

**Jumpstart Your Follow Up Guide and Basic Templates**

**(To be used with Kat’s Follow Up System. Make sure you understand the concepts behind Auto Add and Not Auto Add before proceeding.)**

**I thought some of you could use these to set up your own follow up email sequences … I just redid this three part series for an event recently - I actually created a new system for myself for entering cards and contact info from events**

I created a form in my shopping cart to collect the basic data that I collect at events on drawing slips. Then I create this series of 3 autoresponder emails and hook that up to that form so when people submit they get the sequence. Then I put that form on a hidden page in my site. Then I (or a VA can) go to that page over and over entering the people into the form. And whoalla! they get the emails automatically. All have content, call to action and invite to do a get-to-know-ya type call.

You can create this type of system in your cart or constant contact, mail chimp. Only glitch is if you have a double opt in turned on then they would have to confirm in their email before receiving these emails.

and again, these are only the series for those who have AGREED to get my emails and entered a drawing.

Now, these have a lot of content in them but you can put less.

The goal of an auto add email is to get someone to come to a call with me, that could be the same call to action for many of you so you can talk with them about how you can help them FYI

**BASIC TEMPLATE FOR FOLLOW UP EMAILS FROM LIVE EVENTS:**

1. Remind them where you met them and how (did they sign up at your booth? enter drawing from stage? meet you randomly?)
2. Tell them if they have been added or not added to your regular email list/newsletters and why
3. Talk about the importance of follow up and that you’d like to have a phone conversation “to see if or how we can help each other”. Give them options for how to arrange or book that clearly in the email near the beginning and again at the end.
4. If AUTO ADD, then the goal is not to get them to opt in for something as they’ve already agreed to receive your emails. GIVE them the freebie they are due, now is the time to take it to the next step. Be careful, they still may not be ready to buy or talk with you. You can ask but offer other things or suggest they watch some videos, etc. first to get to know you and point them to your YouTube perhaps.
   1. Sometimes I offer a free ticket to one of my group coaching Masterclasses - they want access to me and this is a leveraged way to give it.
5. If NOT AUTO ADD, then the goal is to get them to go to your site and opt in for a freebie of some kind and get on your list officially. You preferably don’t want to offer a free call with you at this point. Calls like that are the least likely to be taken advantage of unless they were HOT prospects. You can always ask but offer a cool free download or report or replay of an interview or webinar if you can instead.
   1. Make your freebies different in each email if you can so if they don’t want one of them, they’ll want another.
6. Don’t sell anything in the first couple emails, especially to NOT AUTO ADDS unless you’re following up with a special offer you made to them from stage and they all clearly know what it was (if you’re continuing that offer or giving them a last chance to buy).
7. Always mention the event you met them at in the subject line, DON’T GET CREATIVE WITH SUBJECT LINES!
8. Sign off with a full signature with all ways to contact you including a photo of you for them to recognize you.
9. Always put a PS below your signature line - put whatever you are promoting now there with a link, another free gift, or reminder of some kind.
10. If your goal is to sell them into a program, product or service that’s worth over $500 then I would recommend you really focus on getting them to do a follow up phone call with you, highly emphasize that in all emails. (I call this type of call a ‘get to know ya call’. A sales or strategy call is different, know the difference for this to work. Get help if you aren’t sure how to navigate each type of call effectively.)
11. Oh and I NEVER RELY ON EMAIL ONLY for follow up as most of the time your emails aren’t even getting into their main inbox, they are not seeing it. Call, mail and connect on social too - ALWAYS, WITH EVERYONE!

