified Email Sequence** to produce more sales in 5 days than you normally make in a month, let's do a quick review.

First, this Sequence is designed to produce sales for a total of 5 days. I'll show you the exact mailing schedule in the next section.

Now, the important point to understand is that re-using your best-performing email for your best-selling product or service PLUS the psychological triggers employed in the **Sales Growth Simplified Email Sequence,** produces far more sales than a standard email sequence will.

In the formula I showed you earlier, a standard email sequence generates 100 sales with the first email, 30 sales with the second email, then 15 sales with the third email.

But because the **Sales Growth Simplified Email Sequence** is designed to leverage your best-performing email and supercharge it with powerful psychological triggers, you produce a dramatic increase in sales.

With this Sequence, you can expect to generate 100 sales with your first email, 30 to 40 sales with your second email, **plus 100 or more sales with your third email.**

But your results are even better when you use the **Sales Growth Simplified Email Sequence.** That's because the formula reads: 100-30-100, but in actuality, the first "100" will always be greater than the "100" you produce with a standard email sequence.

Yes, I know this needs a bit more explanation :-).

So here's what I mean.

The "100" in each equation doesn't literally mean 100 sales. It means 100% of your **baseline sales,** with your baseline being the number of sales produced by your first email. Then, your sales normally drop from your baseline to 30% of the baseline with your second email, then 15% of the baseline with your third email

But here's the IMPORTANT point. Because standard email sequences are written from scratch, its very rare that the first email in that type of sequence will make as many sales as your best-performing email. So your baseline for your best-performing email will always be higher than for a standard email written from scratch.

This also means that the 30% to 40% of your baseline from your second email and the 100% of your baseline from your third email will be higher than with a standard email sequence. So what you're really doing is **stacking** better results on better results, on far better results!

This significant increase explains why you can easily make more sales in just 5 days of running your **Sales Growth Simplified Email Sequence** than you'd normally make in an entire month!

<div align="center">

**The best days to send out your
Sales Growth Simplified Email Sequence**

</div>

OK, now that you have your complete Sequence ready to email and you understand how the copy in each email produces maximum results, it's time to send out your emails.

But which days are the best days to send out your Sequence? Here's what you need to know.

First, there are obviously 3 emails in the full 5-day **Sales Growth Simplified Email Sequence.** Here's the intervals between emails for the full 5 days:

- The first email is sent on Day 1

- The second email is sent on Day 3

- The third email is sent on Day 4

When you send your first email on Day 1, you'll produce the bulk of your sales from that email on Day 1. But you'll also produce quite a few sales from that email on Day 2.

Days 1 and 2 are when the interest is at its highest point. So for this reason, you don't want to send out your second email on Day 2.

Your second email is sent on Day 3. This email will produce the bulk of its sales on Day 3 and a trickle of sales on Day 4.

The amount of sales produced on Day 4 from your second email will usually be fairly small. Because of this, you can send your third email on Day 4. Then, your sales will wrap up on Day 4 and Day 5.

As for the best days to START your email Sequence, all days of the week except Monday work well. I strongly recommend you avoid starting your Sequence on Monday, because people are starting a new work week then.

This means they have a few days worth of emails that have accumulated in their inbox to go through. And the more emails you have to go through, the less attention each email gets.

Instead, the main focus is on deleting as many emails as possible, in an effort to clear your inbox. For this reason, I prefer to avoid starting the sending of an email sequence on a Monday.

All other days work equally well for starting your Sequence. And in my testing with both my own emails and my clients' emails, it doesn't matter if your Sequence is for a business-to-business market or business-to-consumer market. They both work equally well when started on any day of the week except for Monday.

With people checking their emails every day on a wide variety of devices, people are now plugged in nearly 100% of the time. So you can start your Sequence both to business and consumer markets on any day except Monday and feel confident that your emails will get opened and read.

<div align="center">

The best times of day to send your
Sales Growth Simplified Email Sequence

</div>

Are there certain times of day that are best for sending out your emails?

Definitely! And here's your guide to getting more of your emails opened, read, and acted on by sending out your emails at the best times of day.

