

# My Million Dollar Marketing Sequence

By Travis Sago

If you use what I am about to tell you...JUST ONCE...you're going to be amazed at how MUCH more money you pull in from your subscribers...you may be so surprised that you print this report out twice, you may tape one copy up where you'll see it all the time and the other copy you'll seriously wonder if you should put it in a lockbox or safe 😊

## Introduction:

When I promote a product for somebody as an affiliate...depending on the price...I usually do 300 to 500 units...my last promotion sold over 750 units. Not too shabby. My most lucrative promo was for a high ticket product and I did 58 units for a little over \$60,000 in commissions. That was a 'holy smokes' day for me. I've used the following sequence over and over and I've enjoyed a 7 figure return in product sales. (so far)

Now you may be thinking?

Travis...You gotta MONSTA list!

And my lists is/are at a decent level.

But that's NOT really the secret...YOU can make great money from tiny lists that you can build in just a few weeks.

Here are a few reasons why I know this...

**Reason 1:** I just did 100 unit sales (5.5%) from a NEW list of 1800, so we're clear, that's 5.5% of the ENTIRE LIST bought stuff. When most marketers talk about email conversion it is from visitors sent and NOT the conversion percentage of their entire list. Conversion percentage from visitors sent on that promo was OVER 10%. (and I only used a part of what I'm going to show you.) Interestingly, this list hasn't really had much time to bond with me yet. It only took me a month to build that list from some pretty cheap traffic sources that could have been a little more targeted.

**Reason 2:** When I promote for most folk -THEY ARE FLOORED because they've had other marketers promote for them with much bigger lists that didn't do nearly the amount of sales that I've done for them.

Dennis Becker of '5 Bucks A Day' said (paraphrasing) "ain't never seen nothin' like it."

**Reason 3:** I've personally walked a few people through doing this with THEIR lists. Jennifer Ledbetter (PotPieGirl) was my latest victim. She did a promo for my *InstaCash Keywords* service (pays \$49 a month commission) and she did 300 trial units and 70% paid the first month. When it's all said and done she'll clear roughly \$15,000 from her list...which isn't tiny...but isn't big either. (I'm not at liberty to give the exact size.)

(Now let's be real! This won't squeeze much juice out of a dried up raisin. If you have or build a list in a niche that just don't buy...this won't make 'em magically pull out their wallets and buy. If you've not built a relationship with your list...or you've infuriated your list...this won't help either. )

## The 6 Secrets Behind The Million Dollar Sequence

**Secret #1 – Make your promo an EVENT.** One email with a recommendation does NOT make a promotion. Using an event based strategy that entails 3, 4 or more communications has not only made me thousands of extra dollars on each promotion, BUT ALSO has provided enormous entertainment value to my subscribers. It's more FUN! It's more enjoyable for me and my subscribers.

**Secret #2 – Find the story behind the story.** Here's how to BORE your subscribers FAST and make them unsubscribe in droves. Every time you mail them, send them the same, boring, old story about how Mr. Marketer is launching a new product and here's why you need it and you better do it today. Look back at emails in your inbox...don't they follow that same story line pretty much?

Find the story behind the story.

(Here's an example I am borrowing)

A well know ad man really got peeved with the oil companies because they were selling gasoline almost purely as a gallon of foul smelling liquid for 39 cents a gallon. What a waste! What HORRIBLE marketing.

What was the story behind the story? How can we make a gallon of gas come to life?

How about?

For a paltry 39 cents you could experience a family adventure together in the mountains, or a romantic weekend with someone that has just fallen in love or ...???

See how that works?

We need to do the same thing with our EVENTS. Now, I am NOT talking about just selling the 'sizzle'. We need to find a UNIQUE story that our reader can RELATE to and follow along with EXCITEMENT and be ENTERTAINED.

Here's a real life example from one of my EVENTS.

When I did the EVENT for Dennis Becker's, **5 Bucks A Day**, I used a common allegory riddle of...

How do you eat an elephant?

I related how 'eating an elephant' is like OUR experience trying to get an online business going.

I went into detail about the emotions, feelings of the before and after. I was selling through story.

Of course...how DO you eat an elephant?

One bite at a time...right?

And...

My story allowed my readers to come to the conclusion *on their own* that 5 Bucks A Day was that first bite...and that it would show them how to bite by bite...eat the rest of the 'elephant'...and ALL through my promotion I kept referring back to the 'elephant'.

And as you may have guessed...I also included a SUPER BONUS!

What did I call the bonus?

The ELEPHANT bonus of course.

Which brings us to...