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| --- | --- | --- | --- | --- | --- | --- |
| Begin forwarded message:  **Email #1 to Auto Adds**  **From:**"Katrina Sawa, The Jumpstart Your Biz Coach" <[katrina@katrinasawa.com](mailto:katrina@katrinasawa.com)>  **Subject: Test - Following Up from the Rockstar Marketing Bootcamp**  **Date:**April 20, 2018 at 3:31:17 PM PDT  **To:**"Katrina Sawa" <[katrina@katrinasawa.com](mailto:katrina@katrinasawa.com)>  **Reply-To:**[katrina@katrinasawa.com](mailto:katrina@katrinasawa.com)   |  |  | | --- | --- | | Hi there! Great to see you at Craig's Rockstar Bootcamp last week!  **I hope you got a lot out of that event?** I love Craig's events because the people he attracts in the audience and his mastermind (I'm in the mastermind) are so welcoming and supportive. I hope you experienced that as well?  I'm writing to you because **you entered my drawing at my booth**. I've already contacted the winners but just for entering I want to give you **a COUPLE FREE GIFTS! Scroll down** for those and listen or download today so you don't forget! (they're really good!)  **In case you don't remember who I am and what I do** (I get there were a lot of people there), I was one of the ones who launched our books on stage...**Jumpstart Your New Business Now**. That book is really good for those in the first few years of starting your business because it gives you the REAL SCOOP on what to do to get clients and set up your business the right way from the start. In fact, I'd love your help when I launch the book on Amazon if you would...[if you can buy the book online that day for $.99 or share it, please let me know by going here now](http://www.on2url.com/lnk?MTYwMjIxfDE2OTQ2NTIyNnw0fHM9Mw%3D%3D).  That's a little about what I do with clients also...I help you figure out what YOU need to focus on, get clarity around what you're selling, setup your systems, websites and get marketing in many ways.   **This is what I share in the FREE GIFT I have for you too.... it's my Jumpstart Your Biz Kit..** It includes an Audio Training on the Top 10 Revenue Generating Tips all Entrepreneurs need to be doing plus a Quick Checklist of easy marketing activities you can do every day or week!  **-->>**[**Go get access to the Jumpstart Your Biz Kit here now!**](http://www.on2url.com/lnk?MTYwMjI0fDE2OTQ2NTIyNnw0fHM9Mw%3D%3D)**<<--**  Let me know if you have any questions - I'm here to support you!  Here's to creating and enjoying the business and life of your dreams!  Image   |  | | --- | |  |   Katrina Sawa  Award Winning Speaker,  Jumpstart Your Biz Coach &  Author of the book, Love Yourself Successful 916-872-4000 [katrina@KatrinaSawa.com](mailto:katrina@KatrinaSawa.com)  **PS: Wondering what's next for you in your business? What's missing and where to really focus to build the business of your dreams? Take the FREE JUMPSTART YOUR BIZ QUIZ NOW and find out! -->>**[**click here now**](http://www.on2url.com/lnk?MTYwMjMwfDE2OTQ2NTIyNnw0fHM9Mw%3D%3D)  *Note: In case you forgot... you signed up for my emails and Free Gifts at the Rockstar Marketing Bootcamp in March 2018.... Don't forget to WATCH MY EMAILS for more business and marketing tips, advice, resources and opportunities! I get that you're on a lot of email lists but this is one that I would recommend you open and read often if you're trying to start, grow, market and MAKE BIG MONEY in your business still!* |   **Email #2 to Auto Adds**    **From:**"Katrina Sawa, The Jumpstart Your Biz Coach" <[katrina@katrinasawa.com](mailto:katrina@katrinasawa.com)>  **Subject: Test - 2nd Follow Up from the Rockstar Marketing Bootcamp**  **Date:**April 20, 2018 at 3:31:18 PM PDT  **To:**"Katrina Sawa" <[katrina@katrinasawa.com](mailto:katrina@katrinasawa.com)>  **Reply-To:**[katrina@katrinasawa.com](mailto:katrina@katrinasawa.com)   |  |  | | --- | --- | | Hi again, it's Katrina here following up again from the Rockstar Marketing Bootcamp.... I'd love to chat with you if you respond back!! ;-) I don't bite.  **So... I'm doing MY follow up... are YOU doing YOURS?**  **I always hear from a few people when it comes to follow up that they aren't sure why they have to do all 4 types of follow up?**  They say "but why do I have to send something in the mail or call people when I can just email someone and that's free and quick?"  **Have you been wondering the same thing?**  Well, do you see every single email that comes your way from people whom you just met?  I highly doubt you do these days...we are all way too busy to see it all.  This is why many online marketers are getting 9-10% open rates.  **Email is SOOOOOO unreliable it's ridiculous. You just have to do MORE to be noticed and get attention.**  I can't tell you how many times I have followed up via phone or mail and told someone to go respond to my email and they can't find it... even when they look in their spam or trash, sometimes it's just no where to be found.  **You have to trust me when I say you must follow up in many more ways than just email** if you really want to be noticed and responded to. Go back and really pay attention to that Free Jumpstart Your Biz Kit that I gave you yesterday for entering my drawing at the event. I talk about follow up and give you some key tips on what to do with it plus many more thing regarding your marketing too. (here's the page to go back there again)  **One thing I LOVE to do is VIDEO Tips!**You'll start seeing a lot more video tips from me now that you're on my email and they're usually less than 10 min but really content packed so keep an eye out!  **Here's a video I did recently sharing the differences and importance of online marketing vs. offline marketing - take a look!**  **Video Biz Tip: Online Marketing vs. Offline Marketing -**[**CLICK HERE TO WATCH NOW**](http://www.on2url.com/lnk?MTYwMjQ2fDE2OTQ2NTIyNnw0fHM9Mw%3D%3D)    There are a whole host of different strategies that you want to do as a business owner or entrepreneur when it comes to marketing online vs. offline.  Many marketing and business coaches these days teach mostly ONLINE strategies because they haven't been around long enough to do the tried and true OFFLINE marketing strategies.  **Well I HAVE been around long enough PLUS I used to do all offline marketing in my jobs prior to running my business so I'm an expert in both!**  What I want to tell you about them is that you need BOTH in this internet day and age... trust me. Some of the online strategies change so often that you just can't keep up but the offline ones haven't changed much at all, making it easier to stay on top of what needs to happen and to be consistent.  