THE best time of day to send your email is between 9:15 am and 10:00 am. Think about the first thing most people do when they start work in the morning. They sift through their inbox with a fast finger on the delete key.

Typically, a lot of email has accumulated overnight and first thing in the morning is when your inbox is most glutted with email. So the normal inclination is to clean out your inbox.

This means that the goal at this time of day is to *get rid of email,* not to read it. So your email can easily be overlooked and deleted when people are most interested in clearing their inbox.

Since most people start work around 8:30 am, if you wait about 45 minutes, they will have already cleared out their inbox. Then, when they next check their incoming emails, your email will be right there waiting for them in a clean inbox.

Around 1:00 pm is also a good time to send email. At this time of day, people are returning from lunch.

And what's the first thing most people do when they return from lunch? Check their email.

The difference between this time of day and first thing in the morning, is that there is a lot less email to read. So instead of focusing on deleting a glut of emails, people actually read them.

Finally, around 3:00 pm can also be a good time to send out your emails. This is a time of day when many people take a final break before their last push to finish up their work and quit for the day. And that includes one last check of their emails.

So you can get a high open rate at this time of day. And readership is strong as well, because people want to see if there's anything they need to do or respond to before quitting work for the day.

I personally schedule all the emails in my own Sales Growth Simplified Email Sequence to be sent at 9:15 am. I find that I get the most opens and keep peoples' attention better at this time of day than any other. But I also know people who swear by the other times I just listed, so you may want to test to see which time of day produces the best results for you.

Step 3 – AUTOMATE
Automate the process to run on a scheduled basis, 4 to 12 times per year, generating ongoing, passive revenue

This final step couldn't be any easier and it has the potential to multiply your sales many times over. All you have to do is set up your **Sales Growth Simplified Email Sequence** to run automatically 4 to 12 times every year.

When you do this, start each automated Sequence on the same day of the week and send them out at the same time of day as you did in your original sequence. By keeping these elements static, you'll be able to tell which months (or quarters) work best for your business.

All major email clients (Aweber, MailChimp, Active Campaign, Keap, etc.) give you the ability to schedule into the future, so you can set up your email Sequences at least a year in advance. Then, add the dates of your automated Sequences to your promotion calendar, so you don't run into any scheduling conflicts.

Which schedule is better for your business, monthly or quarterly? While there isn't a one-size-fits-all answer to this, in using the **Sales Growth Simplified** process with clients for more than 25 years, I've found that a monthly schedule works better for business-to-consumer markets and a quarterly schedule works better for business-to-business markets.

However, if you're in a business-to-business market and you're promoting a course, workshop or other form of training, you can often be successful with a monthly schedule or every other month.

So test both schedules to find out what works best for your business. If sales slow down with a monthly schedule, then cut back to a quarterly schedule.

At the same time, don't be afraid to test a monthly schedule. I have many clients who have been mailing their Sequence monthly for a number of years on end. And the only reason they continue to do this is that it keeps the sales pouring in like clockwork.

Always keep in mind that people do NOT remember your emails any more than you remember the emails you've received. So you can easily automate your Sequence and mail as frequently as you'd like without offending anyone or losing subscribers. And you'll rack up more sales with almost no effort at all!

And remember, the majority of the revenue you gain with your automated Sequence is passive revenue. Since your scheduled mailings run on autopilot, there's little or nothing for you to do other than collect substantially more sales on a scheduled basis.

BONUS Section
Additional ways to Stack On more sales

I want to close this program with three bonus strategies for increasing your sales even more. All are easy to implement, take very little time and work extremely well.

Bonus Strategy #1 – Serialize all emails that you send. Now that you understand why serial emails work so well – and more importantly, how to create the most effective series possible – you don't have to limit this to your best-performing email for your best-selling product.

You can apply my Serialization strategy to ANY email you create. This alone will pay you back more than the cost of this program many times over.

When you Serialize a new email, or an email that you've used before, it's always best to start your Sequence on the same day of the week as your best-performing email Sequence and at the same time of day.

