



Special Webinar Release

Nurture & Cultivate Series Nurturing Letters 0 thru 3



SONIC NURTURE & CULTIVATE EMAIL SERIES

This short guide will walk you thru each step you will complete to successfully load your Nurturing Email numbers: 0, 1, 2, and 3 of my private Nurture & Cultivate email series into your own GetResponse account. Once complete, each of your subscribers will get an automatic follow-up email from you of each of these based on your settings as detailed. This is the best email marketing technique you could use.

Please implement it quickly!

NOTE: It is difficult to copy and paste these emails from this document. We have created a plain text version for you to make it easy to use these. Access the Text Version here (**you must be logged into your Sonic Account to access this page**): <http://app.soniclistbuilder.com/Nurturing-Emails-0-1-2-3.txt>

NURTURING EMAIL LETTER "0"

SUBJECT: Some News Worth Reading... Hi

Everyday I am impressed by my readers like you because you show how eager and ready you are to "leap ahead of the crowd".

That's why I go the extra mile for you to make sure you are not only educated in the field of Internet marketing, but are also well informed about what's new and how you can capitalize on the latest trends.

Let's stay on the "cutting edge" together, OK?

There are so many people out there with the same goals, who have every intention of bringing in a stable and consistent income online but very few are willing take the steps to make it happen.

Now, you've set yourself apart and your determination to learn what to do will serve you well moving forward.

My newsletter is all about informing you and making sure that you are at the forefront of the current methods that are available.

From there you can decide which route you want to take and ultimately achieve your goals.

There is no one set way to achieving exceptional online success, and every marketer has their own style. Some like affiliate marketing, some like writing, some like using PPC, some like local marketing, niche selling, some like to create their own products.

You will find your corner of the market and I will show you how to intelligently zero in on what will work best for you.

You'll definately want to stay tuned for my upcoming emails as I believe you will find them to be valuable and informative!

Your Partner In Success,

Your Name or Newsletter Name Here

NURTURING EMAIL LETTER 1

SUBJECT: It happened in Starbucks...

Well...

There I was, sitting in Starbucks one day snacking on a \$6 muffin and sucking down an overpriced cup of coffee like Donald Trump had loaned me his credit card for the day...

...kinda pondering over what I was going to do with the rest of my life. I wasn't too happy with where I found myself at that point in time.

Then I spotted one of those cars that knows how to parallel park itself out in the parking lot doing its thing...

You know what I'm talking about? It's an amazing sight.

Everything around me has gotten smarter, while I'm sitting there sorta feeling like a dummy.

My cell phone is smarter than it has ever been, computers get smarter by the minute, and heck, even a car – a 5000 pound hunk of metal – is so smart it can park parallel better than me.

And that's when it hit me...

Computers and automation can make anything better and if I could figure out just one way to capitalize on that, then everything will change for me.

So I did. And everything changed. Automation & Internet marketing are a match made in heaven and I want to show you some of the automation systems anyone can use to propel any online business to levels beyond imagination.

I think these things can help you exactly like they have helped everyone I've ever given them too.

So, if you're interested please keep your eye out for my next email I'll send you.

Your Partner In Success,

Your Name or Newsletter Name Here

NURTURING EMAIL LETTER 2

SUBJECT: Zipping back in time... Hi

Do you remember this?

The birth of the Internet brought lots of change.

It changed many aspects of our personal lives and as well as re-shaped the way business is done in many ways.

When I zip back in time and reflect on the dawn of those changes back in early 2000 - 2001 I can recall what is today some rather humorous predictions of the time.

It wasn't so funny then, when some self-proclaimed "experts" predicted the "end of shopping malls forever". Yep, they were predicting that being able to shop online would be the death blow to conventional brick and mortar businesses and shopping malls would stand empty forever.

Well, we all know it never happened and likely never will happen. But at the time it was a frightening thought for many business people.

Sure, the Internet did bring online shopping and things did change, but your local mall is not going anywhere...

Which brings me to a more recent prediction of a similar "doomsday" event that was sure to happen.

Not so long ago it was predicted by many that the "smartphone" would mark the end of email - that email is a dinosaur and no one will ever use it again.

The fact is, as the Smartphone industry took shape, just the opposite has transpired.

Can you guess what the number one thing people use their Smartphone for these days? They use it to check their email!

That's right, second only to texting, Smartphones highest use is to check email.

Email is alive and well and I'll be showing you how to use it effectively in your online quest.

Just like you can never replace a good old fashioned stroll through the mall, you can't replace the convenience and functional value of email, both as a user and as a marketer.

Now "snail mail", that may be another story...

Your Partner In Success,

Your Name or Newsletter Name Here

NURTURING EMAIL LETTER 3

SUBJECT: Cycle of doom...?

Hi

You may recall a previous newsletter where I talked about the crazy predictions in the early days of the Internet that shopping malls were doomed as everyone would buy everything online.

As noted, it never happened and likely never will.

But there is a cycle, or pattern, worth taking note of as an online marketer.

That pattern is multi-layered: The first layer...

People use the Internet for information. More and more, the information they are seeking is related to a purchase they are planning.

These consumers then take this information and shop locally to purchase the product.

The second layer...

People shop locally to physically see and

compare a product they are intending on purchasing. They get the information they need to make an informed decision.

Then, these consumers go online and purchase the product via the Internet.

Is this a "cycle of doom" for retailers? Or maybe there is a perfect balance of the online vs. the offline purchases?

As an Internet marketer I look for the opportunity presented by every situation when it comes to what people do online.

Simply put, I want to put myself into the middle of this buying decision process as often as possible.

I do that by finding out what people are looking for online and I create a very simple website around that area of interest.

And when done correctly, it doesn't matter if they make their purchase online or if they make it locally. I can profit either way. It does not matter to me.

I call it "niche marketing". I find a "niche" people are interested in and I capitalize on it.

It's a fairly simple thing to do too.

I'll show you how. I have it down to a short few steps and I can quickly grab my lucrative share of any niche.

Let's get you a "niche" or two and you'll see what I mean, OK?

I'll shoot you another email and if you want to know how, it's all detailed there.

Your Partner In Success,

Your Name or Newsletter Name Here

Now, in your Sonic Nurture & Cultivate Series you have email letters: **“0) Auto”** plus **3** more email letters in your complete series AND **“selling” emails 1, 2, and 3** which will be covered in Work Shop Two.

You will need to decide if you want to send each of these out every 7 days (weekly) or every 14 days (semi-weekly). If you send these every 7 days your series will span a shorter period than if you choose 14 days. Below is a table of the number of days we recommend that you will use:

<u>Letter Number</u>	<u>For Weekly</u>	<u>For Semi-weekly</u>
Auto Letter “0”	“On day” 0	“On day” 0
Nurture Letter One	“On day” 7	“On day” 14
Nurture Letter Two	“On day” 14	“On day” 28
Nurture Letter Three	“On day” 21	“On day” 42

The example below shows your where the **“On Day”** setting is in GetResponse:

