

Email #1:

SUBJECT LINE: Are You Ready for One Giant Leap?

PREHEADER TEXT: Why a trip to the moon reminds me of YOU...

Dear <<FIRSTNAME>>,

Hey there, it's Sandra from ContentBacon. Do you remember astronaut Neil Armstrong's famous quote?

From the surface of the moon, Armstrong said, "That's one small step for a man, one giant leap for mankind."

And those famous words remind me of YOU!

Why?

Because when you contacted us, you've taken a "small step" towards quickly and easily turning your email list of prospects into paying clients...without you lifting a finger.

And I applaud you for it!

Many companies collect prospect contact information and do little if any marketing with that list.

And the old sales funnel model, while effective, has some serious drawbacks.

The key is the Flywheel approach, which uses a more cyclical strategy. The main key takeaway is simply this:

Customers who shout your praises from the rooftops are the force that moves the flywheel.

Want to learn more about how Flywheel marketing can help your business? Check out our in-depth article [HERE](#).

In my next email, I'll share with you how to help your customers feel more valued! (Who doesn't want that?) Until next time...

Sizzling regards,

Sandra

P.S. If you have questions or are ready to chat, I'd love to hear from you! You can [book time with me](#) quickly and easily.

I look forward to hearing from you soon. :-)

Email #2:

SUBJECT LINE: Why "Rom-Com" Movies are So Popular...

PREHEADER TEXT: All those predictable romantic comedies do this one thing right...

Dear <<FIRSTNAME>>,

Hey there, it's Sandra from ContentBacon. Have you ever wondered why romantic comedies are so popular?

Most of the time, critics hate them. People everywhere say the same thing: "Oh, I know exactly what's going to happen!"

Yup, the guy and the girl are going to start as bitter rivals, bickering co-workers, or seemingly mismatched in some other way.

But in the end, they get together. They kiss, the music swells, and we fade to black.

Rom-coms make a ton of money because they give the customer exactly what they want.

It reminds me of content marketing.

The key to a great content marketing strategy? Give your prospects, fans, and promoters what they want.

And they want juicy content that's written in an easy-to-digest way. It's about subjects your customers and prospects want to know more about.

By giving them what they want, your customers feel, “Hey, this company ‘gets’ me!” And they feel more valued.

What happens when they feel more valued? Right. You get more biz. Everyone wins.

We have an entire article that lays it out [HERE](#). You’ll be amazed at some of the content...I promise!

Sizzling regards,

Sandra

P.S. Ready to create raving fans for your brand? [Let me know and I’m happy to help](#).

Email #3:

SUBJECT LINE: You Can Learn About Marketing from Luke Skywalker...

PREHEADER TEXT: The hero of “Star Wars” can give you insight into content marketing...

Dear <<FIRSTNAME>>,

Hey there, it's Sandra from ContentBacon. A friend of mine was re-watching “Star Wars” the other day and compared Luke Skywalker’s story to the buyer’s journey...

I know, sounds weird, right? But he made a pretty good case for it.

In the original 1977 classic movie, Luke Skywalker goes through what’s called the ‘Hero’s Journey:’

--- He realizes he can’t ignore the evil Galactic Empire any longer

--- He is presented with a possible solution: join the rebel forces and fight back.

--- Ultimately, he decides to join the cause and becomes a great hero.

That, my friend, is content marketing. And it boils down to the same three points:

--- Awareness: The buyer knows there's a problem.

--- Consideration: Now that the buyer is thinking about the best way to solve it.

--- Decision: The buyer is ready to compare and choose the right solution (hint: yours!)

Flywheel Marketing helps guide the buyer along their own 'hero's journey' to ultimately becoming a customer.

You can read about it [HERE](#).

Sizzling regards,

Sandra

P.S. Want to find out what ContentBacon can do for your business? You can [book time with me](#) quickly and easily.

Looking forward to it. :-)

Email #4:

SUBJECT LINE: The Secret to Social Media Revealed in Modern Art...

PREHEADER TEXT: Crazy scribbings and splotches have a place in marketing...

Dear <<FIRSTNAME>>,

Hey there, it's Sandra from ContentBacon. I discovered something neat about marketing from modern art...

I confess, I don't know much about art. I look at a blob of orange paint on a canvas and think, "Well, I could do that."

But I know someone who was an art major in college. He understands the thinking behind modern art.

Jackson Pollock's splatters? It's about recording motion on a canvas. That odd bike tire mounted to a stool? Dadaism. It's the idea of rebellion in art.

I still think it's not very appealing. It's just me.

Then it hit me – whenever there is a new movement in art, it's all about standing out in a crowd. Of doing something different.

That's what helps businesses stand out with their social media marketing. That market changes and shifts all the time.

You can't do the same ol' posts you did a year ago. It has to stand out.

