

# **12 Step Autoresponder Sequence Yours For The Taking!**

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*By Jason Fladlien*

# 12 Step Autoresponder Sequence

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## Intro

Email marketing is the LIFE BLOOD of any online business. Your list is your most valuable asset. Therefore, it makes sense to have a deliberate strategy to create immediate trust and to communicate in a way that gets your prospects to take action.

And of course, one of those actions is to invest in what you offer them... so you make profits.

Below is a 12 step email sequence that is hard to improve on. It works. It works well. And you have our permission to use the exact strategy in your own emails - and see your response rates grow to new levels.

Below is each email in the series along with a "why it works" explanation. Enjoy!

## Email #1 - Establishing the Relationship

This first email is critical. Here's why - you need them to link YOUR NAME to instant recognition immediately. That's important because most people first look at the "from" line before the subject line when opening an email.

So let's say you got someone on your list because you gave them a free gift - just like the one we offered to get you to sign up for our list.

Here's what the email would look like:

*Subject: Your Gift - "Title of Gift"*

*Hello,*

*Thanks for signing up to get your [name of gift]. You are getting this email because you signed up here:*

## 12 Step Autoresponder Sequence

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*[Put link to the squeeze page]*

*You can download your free gift by clicking the link below:*

*[Insert link to download the gift]*

*Go ahead and download the gift ASAP. Also, be on the lookout for a special email from me tomorrow titled [insert name of email].*

*It's very important you open it. Thanks!*

*--Your Name*

Explanation - people don't always check their email right away. So it's best to remind them where they signed up from. Plus it helps lock in your name and make an association in their mind - so when you send them future emails, they'll be more likely to open them.

Also, we're using a technique called "future pacing" where we are prepping them already to open up tomorrow's email.

### **Email #2 - Your Story**

*subject: personal*

*Hello,*

*I want to share with you some personal details of my life... for a very specific reason. I think this will be of great benefit to you as you [work to accomplish the benefit you are desiring].*

*Plus, there is another very specific reason I'm sharing this with you. You can check it out here:*

*[Insert link]*

## 12 Step Autoresponder Sequence

---

*Thanks for reading this. Click the link above now.*

*-Your Name*

Explanation: you're going to want to send people to a page like this one:

<http://mst20.com/fladbio> because you explain on that page your "failure to success" story under the context of - "I hate getting emails from people who I don't feel like I know. So let's fix that".

You can read the page at that link and model your "personal" page after it.

This works so well it's shocking more marketers don't use it. Oh well - their loss and your gain!

One more thing. At the end of the "story" page put a link to resources that they can buy from you so you get paid. Also, at the end of the first email, on the page where you give them their free gift, put a link to other resources they can invest in - so again... you can make money.

### **Email #3 The "Future Pace" Email**

*subject: my philosophy*

*Hello,*

*If you notice, I typically send you an email every [x] days. The reason I do this is simple... I care.*

*I do communicate quite frequently because it is my goal to help you get [benefits they desire].*

*From time to time I will give you opportunities to invest: Either stuff I've created or from people who I think offer quality stuff that can help you [get certain benefits].*

## 12 Step Autoresponder Sequence

---

*I also often send emails chocked full of goodies, tips and tricks and other things that I know will help you succeed.*

*I also like to only email those who are receptive to bettering themselves. So if these emails are an intrusion to you, you can unsubscribe at any time by clicking the "unsubscribe link" that accompanies every email I send out.*

*But I truly believe you'll want to stay because you'll likely find value time and again from each email I send you.*

*Like today's email for example. I have a free gift I'd like to give you... [insert free gift link]*

*Go ahead and click on that link to get your free gift. And thanks for reading today's email.*

*-Your Name*

Explanation: People are more likely to open your emails if they know what to expect from you. This tells them what to expect. Plus it lets them know you will sell them stuff, and you explain why that's GOOD for them.

Then you give a gift at the end. Naturally in that gift there should be opportunities for you to get paid.