**Secret 3: Have a MEMORABLE bonus offer!** This is really two secrets. HAVE a bonus! And make it memorable. The easiest way to make it memorable is to NAME IT. Give your bonus a name that is RELEVANT to the story is one of my favorite naming methods.

(If you need help on bonuses...make sure you refer back to BCM)

I've also used crazy names that make sense. Had a 'Turkey Bonus' during an event I had going on around Thanksgiving.

When we name our bonus, we push numerous psychological triggers in our readers mind. We give our offer CONCRETENESS. We give them something that forms a picture in their mind. During an event I get

my readers writing in and all lathered up about my 'Turkey Bonus' or my 'Skip's Back Bonus' or my 'Elephant Bonus'. When we can inject an image into somebody's mind...we have a much better opportunity to ENTERTAIN...EDUCATE and PERSUADE.

Then...

We push another psychological button...

**Secret 4: Put a real LIMIT on your NAMED BONUS.** There must be a VALID reason why you have a limit. A 'reason why' that MAKES TOTAL sense to your reader. I did an event to one of my niches where I gave my product away free...if they purchased another product from a competitor. It made OBVIOUS sense why I couldn't do this past a certain point.

I've done 'cheat sheets' where I reveal niches that I'd build a business around if I had more time. Certainly it made sense that if I gave it to thousands of people that it would get watered down.

So...

You want to always complete this sentence...

*I have to limit your \_\_\_\_\_ bonus to the first \_\_\_\_\_ folks because \_\_\_\_\_.*

Now...

What about the limit quantity?

You have to play it by ear...depending on your list and niche.

You NEVER want the limit to be reached and I'll explain why later.

I am familiar with my lists...so for one list at a \$49 level, I know I usually do about 300 units. So I'd set the limit at 500.

On a smaller list or less responsive I might make it 75.

My limits usually range between a 5% and 10% conversion of the total list AND if it makes sense with the bonus I am offering.

**Secret 5: Entertain and/or Educate Throughout The Event.** I want the whole event to be entertaining and educational whether someone buys OR NOT. The potential buyers will get the ULTIMATE pre-selling experience and will be a much easier sell at the merchant site. Folks that don't buy...will feel like they got great value anyway and will OPEN, READ and possibly buy at my NEXT EVENT.

I also have one more very important personal reason. I want to do my best to make the world a little better place because I was in it. Corny? Maybe. Do I really feel that way? I do. At the end of my life I don't think I'll be worrying about how much money I've made. I'll be too busy worrying about what real impact I had on this world and how I affected folks that have come into contact with me during my life.

**Secret 6: The Time Deadline.** NOTHING get's folks to get off the dime like a time deadline. See how we use it below in Email 5.

## The 6 Secrets In Action

**Email 1 (somewhat optional)** – Let them know you're working on something for them. I like to do this in a PS to a content email or I may put up an audio interview with a small note on the page. You can allude to the story behind the story. The goal of email 1 is two-fold to build a little anticipation and to increase the open rate on Email 2.

**Email 2** – (Sent one or two days after email 1) this is the most important email of the whole sequence because it is the glue that holds the whole sequence together.

The layout is...

1. Start With **The Story Behind The Story** – Remember to inject Secret #5 – Entertain & Educate!
2. Segue into the product or introduction of the author, company, etc.
3. Announce your NAMED BONUS if they should decide to buy through your 'special link'
4. Explain WHY you have to limit your NAMED bonus.

**Email 3** – (*When I send this depends on how fast and heavy sales are coming in, I want to send it when sales start to taper off greatly.* This varies. Often, it is two or three days after I've sent Email 1. When you send this Email 3 out, you'll be stunned as you see the sales start pouring in again.)

The layout is...

1. Give an entertaining and educational tidbit away that is FROM THE PRODUCT or service you are promoting.
2. Tell them where it came from. (I've done this with Micro Niche Finder...a keyword software, by giving away a keyword list I generated with MNF. Worked gangbusters too!)

3. Remind them of your limited, NAMED bonus...and do it in a fun way.
4. If sales are brisk...let them know how many bonuses are left out of the original amount.
5. IMPORTANT: In your PS, copy and paste Email #2 and simply say...if you missed my last note I am reposting it for you below.

**Email 4 (Optional)** - (This again is sent once sales taper off, two or three days after email 3) I

send this if I am getting great feedback on the campaign and I have plenty of room before reaching my bonus limit. This strategy is what Frank Kern calls...STACKING THE COOL!

