Twitter Thread by Steve Pratley



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Did you know that you can send a follow-up email sequence from @gumroad?

It's called a workflow, and here's how to use it to make $$$...

@gumroad 1) Set up a free product (pay what you want, $0+)
Keep it high value and very short.
A single page summary or plan of some sort is good.

Tell them in the product that they'll get more by email.

@gumroad 2) Set up your workflow under Customers => Workflows.

Here's what to send...

#1 Sent Immediately:
Remind them of what they'll be able to do if they ACT on the freebie
Tell them they'll get more useful stuff over the next few days
tell them how to recognise your emails

@gumroad #2 Optional same day
Keep this super light and breezy, like an email to your friends

If you have a higher level service, ask if they're interested

Ask what they're working on, people love talking about this

@gumroad #3 The paradigm shift

Tell them there's a reason why what they're doing isn't working
Hint at a missing piece, a conspiracy against them (Big Pharma), or just dumb advice accepted as common wisdom

This is the setup for your product which solves the problem

@gumroad #4 The Origin story

You're a hero, you need an origin story
Tell them how you found out your "secret sauce",
Show them you started just like them, you don't need superpowers, you just need your method.

@gumroad #5 Dig for objections
By now your hyper buyers should have bought

Time to find out what the rest of your audience is struggling with

@gumroad #6 Start the Value Story Lifestyle series
Value - answer the issues raised by email #5
Story - share success stories of other customers
Lifestyle - How the change has enabled you to live a better life

You can cycle through these forever

@gumroad Want more detail?

If you want more detail RT the top thread.

If I get enough interest I'm going to create a guide next week.

I've sat on this too long and feeling guilty about it
so it'll be highly affordable at launch for anyone who RT's
...

@gumroad It'll include:

Line by line instruction on what to use in each email
Exact timings you should use
My own sample campaign
Tips on design and keeping out of the spam and promo tabs

Interested? RT the top of the thread