

[EBB] #30 - 滚动发布模式中的5种邮件周类型

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嘿 Jacky!

你已经看到,对于我的邮件列表来说,只有2种类型的周:

1. 发布周
2. 内容周

但在这些周里,我会发送5种不同类型的系列邮件:

1. **发布周:** 销售我的产品
2. **发布周:** 销售联盟产品
3. **内容周:** 不销售,纯内容
4. **内容周:** 预售产品(我的产品或联盟产品)
5. **内容周:** 使用 P.S. 软销售产品(我的产品或联盟产品)

无论你是发送教程邮件还是日常邮件,都可以使用这些类型的周。

我真的只是根据你如何 *销售或不销售*来划分周。



vava 备注: 关于联盟产品的部分我们忽略就好。Derek 会推荐他认可的其他人的产品赚分佣,但对我们来说,在自己和一些伙伴都有品牌效应和影响力之前完全不建议考虑,一来额外占据精力,二来有有伤害品牌和信任的风险

类型1:发布周销售我的产品

这是你主要发送"销售"邮件而不太多教学内容的时候。

这是你每周每天都用专门的销售邮件积极推广你的某个产品的时候。

你会有开放购物车、紧迫性邮件、客户评价邮件、异议处理邮件等。

这是一个完整的发布序列,明天我会给你一个完整的例子来看。

每封邮件都专注于让人们购买你的产品。

你可能会包含一些价值或教学内容,但主要目标是销售。

如果我销售的是一个成熟产品,或者销售的是一个将以邮件课程形式交付的全新产品,我会以不同的方式看待类型1邮件周。

类型2:发布周销售联盟产品

与类型1的能量相同,但你是推广别人的产品以获得佣金。

我对这一周的看法与类型1不同,因为我建议你在这种系列中多教一些内容,以避免让你的列表感到疲惫。

因为这不是你的产品,你的受众会对推销更加敏感。

所以用真正的价值来平衡销售推销有助于维持信任。

类型3:内容周 - 不销售,纯内容

这是一周你完全不销售任何东西。

这些是你建立关系的周。

零销售。

有趣的是 - 你真的看不到很多企业有这样的周,我认为这是一个巨大的机会。

每个人都试图在每封邮件的底部或顶部放上他们产品的链接。

这是"永远在销售"的心态。

你和我 - 我们正在经营一个基于邮件的业务。

我们采用了滚动发布模式 - 我们可以偶尔花一周时间为你的列表提供纯粹的价值,而不受任何干扰。

这是人们没有抓住的机会。

这些周建立信任并确立你的专业知识。

把它们想象成你"关系银行账户"中的存款。

没有 P.S. 提及产品。

没有"顺便说一下"的软推销。

只是帮助你的受众的纯粹内容。

类型4:内容周 - 预售产品

这是一周你完全不销售任何东西,但你为发布做准备 - 意味着你的周主题围绕着将为下周发布做铺垫的内容。

例如,如果你下周要发布一个关于邮件营销的课程,这周你可能会教授"邮件营销的3个最大错误"或"为什么你的邮件打开率不重要"。

你还没有销售,但你在策略性地围绕你的产品解决的问题预热对话。

类型5:内容周 - 使用 P.S. 软销售

这是一周你主要教授或提供有价值的内容,但然后你包含一个 P.S.,在其中销售一个产品(你的或联盟的)。

主要邮件提供真正的价值并且独立存在。

但在底部,你随意提到一个相关产品,可以帮助他们更深入。

这对于较小的产品、挑战、你的社区或不需要完整发布序列的联盟推广效果最好。

这如何适应你的滚动发布日历

当你计划滚动发布日历时,你本质上只是选择这5种类型中的哪一种用于每周。

- 每月至少1个类型1或类型2发布周
- 混合类型3纯内容周以建立关系
- 使用类型4预售周为大型发布做准备
- 点缀类型5 P.S. 软销售周用于较小产品或联盟优惠

有了这5种类型,规划你的全年变得异常简单。

行动项目



1. 从昨天的作业中**打开你的滚动发布日历**
2. **查看每周并为其分配5种类型中的一种**
3. **对于发布周(类型1和2):** 决定你要销售哪个具体产品(这应该已经完成了)
4. **对于预售周(类型4):** 确保内容主题/主旨与下周的发布相关联
5. **对于 P.S. 软销售周(类型5):** 选择你想销售哪个较小的产品或联盟优惠。这将帮助你确定本周的主题
6. **确保你有足够的类型3纯内容周** - 这是一个机会。信任你的受众会从你这里购买

接下来的几个作业将用真实例子分解发布序列和 P.S. 软销售序列。

— Derek

[EBB] #30 - The 5 Types of Email Weeks in a Rolling Launch Model

Hey Jacky!

