

Email #1

Subject: 7 tactics to mastering online marketing

Body:

Hi ~Contact.FirstName~,

Have you ever been on a webinar where you feel like you're constantly waiting for it to *get good*?

Then it ends and you get upset thinking about how you just wasted 2 hours of your life...

(I'm putting on a [free webinar](#) soon, but I'll get to that in a moment.)

You're busy, and any time you give to learning something should be respected. You've probably been on a webinar before and know what I'm talking about.

I think most webinars suck, and I don't think I'm the only one.

I'm not talking about webinars done by first timers or novice entrepreneurs either. Even some very experienced people put on crappy webinars.

Know why? Because they're not thinking about you, they're thinking about themselves.

Now we can't blame an entrepreneur for selling something, that's business.

But when you sit on a webinar and only learn one or two semi-new things, and a bunch of other regurgitated theory...that's just unfair. Plus, there's the hard selling. No one likes that.

It's unfair to you.

You know what *would* be worth your time?

A [webinar](#) with real, actionable tactics. Things you can actually do and implement in your business that provide results.

Not just a couple nuggets either, I'm talking about a jam-packed amount of information. One *aha moment* after another. Enough to make you scribble in your notebook as fast as possible.

Now that would be worth your time.

Well, that's exactly what I'm going to do for you.

I'm going to set a new standard for webinars, and I want you to be part of it.

The topic: [Advanced Customer Acquisition](#).

The lifeblood of any company or business is customers/buyers. In this webinar I'm going to show you 7 tactics for acquiring customers, scaling a business, and using marketing automation.

[You can get all the details here.](#)

Registration is now open, but there are a limited number of seats. It's all happening very soon, and I'm really excited to hang out with you live.

If you want to learn my favorite tactics, (the same ones I use in my businesses and with my high-end consulting clients), you should come to this [webinar](#).

Cheers,
Neil Patel

Email #2

Subject: For ~Contact.FirstName~

Body:

I get approximately 400 emails a day to my personal inbox. Across all my email accounts, it's easily over 1,000.

I get all kinds of requests. Some funny. Some serious. Some to say thanks. But by far the #1 request I get is...

"Neil - please, please, put on a webinar and show us your favorite marketing tactics!"

Well I've been thinking about it a lot, and I think it's time. So that's exactly what I've decided to do.

I'm putting on a [\[free webinar\]](#)!

I'm calling it: **The Advanced Customer Acquisition Webinar**

[\[Click here to register for the webinar now\]](#)

When I hosted webinars for KISSmetrics, we had an average of 3,000 to 4,000 people register to each one. So as you can imagine, I'm expecting thousands of registrations and the webinar room is going to fill up quickly.

I'd suggest you sign up to attend this webinar if you want to:

1. Get my simple "5 step sales process" framework, which you can implement immediately in your business
2. Learn a super simple process that turns cold prospects into happy customers
3. How to create marketing campaigns that automate customer acquisition—I recently helped Google with this to get more customers for Adwords
4. A customer acquisition and scaling process very few people use and know about
5. Integrated marketing and compounding growth tactics—a high-level strategy that's easier than it sounds

I'm going to be sharing a lot of awesome content on this webinar. I want to help you get results quickly and easily.

If you're familiar at all with me and my blog, you know how much I love to over-deliver. This webinar will be no different, and I'm excited to show you just what I mean.

Deal?

All you need to do is [click here to register](#).

On the page, you'll see a simple registration form. Just submit your best email address and I'll send you all the details on the webinar.

Cheers,
Neil Patel

P.S. - I also have some really awesome new videos to share with you. You'll receive these after you register, before the actual webinar.

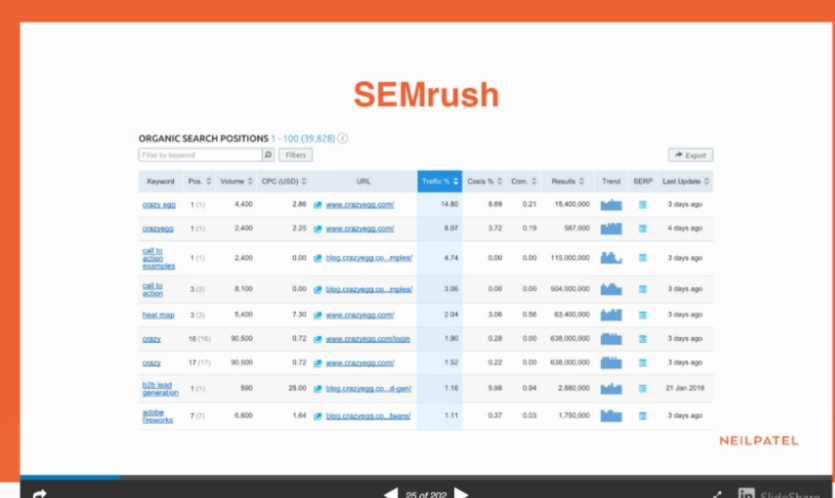
P.P.S. - This is my second time reminding you about the webinar. I hope you get this one! Don't miss out
~Contact.FirstName~.

Email #3

Subject: Re: Slides for ~Contact.FirstName~ (Photos Enclosed)

Body:

~Contact.FirstName~, I noticed you haven't [registered](#) for my webinar yet and so I wanted to send you a few screenshots of some of the slides I'll be covering...