Consistency wins the race when it comes to your marketing, getting more visibility and exposure, building your email list and even converting prospects into paying clients.  Offline strategies you want to continue to embrace (or bring back into play immediately) if I were you are:  - Direct mail - Phone calling - Live event networking and speaking - And for some businesses - door to door or drop by (yes!)  The people making a ton of money online are few and far between, you just think there are a lot of them because you see them over and over again on social media but really, it's a very slim percentage of the small business population. That doesn't mean you can't make a ton of money online, you can; if you learn from those people how to do it and you follow their system to a T, most don't.  **Offline marketing, in my opinion, is easier to do AND it produces FASTER and more CONSISTENT results.**  But it's up to you, [listen in to the video and see what you think](http://www.on2url.com/lnk?MTYwMjQ2fDE2OTQ2NTIyNnw0fHM9Mw%3D%3D)!  I'd be glad to have a call with you to review the marketing strategies that YOU should be doing for YOUR business - just ask!  Come talk with me about this and more in a complimentary business strategy session by clicking here: [http://www.AskKat.biz](http://www.on2url.com/lnk?MTYwMjQ3fDE2OTQ2NTIyNnw0fHM9Mw%3D%3D). Talk to you soon!  Here's to creating and enjoying the business and life of your dreams!   |  | | --- | |  |   Image  Katrina Sawa  Award Winning Speaker,  Jumpstart Your Biz Coach &  Author of the book, Love Yourself Successful 916-872-4000 [katrina@KatrinaSawa.com](mailto:katrina@KatrinaSawa.com)  PS: Ready to jumpstart your business in a BIG WAY? [Take advantage of more of my free trainings here](http://www.on2url.com/lnk?MTYwMjEwfDE2OTQ2NTIyNnw0fHM9Mw%3D%3D).  *Note: In case you forgot... you signed up for my emails and Free Gifts at the Rockstar Marketing Bootcamp in March 2018.... Don't forget to WATCH MY EMAILS for more business and marketing tips, advice, resources and opportunities! I get that you're on a lot of email lists but this is one that I would recommend you open and read often if you're trying to start, grow, market and MAKE BIG MONEY in your business still!* |     Begin forwarded message:  **Email #3 to Auto Adds Day 10 or so or week 3 depending**  **From:**"Katrina Sawa, The Jumpstart Your Biz Coach" <[katrina@katrinasawa.com](mailto:katrina@katrinasawa.com)>  **Subject:  3rd Follow Up from the Rockstar Marketing Bootcamp**  **Date:**April 20, 2018 at 3:31:18 PM PDT  **To:**"Katrina Sawa" <[katrina@katrinasawa.com](mailto:katrina@katrinasawa.com)>  **Reply-To:**[katrina@katrinasawa.com](mailto:katrina@katrinasawa.com)   |  |  | | --- | --- | | /var/folders/1b/g6d82d2d5zb34h_q42mcpn7c0000gn/T/com.microsoft.Word/WebArchiveCopyPasteTempFiles/new_banner.jpg  Hey there, Katrina here again...  **Ok so don't get mad at me for sending you so many emails to follow up from this event...I promise after this one you will get less. But I really care about you being more successful and profitable doing the business that you love!**  It breaks my heart when I hear entrepreneurs or small businesses either have to go out of business altogether or they have to put their business dreams aside and go back and get a J.O.B. to pay the bills because they didn't make enough money to survive on their own!  **I absolutely hate to hear stories like this and I don't want this to be you.**  That's why I'm passionate about doing more in your marketing than just online stuff...it's NOT all you need to do.  You need to pick up the phone, send something in the mail, do your follow up, go to some live events, speak in front of groups.. and depending on your industry, writing a book is becoming a must-do as well these days to really rise to the top of your industry as the expert.  **Where are you with all of this?**  Yesterday I shared a video tip with you about Offline vs. Online Marketing, did it make you think about a few things?  **Well I thought I'd share a few more videos with you** too (I hope that's ok?). I'm a big giver plus I know that you need to experience me more before you might be ready to come talk with me about your business right?  **I'M SHARING 3 DIFFERENT VIDEO TIPS, PICK ONE OR WATCH THEM ALL AND LEARN SOME KEY THINGS TO JUMPSTART YOUR BIZ!**   * 1. **Video Tip: Don't Auto Add People to Email List from Social Sites! -**[**CLICK HERE TO LISTEN IN**](http://www.on2url.com/lnk?MTYwMjQ5fDE2OTQ2NTIyNnw0fHM9Mw%3D%3D)   2. **Video Tip:  Want to make FAST CASH in your biz? Get Networking! Here's how -**[**CLICK HERE TO LISTEN IN**](http://www.on2url.com/lnk?MTYwMjUwfDE2OTQ2NTIyNnw0fHM9Mw%3D%3D)   3. **The 3rd one is a Facebook Live Video I did on the 7 Secrets to Building and Sustaining a 6-Figure Business! -->>**[**All you have to do is click here to JOIN MY FACEBOOK GROUP**](http://www.on2url.com/lnk?MTYwMjM5fDE2OTQ2NTIyNnw0fHM9Mw%3D%3D)**<<--**Then once you get in, you can [g](http://www.on2url.com/lnk?MTYwMjQwfDE2OTQ2NTIyNnw0fHM9Mw%3D%3D)[o here to watch the video... I don't believe you'll be able to see it without joining the group first but it's fre](http://www.on2url.com/lnk?MTYwMjQxfDE2OTQ2NTIyNnw0fHM9Mw%3D%3D)e to do that. Plus you can introduce yourself when you get in! It's a great place to network!   /var/folders/1b/g6d82d2d5zb34h_q42mcpn7c0000gn/T/com.microsoft.Word/WebArchiveCopyPasteTempFiles/Screen_Shot_2018-02-12_at_11.00.14_PM.png  I'd be glad to have a call with you to review the marketing strategies that YOU should be doing for YOUR business - just ask!  **Come talk with me about this and more in a complimentary business strategy session by clicking here:**[http://www.AskKat.biz](http://www.on2url.com/lnk?MTYwMjUxfDE2OTQ2NTIyNnw0fHM9Mw%3D%3D).  Talk to you soon!  Here's to creating and enjoying the business and life of your dreams!   |  | | --- | | Image |   Katrina Sawa  Award Winning Speaker,  Jumpstart Your Biz Coach &  Author of the book, Love Yourself Successful 916-872-4000 [katrina@KatrinaSawa.com](mailto:katrina@KatrinaSawa.com)  PS: Ready to jumpstart your business in a BIG WAY? [Take advantage of more of my free trainings here](http://www.on2url.com/lnk?MTYwMjE2fDE2OTQ2NTIyNnw0fHM9Mw%3D%3D).  *Note: In case you forgot... you signed up for my emails and Free Gifts at the Rockstar Marketing Bootcamp in March 2018..... Don't forget to WATCH MY EMAILS for more business and marketing tips, advice, resources and opportunities! I get that you're on a lot of email lists but this is one that I would recommend you open and read often if you're trying to start, grow, market and MAKE BIG MONEY in your business still!* | |

