

Email #1

Subject: For ~Contact.FirstName~ only

Body:

Hi ~Contact.FirstName~,

As you know, I recently put on a [webinar workshop](#).

It went exceptionally well. People got a ton of value out of it. But there's *one problem*...

Only the people who actually *attended* got the benefits.

A lot of you weren't able to get in because we just ran out of seats. Others just weren't able to make the time.

Now when I first scheduled the webinar, I decided to not offer a replay. This was to make sure you show up and actually get the benefits (take action).

While I knew this was going to be a popular event, I really didn't expect to get thousands of registrations.

Unfortunately, a lot of people couldn't get in. And some of you reached out to let me know you wanted to but just couldn't at that time.

I wasn't trying to create some exclusive event. More than anything I just want to help you. So I talked to my team to find a solution...

And there's good news. I have an encore version of the webinar you missed.

[Go here to get access](#) to the encore version of the full webinar.

Important Note: This replay will only be available for the next **72 hours**.

[Click here to watch the encore webinar](#).

Make it a priority to watch the webinar right now.

I hope you enjoy it and learn some new tactics you can begin using in your business today.

Cheers,
Neil Patel

P.S. After you [watch](#), email me back and let me know what your favorite new tactic or insight was from the webinar. I always enjoy getting feedback from you.

Email #2

Subject: Do You Want More Traffic, Leads & Customers?

Body:

Hi ~Contact.FirstName~,

Neil Patel Here... As you know, I am the co-founder of Crazy Egg, Hello Bar, Quick Sprout and KISSmetrics.

I've driven over **800,000,000** "wallet-out, ready-to-buy" visitors to my clients' websites. Plus, I've helped companies like **Amazon, NBC, GM, HP and Viacom** grow their revenues.

Some clients include **Yahoo, Microsoft, Sales Force, Intuit and Inc Magazine** just to name a few.

You don't have to take my word for it. Here's what some of the Biggest Brands in the World had to say: <http://neilpatel.com/testimonials>

I am not telling you this to brag by any means. I am just demonstrating my ability to help you.

Why this matters to you...

The Biggest Problem small - mid-sized businesses face is Getting Customers... and that's what I want to help you with today — [Getting & Keeping Customers](#).

Here are 2 example campaigns:

- Unique visitors: 1,000
- Conversion rate: 0.50%
- Sales: 5

1,000 visitors, 5 sales, hence \$485.00 (revenue being \$97 per sale) but most sites convert much worse.

In fact, MOST sites don't convert at all.

If you look at ANY successful business online/offline, they will definitely have a Strong Sales Process that turns "Visitors" into "Customers" AND turns "Customers" into "Repeat Customers".

Here's the last set of real-time metrics:

1st session

- Unique Visitors: 1,000
- Opt-in rate - 35% [350 opt-ins + re-targeting]
- Sales Letter or VSL – \$97/sale [10.5 sales - 1,018.5\$]
- Up sell 1 - \$47/sale [4.2 sales - 197.4\$]
- Up sell 2 – \$197/sale [2.1 sales – 394\$]

- Down sell – \$98/sale [0.5 sales – 0\$] 5% conv rate.
- Post sale – \$297/sale [0.2 sales – 0\$] 2% conv rate.

2nd Session

- E-mail sequence – \$97/sale [4 sales - 388] 1% conv rate.

3rd session

- Trial – \$1 [35 sales – 5% stick - \$1,697.5]
- Backend-on-Trial – All up sell, down sell, post sale [\$1,034.95 - Direct Mail w/ Re-targeting]

4th session

- Free module - [25% take – 2% stick - \$169.75]
- Backend – \$59

5th Session

- Webinar 20% attend – 70 people
- 8% buy – [5.6 sales - \$543.2]
- Backend sales – \$295 [E-mails + DM w/ re-targeting]

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Total Sales – \$7,636.90 | Earning per click – \$7.00+
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Q.) *Would you like to make \$7,000.00 off every 1,000 visitors you get?*

A.) We can make it happen, if you work with us.

In a competitive market, \$1/click is very normal. If that's the case, you'd lose \$515.00 with present-day click costs.

A fully optimized sales process in the current cut-throat "market environment" is no longer a Luxury but an Absolute Necessity!

The Simplified Equation: Funnel + Traffic = Profit (& Scale.)

You can easily get over a billion impressions on your Ads by tomorrow morning, but if your sales process doesn't convert. You'll make NO money.

But with this Methodology — You will be able to get an ROI (Return-On-Investment) on ANY traffic source.

You'll also build a tremendous amount of goodwill in your market and sell without ANY high-pressure sales tactics!

Plus, you can **SCALE** your business up with SEO + Paid Media + Strategic Partnerships w/ Launches.

Remember — These are just your immediate numbers. You can market to your Leads & Customers for years and even decades to come.

The Leads & Customers over their lifetime (LTV) will go onto make you 5x - 8x more on average.

§ What we're discussing here is very valuable and **that's why I am doing something I've never done before:**

I took **the most valuable business insights I've ever discovered** and covered it in a comprehensive webinar which walks you through everything in precise step-by-step detail.

The webinar took place a couple days ago, but I went ahead and made an encore version for you [here](#).

I called it the "**Advanced Customer Acquisition**" Webinar.

Here Are SOME of the Advanced Strategies — You'll Discover Inside:

- A simple way to get more google clicks without doing SEO
- How to Analyze Your Competitors and Reverse Engineer the Best Strategies
- Link Building Strategies (including the templates I use)
- The Simple Process that WORKS to Turn Ice Cold prospects into Happy Customers (Hint: Automated Conversion Funnels & Sequences.)
- How to Create Marketing Campaigns That Sell Like Crazy!
- The Little-known Customer Acquisition & Scaling Process
- The Advanced Marketing Program
- Integrated Marketing Automation

You can watch it [here](#).

I believe, this may very well be the most profitable thing you'll do all year for your business.

IMPORTANT: Make sure you watch it within the next few days... because we can't leave our most valuable business lessons up there forever.

Go here and watch it now:

[The Advanced Customer Acquisition Webinar](#)

Talk soon,
Neil Patel
Founder – Neil Patel.com

P.S. If you have any questions, comments or feedback about anything covered on the webinar, let me know by replying to this e-mail and we will answer you ASAP as a matter of courtesy.