SEMrush

ORGANIC SEARCH POSITIONS 1 - 100 (39,826)

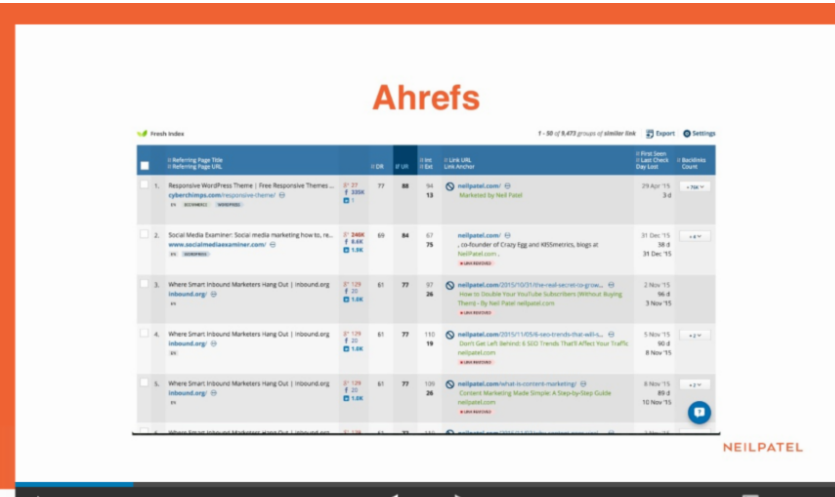
Filter by keyword [] Filters [] Export []

Keyword	Pos. C	Volume C	CPC (USD) C	URL	Traffic % C	Cost % C	Com. C	Results C	Trend	SERP	Last Update C
content mgmt	1 (1)	4,400	2.88	www.crazyegg.com/	14.80	8.89	0.21	15,400,000			3 days ago
content mgmt	1 (1)	2,400	2.25	www.crazyegg.com/	8.97	3.72	0.19	987,000			4 days ago
call to action strategies	1 (1)	2,400	0.00	blog.crazyegg.com_/mp/nel	4.74	0.00	0.00	110,000,000			3 days ago
call to action	3 (3)	8,100	0.00	blog.crazyegg.com_/mp/nel	3.06	0.00	0.00	504,000,000			3 days ago
best mgmt	3 (3)	5,400	7.30	www.crazyegg.com/	2.04	3.06	0.56	63,400,000			3 days ago
content	18 (16)	90,500	0.72	www.crazyegg.com/	1.90	0.28	0.00	638,000,000			3 days ago
content	17 (17)	90,500	0.72	www.crazyegg.com/	1.52	0.22	0.00	638,000,000			3 days ago
call lead generation	1 (1)	890	28.00	blog.crazyegg.com_/d/gen/	1.16	5.98	0.94	2,890,000			21 Jan 2016
slide networks	7 (7)	6,800	1.64	blog.crazyegg.com_/team/	1.11	0.37	0.03	1,750,000			3 days ago

NEILPATEL

25 of 202

This is one of my favorite ways to spy on competitors and figure out what keywords they rank for organically as well as what keywords they're targeting for paid search.



Ahrefs

Fresh Index

1 - 99 of 8477 groups of similar links | Export | Settings

	1	2	3	4	5	6	7	8	9
	Referencing Page Title	Referencing Page URL	URL	URL	URL	URL	URL	URL	URL
1.	Responsive WordPress Theme Free Responsive Themes - 2018	egbertshige.com/responsive-theme/	1104	1182	neilpatel.com/	29 Apr '15	308	364	31 Dec '15
2.	Social Media Examiner: Social media marketing how to, re...	www.socialmediaexaminer.com/	77	84	neilpatel.com/	31 Dec '15	308	31 Dec '15	
3.	Where Smart Inbound Marketers Hang Out inbound.org	inbound.org/	77	97	neilpatel.com/2015/10/07/inbound-marketing-how-to-	2 Nov '15	308	3 Nov '15	
4.	Where Smart Inbound Marketers Hang Out inbound.org	inbound.org/	77	110	neilpatel.com/2015/10/07/inbound-marketing-how-to-	5 Nov '15	308	8 Nov '15	
5.	Where Smart Inbound Marketers Hang Out inbound.org	inbound.org/	77	139	neilpatel.com/what-is-content-marketing/	8 Nov '15	308	10 Nov '15	

NEILPATEL

29 of 202

This is a great way to figure out every single website that's linking to your competitors so that you can approach them strategically for links (I cover how to do this on the [webinar](#)).

Domain Hunter +

Free Chrome extension to help find broken links



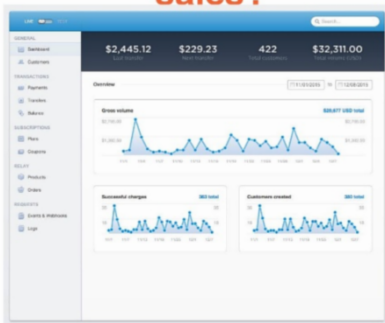
NEILPATEL

38 of 202

SlideShare

(This is my sneaky way to get people to link to you by leading with the age old technique of [reciprocity](#)... and what better way than telling them about a broken link on their website?)

Do emails really generate sales?



NEILPATEL

50 of 202

SlideShare

E-mail will be among your highest converting channel and if you learn how to generate and nurture leads into conversions, you'll revolutionize your business!

(And there's so much more... over 200 slides where these came from!)

The good news is once you register for the webinar, you'll receive the link to my slide deck as well as the replay.

But hurry... time's running out.

[\[Click here to register for the webinar now\]](#)

Cheers,
Neil Patel

P.S. - I also have some really awesome new videos to share with you. You'll receive these after you register, before the actual webinar.

Email #4

Subject: Sorry for the late notice... webinar is starting ~Contact.FirstName~

Body:

~Contact.FirstName~, sorry for the last-minute notice but the webinar is starting soon.

[Click here to log on](#)

**Cheers,
Neil Patel**