Once you've discovered what the best day of the week is to start your Sequence and the best time of day, you can leverage that knowledge to maximize your sales with every Sequence you create.

Bonus Strategy #2 – Test new subject lines for the first email in your Sequence. I'm a huge advocate of continually testing different elements to improve your results. While the topic of testing would easily fill a complete course on its own, here's a strategy you can employ immediately.

Take your best-performing email for your best-selling product and test the exact same sequence, but with a *different subject line*. Earlier, I mentioned that your subject line is the single most important factor for getting your emails opened and read. So you get the maximum benefit from changing just this one element, rather than overhauling everything – and it's easy to do.

While I recommend testing altogether different subject lines, you can also increase your sales substantially with one of the easiest ways to create a new, high-performing subject line. The method I'm talking about is to convert your existing subject line to a question format.

For example, here are two different subject lines. They are essentially the same, but the first subject line is formatted as a statement and the second is formatted as a question:

THIS is the most effective way to generate passive revenue

What makes THIS the most effective way to generate passive revenue?

In the first subject line, capitalizing the word THIS calls extra attention to the method you're referring to for generating passive revenue. And that creates our old friend, the open loop, to generate a good deal of curiosity that your reader's mind wants to close.

So the first subject line works well as a statement. But take a look at the second subject line again, this time formatted as a question.

As you can see, the intensity of the curiosity factor is raised to an entirely new level. Not only are you going to share the most effective way to generate passive revenue, but you're also going to reveal exactly what makes it work so well.

That's a promise that will cause far more prospects to want to know the answer. And the only way they can get that answer, and close the open loop, is to open and read your email.

Bonus Strategy #3 – Always be testing new emails against your best-performing email. Continual testing is the secret to consistently improving your results. You should always be testing emails that have the potential to replace your best-performing email as your new top performer.

One of the greatest advantages of using my **Sales Growth Simplified Email Sequence** is that you only have to write a new email for the first email in your Sequence. Then, as you've seen, your second and third emails use a short introduction followed by the complete copy from your first email in the Sequence. So your time to create a new Sequence is kept to a minimum.

When writing a new first email, look at your best-performing email and try to identify the concepts, elements, benefits, and offer structure that made it work so well. Then, modify those a bit and build them into your new email.

ALWAYS let the history of what has worked best inform what you do next. When you use this approach instead of creating everything from scratch, you improve your odds of success substantially.

Nearly every email client on the market allows you to split test. This gives you the ability to load two emails into your system and have the first email sent to half of your subscribers and the second email sent to the other half.

It will also give you statistics on which email was opened more often, which is a strong indicator of which email will perform best. But even if one email generates more opens, it's possible that the other email will generate more sales. And more sales is ALWAYS the result you're looking for.

Examples

Sales Growth *Simplified*

Sales Growth Simplified Email Sequence
First email in the 3-email sequence

Subject line: Free training - and my complete licensing broker program ❶
                     at a $300 discount

For the next 4 days, I'm offering my complete licensing broker program ❷
at a $300 discount.

Plus, to show you exactly how easy brokering licensing deals really is, I've
created a free, 47-minute video training. This training includes actual examples
of people from my previous licensing programs that have made anywhere from
$5,800 for 20 minutes of work… to $1.3 million in 6 weeks… and even building
multiple 6 and 7-figure businesses by brokering licensing deals.

==Because I want to make it as affordable as possible for anyone who is serious
about brokering licensing deals,== I'm offering this free video and the $300 discount ❸
on my licensing broker program for the next 4 days. Go here to watch the video
now:

       http://www.SampleReasonLink.com

IMPORTANT: After you watch the video, to get your $300 discount, do NOT use
the enrollment link on that page or you'll be charged the full price of $1,197.

To take an instant $300 off and enroll for just $897, be sure to use this link to
enroll:

       http://www.SampleDiscountLink.com

One last point. This program contains all the materials and the call recordings from
the original coaching version of the program. People paid $4,750 to participate in that,
so this is a true bargain at just $897.

Jump in now, because this discount is only available for 4 days.

