

# Email System to Promote Your One Command Seminar

## Compiled by Jacque Smillie

One of the great benefits in becoming a One Command Seminar Leader is that we provide top-notch marketing material. As Asara says, the format of her marketing can be used to market any product from The One Command to quilt making classes to the latest, greatest invention.

In addition to writing great copy and promoting your events by flyer, word of mouth and special introductory evenings you'll want to set up your email database to be in a relationship with people who are interested in improving their life.

Remember mass marketing has already been done to get people to buy – or we say to INVEST – in goods and services. Everyone is primed and ready to go – your job is to encourage people and guide him or her to you and your seminars because you know how beneficial it will be for them. Asara says that it is our responsibility to inspire the world to discover the greatest qualities and ways of living possible in this lifetime - and remember they can get that information during your seminar. If you are brand new to marketing then we are saving you thousands of hours if you simply follow this model. For so many years our organization did well but we did really, really well when we followed this model.

**This is your guide and timeline of when to send your emails to your email list to let them know about you and your event. The timeline is pliable and easy to adjust.**

**YOUR DATA BASE OR EMAIL LIST IS YOUR INCOME – HONOR IT AND COMMIT TO DELEOP IT! THOSE ON YOUR LIST ARE INTERESED IN YOU AND YOUR SERVICES AND WILL PURCHASE WHAT YOU OFFER IF NURTURED PROPERLY.**

We have used YMLP.com as our email server for over 10 years and it is excellent, as well as, the easiest to use I've found. If you want to switch email servers or haven't set one up yet then sign up by copying and pasting this link into your browser and add the PROMO CODE (and we get some credit for referring you too.) You can start for free and /or \$3-15 a month.

**Promo Signup (copy and paste into your browser)**

**URL: [http://ymlp.com/psignup\\_promo](http://ymlp.com/psignup_promo)**

**Then put in this promo code: [KH2BS9](#)**

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Here is an email timeline based upon the best selling book, "Launch," by Jeff Walker to guide you on the BEST WAY to engage your subscribers. I highly recommend that you read the book to understand why this timeline is so successful. It will also motivate and inspire you. The timeline is not an exact replica of Launch but this works very, very well. According to Walker, you create **a series of emails to go out that will build momentum and interest in your upcoming information events (2 hours) and seminars (1 to 2 days).**

### Tip 1:

It doesn't matter how large or small your email list is; if you use it, your business and your classes will grow and grow.

### Tip 2:

An email list is still more effective than posting flyers or posting on social media pages like Facebook (and posting on Facebook is great to do as well). Focus on email marketing. You can always post your emails, hang your flyers after you send your first email.

### Tip 3:

Remember, *your friends and associates want to hear from you. You are not sending spam or junk mail. You are offering the same valuable and life changing material that changed your life. Now it's your turn to help those you love and know to do the same.*

### Tip 4:

Getting organized and writing the email "blasts" takes dedicated time to think and imagine what to write. and requires many hours. There will be many times that you are late or even miss an entire email. Don't sweat it. Keep on going and move to the next email on the timeline.

### Tip 5:

Asara's marketing material and the teacher's manual have all of the content that you need for a successful marketing campaign. You can add your own quotes, stories and information as you like. In other words, feel free to customize or copy Asara's material.

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### Tip 6:

Your emails will improve over time. Don't try to make things perfect. Hit "send" them out there. There will be typos and other glitches. You're human. It's fine. Believe it or not, you won't die and you will be surprised at the wonderful feedback you get from your email list. Do the best you can and *have someone else proof read before sending if possible.*

### Tip 7:

If you are new to marketing, it's a great time to work with another facilitator. You can share notes, edit each other and give support. I guarantee that you'll have more success if you partner up.

### Tip 8:

One of the greatest burdens and energy sappers to place on a business is debt. Building your business through the use of emails is free, free - free! Using Asara's sample emails and your own thoughts and insights has zero cost.

Debt is not needed to grow your success. Asara suggests that you hold your first One Day Seminar as soon as after you complete your class that's possible. In my case, I held my first, and very successful, One Day The One Command Seminar six weeks after completion of the training. Asara's vision is for you to thrive as a One Command Seminar Leader. Jeff Walker agrees when he emphatically states, "I do NOT advise borrowing money to buy any of my training materials."