### **Email #4: Your First "Hard" Pitch**

Subject: [big benefit related to whatever you're offering]

Body copy: [sales promotional email]

Example:

## 12 Step Autoresponder Sequence

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*Subject: Why most personal development gurus suck*

*Most self help "experts" talk about theories...  
I'm more into modeling. Find someone who  
has something I want, and then just model  
what they DO, not what they say.*

*I got lucky enough to break down some really  
key stuff that I think will help you with your  
Internet marketing career, and life in general.*

*Check it out here:*

*<http://goldmembercoaching.com/wishywashy>*

*Thanks!  
Jason Fladlien*

Explanation: fairly straight-forward. Just write up an email promoting something straight up - either your own stuff or affiliate stuff.

### **Email #5 - Follow Up On Yesterday's Promotion Email**

In this case you simply write another email that explains different benefits or more benefits, and again gets them to click on the link to invest in your offer.

There is lots of money in the follow up. Example - Jason hosted a webinar recently that had 1155 people sign up to it. The first email got 758 people to sign up for it. While the second email he sent out didn't do "as good", but it still got nearly 400 more people, or an additional 33% response.

So it pays to follow up!

## 12 Step Autoresponder Sequence

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### Email #6 - Where the Niche Is Heading

This is an email you want to send out where you make predication about the "future" of what is going to happen in that niche. Then at the end you can tie in an offer that best aligns them to take advantage of the opportunities of the future if you wish.

Example:

*subject: What IM will be like in 3 months*

*Hello,*

*You've might've noticed some recent trends in internet marketing. More people than ever are doing those no-fast forward video sales letters.*

*Also, there is more "scarcity" being used to try to get you to make an impulse purchase than ever before.*

*And there seems to be a new "fad of the month" that is popping up that everybody is jumping on and considering the Holy Grail.*

*What should you do? The best thing is to avoid the "herd" and just don't do what everyone else does.*

*The second thing is to go back to the fundamentals that have worked for the last 150 years... not just the last 15 days.*

*For example, long form sales letters have worked, still work, and will continue to work. Regardless...*

*So if you get real good at JUST THAT, then you have a skill that will be valuable to you the rest of your life.*

## 12 Step Autoresponder Sequence

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*It's more important than ever to master the basics so that way your skills have a long shelf life. And learning how to write copy is one of those basics everyone should master.*

*That's why I think it's important you take a look at this:*

*<http://3hourad.com>*

*Thanks,  
Jason*

### **Email #7 - Foster Unbridled Optimism**

If you do nothing more than give them a positive, optimistic outlook with each email you send, they will love you. That's because there are few people who do this... and we all want to feel better about our future.

So this is an email where your chief aim is to give them hope that anything is possible - because it is!

Here's an example...

*subject: I wished on a star - the opposite came true*

*When I was 3 my mom went back to college. She also worked full time so she had to take classes at night.*

*She would drop me off in this little po-dunk town, with a population of less than 500 people. It was my aunt's farm. My aunt would watch me.*

*My aunt loved me dearly and would do anything for me. She also had children - my cousins - who were both older than me and "the coolest people" I'd ever hung out with.*

## 12 Step Autoresponder Sequence

---

*In short - I loved that place.*

*I'd even beg my mom to let me stay there on the weekends when she wasn't in school.*

*One of those weekends my two cousins and I were hanging outside until it got dark. Then we had to go in. Before we did, my cousin Dave says, "Look, a falling star. We get to make a wish!"*

*So he makes a wish, then goes in. My cousin Christy makes a wish next and she goes in. I still haven't figured out what my wish is going to be yet - and then it hits me.*

*I know the perfect wish.*

*I say, "I never want this house to burn down". Then I go inside.*

*Keep in mind, I was 5 at the time. A silly childish wish... Heck, why didn't I wish for something better. I don't know.*

*But you know where this is heading. A few short months later that house caught fire. Burned to a crisp. Two of my Nintendo games were in there, and they got ruined!*

*Was I jaded? You bet I was. Here I was, a naive 5 year old little boy who was told that if you wished upon a star it would come true. And I wished. And the opposite happened.*