Regards,

Bob Serling

Sales Growth Simplified Email Sequence
Second email in the 3-email sequence

Subject line: Did you miss this?   ❶

The other day, I sent out the email below about a $300 discount on my   ❷
complete program on brokering licensing deals.

A lot of people have already taken advantage of this huge savings, but the
sale closes in just 2 days, so there isn't much time left.

Check out the details below while it's still available.

Regards,

Bob Serling

------------------- Original email --------------------

For the next 4 days, I'm offering my complete licensing broker program
at a $300 discount.

Plus, to show you exactly how easy brokering licensing deals really is, I've
created a free, 47-minute video training. This training includes actual examples
of people from my previous licensing programs that have made anywhere from
$5,800 for 20 minutes of work… to $1.3 million in 6 weeks… and even building
multiple 6 and 7-figure businesses by brokering licensing deals.

Because I want to make it as affordable as possible for anyone who is serious
about brokering licensing deals, I'm offering this free video and the $300 discount
on my licensing broker program for the next 4 days. Go here to watch the video
now:

    http://www.SampleReasonLink.com

IMPORTANT: After you watch the video, to get your $300 discount, do NOT use
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Jump in now, because this discount is only available for 4 days.

Regards,

Bob Serling

Subject line: I can only do this for 24 hours   ❶

The free training on how to broker licensing deals and the instant $300   ❷
discount on my complete course must come down in 24 hours, <mark>so I can
focus on a number of licensing deals I closed in the past few days.</mark>

A lot of people have already taken advantage of this huge savings, but
there isn't much time left.

Check out the details below while it's still available.

Regards,

Bob Serling

------------------- Original email --------------------

For the next 4 days, I'm offering my complete licensing broker program
at a $300 discount.

Plus, to show you exactly how easy brokering licensing deals really is, I've
created a free, 47-minute video training. This training includes actual examples
of people from my previous licensing programs that have made anywhere from
$5,800 for 20 minutes of work… to $1.3 million in 6 weeks… and even building
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Regards,

Bob Serling

About Bob Serling

Bob Serling is a 30-year marketing veteran and the founder of LicensingLab. His innovative take on marketing has helped thousands of businesses and entrepreneurs produce exceptional results.

Bob has been the monthly marketing columnist for Success Magazine… invented a skateboard toy featuring Tony Hawk's branding that was sold in toy stores and department stores all over the world… co-created and licensed advanced assessment software currently being used by many Fortune 500 companies… created a one-and-a-half page prospecting letter for a client that landed an agreement for a $25 million project by being sent to just one prospect – then licensed that same letter to 14 different industries… and much more.

He's perhaps best known for having pioneered the use of generating substantial, ongoing sales and passive revenue by leveraging the assets you already have in your business. Because you're using assets you already have but aren't fully capitalizing on, his strategies let you quickly create new profit centers with no additional cost or risk. Bob's clients find that leveraging their assets this way not only increases their profits, but balances cash flow so there's a steady, reliable stream of income every month.

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Sales Growth Simplified is just one of 29 different ways Bob has developed to turn the assets you already have into new profit centers and substantial passive revenue. Some of these methods can bring in new sales in as little as 3 days. Just some of what they can be used for includes:

- Generate free traffic and leads
- Use paid traffic to multiply the results of your lead generation
- Convert a much higher percentage of prospects to paying customers
- Create substantial, sustained increases in sales
- Raise your prices without any objections from customers or clients
- Turn one-shot sales into customers who buy from you for life
- Set up Strategic Partnerships that generate substantial sales and build your list at the same time
- Create simple, automated systems that make more money on the back-end than you make from your main product or service
- Plus more

Also, because all of Bob's strategies leverage assets that you *already have,* there's never any cost or risk to implement them.

If you'd like help implementing **Sales Growth Simplified** or you'd like to find out more about the other 28 methods for turning the assets you already have into new profit centers, Bob offers companies that have annual sales of $250,000 or more a free **Asset Review.**

You can request your complimentary **Asset Review** by contacting Bob here:

assets@LicensingLab.com