If you believe that the only way you can grow your business is through debt, Command what you'd like to believe is possible instead. Our culture had been programmed over and over again, that the only way to have what we desire is through credit cards, lines of credit, home loans, etc. It's simply not true. The opposite is true. It costs nothing to send emails. Here is a timeline to help you schedule your email delivery. Remember that everyone has something they'd like to change, improve or remove. You have something remarkable to help them do just that. They'll never know until you let them know.

### Tip 9:

There are many great email marketing companies like Constant Contact and Mailchimp. Until you reach 2000 email addresses, the use of their sites are FREE. (Mailchimp statistics, Constant Contact may have different parameters.)

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Or begin with the system we use YMLP.com (Your Mail List Provider). Sign up on this link and we get some credit for referring you too. You can start for free and /or \$3-15 a month. Remember to put in your promo code even if you sign up on the free account –that is how we get referral credit.

**Your promo code: KH2BS9**

**Promo Signup (copy and paste into your browser)URL: [http://ymlp.com/psignup\\_promo](http://ymlp.com/psignup_promo)**

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Email #	When to send email	Purpose of email	Content of email
<b>#1 Pre-Prelaunch</b>	6 weeks before event	<ul style="list-style-type: none"> <li>• Establish authority</li> <li>• Tell your story</li> <li>• Get audience involved</li> <li>• Build anticipation</li> </ul>	<p>As you know I've been studying, practicing and am now certified in TOC. (AUTHORITY)</p> <p>How your life changed. (YOUR STORY)</p> <p>Ask, what would you like to change, improve or remove? I'd like to hear from you. (GET PEOPLE INVOLVED)</p> <p>In my next email I'll tell you why it's so powerful to ask yourself that question. It can change your life. (BUILD ANTICIPATION)</p>

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<b>#2 First Prelaunch</b>	5 weeks out	<ul style="list-style-type: none"> <li>• Thank you for your interest - change your life</li> <li>• WHY they would be interested in ODOC</li> <li>• WHY you?</li> <li>• Social Credibility</li> <li>• *Deliver value- video,PDF, blog</li> <li>• Answer objections</li> <li>• Promo next email</li> </ul> <p>*Giving away something great is important and creates a cycle of giving and receiving. This is key to successful business building. Don't be afraid to give something great.</p>	<p>Thank you for your interest. It's inspiring. (THANK YOU) You have a power so great within you and you can change your life in a moment. The ODOC class is where you'll learn and experience immediate change. (WHY)</p> <p>Discuss 'WHY' someone should take the class - to remove pain or to make great life even greater. (WHY)</p> <p>I'm certified. (WHY YOU?)</p> <p>Over 400,000 thousand people worldwide use The One Command (Social credibility)</p> <p>Video, or exercise they can use - (Find great videos in TOC One Day Resources), record your own video, write a PDF, or blog (DELIVER VALUE)</p> <p>Use Asara's Promo for the One Day PDF - "no matter what your current emotional or financial situation...)" (ANSWER OBJECTIONS)</p> <p>Watch for my next email. (BUILD MOMENTUM)</p> <p>Please like my FB page, etc. (GROW YOUR BASE)</p>
			compiled and edited by Jacque

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<b>#3 Second Prelaunch</b>	4 weeks out	<ul style="list-style-type: none"> <li>• Thank you for response.</li> <li>• WHAT is the opportunity</li> <li>• Remind them of your authority</li> <li>• Give social credibility</li> <li>• Success Stories</li> <li>• Include video or TOC exercise to give something of GREAT value they can use right now.</li> <li>• Handle objections</li> <li>• Look for new video next email</li> <li>• Please share and like my page</li> </ul>	<p>Smillie, 2015</p> <p>Thank you for your input and enthusiasm. (THANK YOU)</p> <p>What TOC does for your life (WHAT)</p> <p>I'm certified, use in my practice, etc. Many years of healing, etc. (REESTABLISH AUTHORITY - NOTICE HOW WELL ASARA DOES THIS IN HER EMAILS)</p> <p>TOC has been used by over 400,000 worldwide. The book is translated into many languages (SOCIAL VALIDATION - NOTICE HOW WELL ASARA DOES THIS IN HER EMAILS)</p> <p>Give some success stories for people to relate to or a 5-10 min exercise they can use right now to get them started changing their life. (PROVIDE GREAT VALUE)</p> <p>It doesn't matter where you are in life, what your circumstance, you are biologically capable of change. (HANDLE OBJECTIONS)</p> <p>Look for my next email where I will teach you something how to do_____</p> <p>SAVE THE DATE_____ (BUILD ANTICIPATION)</p>