*That's when I made a choice that defined who I am today. That's when I decided to become my own "wish fulfiller". Forget the stars. I'd make my wishes come true myself.*

*And I have. I wished to be a son my parents could be proud of. And they are because of all I have already accomplished and how much influence I have on positively shaping the lives of others.*

## 12 Step Autoresponder Sequence

---

*I have become relatively rich over the last few years and earn in the top 2% in the United States. That wish came true.*

*I always wanted to make a difference - and I have thousands upon thousands of testimonials that attest that I have, in fact, made a difference.*

*Those were my wishes. I got them. Not by wishing on some silly star. But by wishing deep down in my soul, which created a burning desire... which made me find a way to make those things happen!*

*Become your own wish-fulfiller. Do it today. And maybe I can take a small part of the credit for helping you get there faster. One thing that can help is if you head over to <http://mst20.com> right now and check out my special offer for building long term wealth.*

*Thanks,  
Jason Fladlien*

### **Email #8 Your Second "Hard Pitch"**

This is just like your first one - only this time with a new offer. You'll notice we do a lot of selling with these emails. And that's good. People want to invest in things that will have more value than the money they exchange for it - so let them!

### **Email #9 Your Second "Hard Pitch" Follow Up Email**

Again, same principle. Follow up makes you more money!

## 12 Step Autoresponder Sequence

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### Email #10 Your "shortcomings" Email

This is an email where you tell a story that exposes your shortcomings. Here's why this works - because it humanizes you. Most people who do email marketing only talk about their "good" side... and they seem so machine like.

Every so often it's good to talk about what you struggle with... they can relate to that. Then you can always spin it so that way they can see how "in spite" of this you still succeeded, giving them hope.

Here's an example that does this:

*subject: I used to suffer from panic attacks...*

*They started when I was 17. The first time I had one, I almost called 911. Over the years they got worse. I often drank 4 to 5 beers a day to "take the edge" off so I could sleep at night.*

*Then my panic attacks turned into agoraphobia. That's fear of open spaces. In other words - I couldn't walk down the street or be in a car very long before I'd start to freak out and have a panic attack.*

*I was a prisoner in my own mind, and I hated it.*

*Then, I made my panic attacks go away by a stroke of dumb luck. I came in contact with someone who used to be a monk, and still was a vegetarian from his monk days. I thought vegetarianism was an interesting concept - something I have never thought about before.*

*So I looked it up online. And after digging around a bit, I landed on this web site run by people who followed the same path of worship as my former monk friend.*

*From that, I just started reading some of the spiritual texts. The introduction of one grabbed me when the author said... "Just*

## 12 Step Autoresponder Sequence

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*try this, step by step. And if you don't experience relief, then don't do it anymore. It's as simple as that."*

*So I started trying some of these spiritual principles. Strangely enough, they actually worked. Really well. Pretty soon my panic attacks were gone.*

*And before I knew it, I was a full on monk.*

*Crazy!*

*I was a monk for almost 3 years of my life, and it was a great experience. Of course, some people are born to be entrepreneurs, and that was me.*

*So I ventured back out into the world determined to become rich by enriching other people's lives, now that I had my head on straight, so to speak.*

*And I faced the same challenges as I did when I first became a monk.*

*My dad said to me: "why do you want to complicate your life and make it so much harder?" when I first become a monk.*

*My dad said to me: "I don't think this is going to work out so good..." when I first got into marketing.*

*Good thing I didn't listen to him :)*

*My friends thought I was odd, disillusioned, even crazy when they first found out I was a monk.*

*My friends thought the same thing when they first found out I had set a goal to be a millionaire in 5 years.*

*Good thing I didn't listen to them :)*

*Before becoming a monk, I lived a very "anti-monk" lifestyle, so to speak :) I did indeed have to make a lot of sacrifices*

## 12 Step Autoresponder Sequence

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*that were tough at first, but ultimately ones that were worth it... and ones I'd do again in a second.*