You've seen that for my email list there are only 2 types of weeks:

1. **Launch weeks**
2. **Content weeks**

But within those weeks there are 5 different types of series that I'll send:

1. **Launch week:** Selling my product

2. **Launch week:** Selling an affiliate product
3. **Content week:** No selling, pure content
4. **Content week:** Pre-selling a product (mine or an affiliate product)
5. **Content week:** Using a P.S. soft-sell for a product (mine or an affiliate product)

You can do these types of weeks regardless of whether you're sending tutorial emails or daily emails.

I'm really just breaking down weeks based on how you're *selling*, or *not selling*.

Type 1: Launch Week Selling My Product

This is when you're sending mostly "sales" emails without a ton of teaching.

This is when you're actively promoting one of your products with dedicated sales emails every day of the week.

You'll have cart open opens, urgency emails, testimonial emails, objection handling emails, etc.

This is a full launch sequence and tomorrow I'll give you an entire example to look at.

Every email is focused on getting people to buy your product.

You might include some value or teaching, but the primary goal is a sale.

I look at Type 1 email weeks differently if I'm selling an established product or if I'm selling a brand new product that will be delivered as an Email Delivered Course.

Type 2: Launch Week Selling an Affiliate Product

Same energy as Type #1, but you're promoting someone else's product for a commission.

I view this week differently than Type 1, because I recommend that you teach more in this type of series in order to not burn your list out.

Since it's not your product, your audience will be more sensitive to a pitch.
So balancing out the sales pitch with genuine value helps maintain trust.

Type 3: Content Week - No Selling, Pure Content

This is a week where you don't sell anything at all.

These are your relationship-building weeks.

Zero selling.

It's funny - you don't really see these weeks from many businesses and I think it's an immense opportunity.

Everyone tries to put links to their products at the bottom or top of every email.

It's the "always-be-selling" mentality.

You and I - we're running an Email Based Business.

We're landed on a Rolling Launch model - we can afford to take a week, every once in a while to provide pure value to your list without any sort of distraction, what-so-ever, from that value.

It's an opportunity people are not taking.

These weeks build trust and establish your expertise.

Think of them as deposits in your "relationship bank account".

No P.S. mentions of products.

No "by the way" soft pitches.

Just straight content that helps your audience.

Type 4: Content Week - Pre-selling a Product

This is a week where you don't sell anything at all, but you build towards a launch - meaning your weekly topic centers around something that will setup your launch the next week.

For example, if you're launching a course on email marketing next week, this week you might teach about "The 3 Biggest Email Marketing Mistakes" or "Why Your Email Open Rates Don't Matter."

You're not selling yet, but you're strategically warming up the conversation around the problems your product solves.

Type 5: Content Week - Using a P.S. Soft-Sell

This is a week where you mainly teach or provide valuable content but then you include a P.S. where you sell a product (yours or an affiliate's).

The main email provides real value and stands on its own.

But at the bottom, you casually mention a relevant product that could help them go deeper.

This works best for smaller products, challenges, your community or affiliate promotions where the sale doesn't need a full launch sequence.

How This Fits Your Rolling Launch Calendar

When you're planning your Rolling Launch calendar, you're essentially just choosing which of these 5 types each week will be.

- **At minimum, 1 Type 1 or Type 2 launch week per month**
- **Mix in Type 3 pure content weeks to build relationships**
- **Use Type 4 pre-sell weeks to set up big launches**
- **Sprinkle in Type 5 P.S. soft-sell weeks for smaller products or affiliate offers**

With these 5 types, planning your entire year becomes ridiculously simple.

ACTION ITEM



1. **Open your Rolling Launch calendar** from yesterday's assignment
2. **Look at each week and assign it one of the 5 types**
3. **For launch weeks (Types 1 & 2):** Decide which specific product you're selling (this should already be done)
4. **For pre-sell weeks (Type 4):** Make sure the content topic/theme connects to next week's launch
5. **For P.S. soft-sell weeks (Type 5):** Choose which smaller product or affiliate offer you'd want to sell. That will help you figure out your topic for the week
6. **Make sure you have enough Type 3 pure content weeks** - it's an opportunity. An audience that trusts you, will buy from you

The next few assignments, will break down a launch sequence and a P.S. soft-sell sequence with a real examples.

— Derek