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			Please share my email and like my Facebook page, etc. (GROW CONTACT LIST)
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<b>#4 Third Prelaunch</b>	3 weeks out	<ul style="list-style-type: none"> <li>• Thank you. Answer</li> <li>• Recap the event</li> <li>• Mini-Recap your authority</li> <li>• Short Success Story</li> <li>• Answer the top question you get asked</li> <li>• Give the BIG VIEW, HOW the Ultimate Transformation happens</li> <li>• Call to action: In the last 25% of the email show them the Early Bird Savings Please share and like social media</li> <li>• Open Registration (You may want to open it sooner.)</li> </ul>	<p>Thank you and excitement (THANK YOU &amp; BUILD MOMENTUM)</p> <p>I'm certified, teach TOC, my life has changed and so have hundreds of thousands like you around the world. (AUTHORITY AND SOCIAL VALIDATION)</p> <p>One or more quick success stories, using Asara's until you have your own (SUCCESS STORY)</p> <p>How TOC works, Theta, Subconscious, DNA, etc. Changes are greater than you can imagine. "Look at it from all angles and project out into their future" Jeff Walker. See how this parallels TOC's "How would your life be different if you had what you want now?" (HOW AND THE BIG VIEW)</p> <p>Teach something - use a demonstration video or post a link of Joe Dispenza or Bruce Lipton on how we change our lives. If you give a demonstration they can use, ask them to give you their results.</p> <p>OPEN REGISTRATION - EARLY BIRD SAVINGS. Early bird ends_____</p>

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<b>#5 First Launch</b>	2 weeks out	<ul style="list-style-type: none"> <li>• Don't let up. Keep mailing your launch.</li> <li>• Regular pricing now</li> </ul>	How TOC works. Big View -"You are greater than you think and now is the time to know it." Go BIG. Inspire. (INSPIRE) Give stories, even repeat stories. Full price 2 weeks left to register _____
<b>#6 Second Launch</b>	10-13 days out	<ul style="list-style-type: none"> <li>• What will change in your life and those who attend</li> </ul>	Use Asara's material. Inspire, motivate. Thank those who registered. Class is filling. Register here_____
<b>#7 Third Launch</b>	1 week out	<ul style="list-style-type: none"> <li>• Social proof</li> <li>• Time is running out</li> <li>• Sign up now</li> </ul>	Thank you for your response. Class is filling. (SOCIAL PROOF) Just a quick note that there are only seven days left to sign up and change your life.
<b>#8 Fourth Launch</b>	3 days before class	<ul style="list-style-type: none"> <li>• Longer email answers many questions</li> <li>• Sign up here</li> </ul>	It's physiological not metaphysical It's not hypnotherapy but _____ It's natural, how we are designed You're running programs all of the time, why not change your programs and get a better life? (ANSWERING QUESTIONS) Sign up here_____(CALL TO ACTION) I look forward to seeing you in class
<b>#9 Fifth Launch</b>	2 days before class	<ul style="list-style-type: none"> <li>• 24 hours to register</li> <li>• Class is filling up</li> <li>• Successes</li> <li>• Thank you</li> </ul>	24 or 36 hours left to register Big Picture How and Why Success Stories Thank you Sign up now

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<b>#10 Sixth Launch</b>	mornin g of the day before class	<ul style="list-style-type: none"> <li>• Last chance to sign up, closes in 12 hours</li> </ul>	<p>Keep momentum and excitement. Only 12 more hours to sign up and change your life. (YOU NEED TO SEND THIS EMAIL. IT REALLY HELPS UNBLOCK PEOPLE)</p> <p>This catches all procrastinators. You'll be surprised how many people sign up. (How many times did you wait to the last minute to sign up for a great class? - Do you see why you need to send these last two emails?)</p>
<b>#11 Seventh and Final Launch - Celebrate the great job you did and your results</b>	afternoon on the day before class	<ul style="list-style-type: none"> <li>• Closing in 6-8 hours,</li> <li>• Remind them of the great opportunity</li> <li>• This is for all of the procrastinators, those who want to take the class but haven't taken action.</li> </ul>	<p>Last email for those who are sitting on the fence. No, this does not bug anyone. It helps unblock. (LAST CHANCE TO ACT TO CHANGE YOUR LIFE)</p> <p>I hope to see you tomorrow. :)</p>
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