ONE ADDITIONAL EMAIL I HAVE FOR FOLLOWING UP TO AUTO ADDS FROM A SPEAKING GIG



Hi again, it's Katrina here following up again from the ***Toastmasters Conference!***

I spoke to you about the importance of the ***4 types of love*** you want to focus on in order to make a lot more money in your business or career... I'd love to chat with you if you're interested in learning more about how I can help you?

**Have you checked out that special page I put together for you yet? It's online here -->>** [**CLICK HERE FOR TOASTMASTERS SPECIALS**](http://www.on2url.com/lnk?MTYyMTAwfDE2OTQ2NTIyNnw0Mzg3NzI3MnxzPTM%3D)

**You only have through this weekend to take advantage of that special offer** I gave you in the last email you know... it's also on that page too. It's a super easy way to get a LOT of advice and coaching around what you're doing in your business, what you can start or create and how to monetize it all more. But you have to ***ACT FAST***as that goes away at midnight on Sunday.

**If you're not really sure WHERE to start and just want to have a consult with me first**, then please go and fill out the questionnaire on this page and give me more info about your biz, goals and challenges and we'll schedule some time to chat ok? [**Click here for a Free Consult now**](http://www.on2url.com/lnk?MTYyMTAxfDE2OTQ2NTIyNnw0Mzg3NzI3MnxzPTM%3D)**.**

Here's to creating and enjoying the business and life of your dreams!

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| Image |

Katrina Sawa

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Jumpstart Your Biz Coach &   
Author of the book, Love Yourself Successful  
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PS: Ready to jumpstart your business in a BIG WAY? [Take advantage of more of my free trainings here](http://www.on2url.com/lnk?MTYyMTAzfDE2OTQ2NTIyNnw0Mzg3NzI3MnxzPTM%3D).

*Note: In case you forgot... you signed up for my emails at the Toastmasters Conference 2018.... WATCH MY EMAILS for more business and marketing tips, advice, resources and opportunities! I get that you're on a lot of email lists but this is one that I would recommend you open and read often if you're trying to start, grow, market and MAKE BIG MONEY in your business still!*