1. Announce a NEW BONUS that is in addition to your NAMED bonus! (Nobody has EVER complained that I contacted them again offering ANOTHER bonus.)
2. Explain what the new bonus is...why you're adding it and remind them that this is in addition to the original NAMED BONUS...
3. Remind them again that these bonuses are limited and how many are left.
4. Again in the PS repost Email 2.

**Email 5 (Mandatory)** – (Sent EARLY in the morning on the last day of the event) Email 5, will be

BY FAR, your most LUCRATIVE day of the whole event. I call this FINAL NOTICE day. We are actually changing from a LIMIT deadline...to a TIME DEADLINE...a time deadline is one of the most effective motivators. I make more sales and money off this email alone than MOST marketers that just do a one-hit 'promo' email.

1. Use Subject Line: FINAL NOTICE!! (This sets the urgency and tone of the whole email.)
2. I usually start the email with..."Stopping by to give you a courtesy notice that I have to end this NAMED BONUS at MIDNIGHT TONIGHT." I usually give a reason why...such as I have to have my assistant send all the bonuses out at one time (true by the way.)
3. Recap the bonus and why AND how they get it.
4. Repeat the TIME DEADLINE.
5. Again paste Email 2 in the PS.

This whole sequence typically takes place during a week period or so.

It *may* look like...

Monday – Email 1

Tuesday – Email 2

Wednesday – Monitor may send Email 3

Thursday – Monitor may send Email 3

Friday – Send Email 4

Saturday – Bad day to send, so I don't send on that day.

Sunday – Send Email 5 when the sun raises EST. I find Sunday evening is a peak time when folks like to get on the computer.

Now you can be flexible. If sales seem to be real steady on Sunday morning then you might want to hold off on Email 5 until Monday or Tuesday.

The timing is very much like keeping a small fire going when you have limited amount of fuel. When you see the fire dying out...you send another part of the sequence. At the same time, you don't want to throw all your fuel on the fire at the same time because you'll get a lot of heat really quick, but you'll be cold tomorrow.

## Mini-Sequences

Applying the full sequence will provide MAXIMUM money from minimum subscribers; however you may NOT want to apply a full sequence every time.

(I encourage you to run the FULL SEQUENCE one or two times before you even think of shortening it, so you can see the results and get a feel for how the sequence runs.)

I've had great success using a 3 prong sequence of emails 2, 3 and 5. The open rate on email 2 is usually less without the opening volley, but if you have a list that has a pretty decent open rate than your overall results will only be slightly lower. **IMPORTANT: Make sure you STILL INCORPORATE all 6 secrets.**

## Questions You Might Have?

**Q: You start out with a number limit...and then switch to a time limit? What gives?**

A: First, both limits are very real. I have stopped a promo once I've reached the number of bonuses. This is why I suggest shooting high for the number limit. Depending on the list I may start with a 5% to 10% number in mind...so if I have a 100 person list that is very responsive...I may shoot for 10. Usually Sunday morning rolls around and I've got roughly HALF of my limit...then I run the FINAL NOTICE with the time limit...and holy hell breaks loose! This day is quite often the BIGGEST day of the entire sequence. Nothing motivates like a DEADLINE.

**Q: Do you have actual sequences I could use?**

A: I thought long and hard about including these...and I may in the future. I decided not to for now because I do NOT want to see the same copies of emails going out. The 'magic' is really in the 6 secrets of the sequence and incorporating all of them into your sequence will do well for you...and at the same time, give you MAXIMUM flexibility and send out something that is truly unique and your own.

**Q: How did you develop your Million Dollar Sequence?**

A: I give a lot of credit to Jeff Walker and Frank Kern. I love both of their teachings and they both apply sequentially based promotions. Problem was that they were NOT geared for affiliate promotions...so I tweaked and massaged until I found something that worked incredibly well for us affiliates. Some affiliates are catching on to using bonuses and while just having a bonus in your holster will help your conversions...wait until you see what happens the first time you apply MDMS.

**Q: Does this work outside of the Internet Marketing niche?**

A: It works EVEN BETTER! When I go into a market as an affiliate and I see 10 or 12 affiliate advertisers sending traffic to a review page WITH NO optins...I flush with excitement because I know I can CLEAN UP!

All I gotta do is...

-Get the name.

-Build some rapport (video is great and affiliates are still afraid to use video)

-Apply my MDMS

-Continue building rapport

-More MDMS



*Listen. If you apply the above steps and MDMS...you're gonna trip when you watch even small niches pulling in a couple grand a week for you.*

## **Comments?**

I wanna know what's on your mind!

Fire me your thoughts to:

[teamtravissago@yahoo.com](mailto:teamtravissago@yahoo.com)