*When I first got into internet marketing, I was broke. I painted houses for 12 bucks an hour, had a negative net worth and lived with my dad near not one, but two pawnshops.*

*I had a lot of challenges ahead of me.*

*I can remember going months without spending a cent on anything outside of Internet marketing that wasn't essential. Meaning I didn't rent movies... or even watch television.*

*I didn't buy new clothes... I wore the same shoes for 3 years straight.*

*I drove a 1988 Toyota Celica that didn't have heat or air conditioning, and a muffler so loud I once got pulled over for it.*

*Almost every penny I made went into my Internet marketing business.*

*And I'm glad I "paid the price"... because it was worth it. And I'd do it again in a heart beat.*

*See, I really understand the two pains we as humans must all experience... you either experience the pain of discipline or the pain of regret.*

*Now, the pain of discipline weighs ounces compared to the pain of regret, which weighs tons.*

*What would your life be like if you looked back on it in 10 years and you hadn't made any progress on any of your major life goals? How easy would it be for you to sleep at night with this gnawing away at your brain?*

*Far too few people every consider this. And they should. The world would be a better place.*

*And I'm asking you to consider it right now. Which pain are you going to experience? The pain of discipline or the pain of regret? How bad do you really, really want it?*

## 12 Step Autoresponder Sequence

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*And what are you going to do in order to get it? Would you make the same sacrifices as I did? I was buying training courses with my last few dollars instead of buying big screen TVs.*

*I was buying software instead of buying new shoes.*

*I'd be remiss if I didn't extend to you what I think is one of the greatest training opportunities on the Internet: Membership Site Tactics 2.0.*

*I have just released this new revised edition with the latest info, tips and secrets. Now I ask you to "risk" and put faith in me to help you with your goals.*

*Seriously - get it. You'll thank me for years to come.*

*<http://mst20.com>*

*-Jason*

### **Email #11 - Free Gift Email**

In this email you simply send them a free gift with no strings attached. It's often a short report, a video, or even a well written article. And of course you might have a resource or two available at the end of the email.

Here's an example:

*subject: the great article marketing hoax (free report)*

*Hello,*

*I got my start doing article marketing and bum marketing. However, it's not all it's cracked up to be, and for most people, it can actually be a hazard to their business.*

## 12 Step Autoresponder Sequence

---

*In the report below I reveal the truth about article marketing, and why you should probably avoid bum marketing all together...*

*And 3 alternative "article marketing" strategies that I use instead.*

*Click the link below to get your free report:  
<http://jfladcoaching.com/article-marketing-hoax.html>*

*-Jason Fladlien*

### **Email #12 - "What Do You Want" Email**

In this email you simply ask for feedback from your audience. The best thing to do is ask them what problem they struggle with the most and they'd like help with. Then you simply take their topics, and there you go - you now know what to write your future emails about!

Here's an example...

*subject: can I ask a quick favor?*

*Hello,*

*The main reason I send out emails is to help you get the results you desire. As you notice I often give lots of good information and helpful resources.*

*But I always want to help more. So this is where you come in. I'd love to give you exactly what you want over the next few weeks... and the best way I know is to simply ask you what you want.*

*So here is the favor I ask of you. Can you take a quick moment to reply to this email? Just hit reply and write*

## 12 Step Autoresponder Sequence

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*1-3 sentences about topics you'd love to see me cover, and what you'd love to know more about.*

*Then, if I get enough responses, I will make sure to cover those things. Sound cool?*

*Thanks,  
-Your Name*

### **Conclusion**

There you go - just follow these steps and reap the rewards!

## **Resources**

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com>

**How To Create 60.4% Converting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

[Click Here...](#)

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour>

## 12 Step Autoresponder Sequence

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**How To Write A 400 Word Article In 7 Minutes Or Less**

[Click Here...](#)

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing "PLR Repurposing" Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

## 12 Step Autoresponder Sequence

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**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

[Click Here](#)

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com>

**16 Web 2.0 Website Templates For Your Sales Pages**

**& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>