This concept is so important that we devoted an entire article to help you stand out, too.

You can read about it [HERE](#).

Sizzling regards,

Sandra

P.S. Ready to grab attention for your brand with social media? [Let me know and I'm happy to help](#).

Email #5:

SUBJECT LINE: The Secret of the Salesman Who Never Sleeps...

PREHEADER TEXT: This could easily change your marketing forever...

Dear <<FIRSTNAME>>,

Hey there, it's Sandra from ContentBacon. Do you remember what marketing was like before the Internet?

I do and it wasn't any fun. We had to do everything by hand. Stamp and address the envelopes. Go to the post office and mail them. Wait days to find out how our campaign did.

When calls from leads came in, we had to answer the phones. Keep track of how the conversation went, schedule follow-up calls, and maintain complex records.

All those things were effective then and they're effective now. But they take a lot of work!

What if there was a better way? What if you could follow up with your leads without lifting a finger?

This is a sales force that never sleeps. They will work for you 24/7. And they won't ask for a raise.

Best of all? We've created an entire guide to help you launch this sales force quickly and easily. You can get the entire guide right [HERE](#).

And it's 100% FREE. You're welcome. :-)

Sizzling regards,

Sandra

P.S. Want help getting your own 24/7 sales team to work for you? [Let me know and I'm happy to help.](#)

Email #6:

SUBJECT LINE: I think I screwed up...

PREHEADER TEXT: Let some of our clients do the talking for me...

Hey <<FIRSTNAME>>it's Sandra from ContentBacon. And I just realized that I've made a critical error...

See, for the past few weeks, I've been telling you about how our Flywheel Marketing can help your business.

But I messed up. I forgot one of the basic rules of salesmanship:

“Don't tell...let others tell FOR you!”

What I SHOULD have been doing is zipping my lips and letting some customers do all the talking.

Because nobody (including you) is going to take a leap like this one without asking a few others how the water feels, right?

So, without further delay, here are a few comments from satisfied clients who have used Content Bacon's services ...

“Before using ContentBacon, our team would try and squeeze content writing into everyone's job description. It was always the last thing on everyone's list. Now, I get the content directly into my inbox (without having to harass my team members or stress about writing it myself). Our blog and social media is full of relevant content, positioning us as a knowledge base for our customers.”

- Holly, Brand Specialist, Mobilize Your Tech

“ContentBacon gets us. They know how to ask the right questions to get at our story in a way that resonates with our target audiences. I sleep better knowing we've got the experts serving up amazing content for us on a consistent basis. Whenever we've tried to do it ourselves, we fail long term. The investment we make in ContentBacon pays off 10 fold.”

- Jane, Founder, Peyton Bolin Real Estate Law

“After working with ContentBacon, our content became more human and was more in tune with how we add value and solve our clients' problems. The result was increased

traffic and more engagement. But perhaps more importantly, it helped us understand 'our why' more clearly and how to communicate that effectively to our community.”

- Adam, Founder, Marshall Grant, PLLC

And that's just a few.

There are tons more emails and letters from people taking the first step towards increasing their business while decreasing the amount of time they have to spend.

But what about you?

--Are you ready to maximize the earning potential of your prospect list?

--Are you ready to turn anonymous visitors into bona fide customers?

-- Are you ready to build a relationship with prospects, leading to more sales?

Then ContentBacon has exactly what you've been looking for. And you can get started right now, right here.

[GET STARTED](#)

Let's get this thing rolling...

Sizzling regards,

Sandra

P.S. You can [book time with me](#) quickly and easily.

I look forward to hearing from you soon. :-)

Email #7:

SUBJECT LINE: “I Find Your Lack of Faith Disturbing...”

PREHEADER TEXT: Yup, Darth Vader's iconic words really apply here...

Hey there, <<FIRSTNAME>>, Sandra here from ContentBacon. The other day I caught an amazing quote from one of cinema's greatest villains...

It's during 1977's "Star Wars" when main villain Darth Vader decides to punish an officer who crosses him.

But he does it by choking the guy...with his mind!

While he does it, he delivers the classic line, "I find your lack of faith disturbing."

It's truly a frightening scene...especially to an impressionable child!

But that line reminded me of something.

Of how we're sometimes afraid to try something new to market our business.

Even if that 'new' way of marketing gets the best ROI of anything online.

I thought of Darth Vader's line when I realized you haven't taken that next step.

Frankly, I'm baffled.

In my previous emails, I outlined many of the incredible benefits our Flywheel Marketing can deliver.

Between emails, social media, and content marketing...well, the opportunities are nearly endless.

Just off the top of my head, ContentBacon's Flywheel approach can:

- Keep your company in your prospect's mind
- Turn prospects into raging fans
- Ease them into a buying decision without being 'salesy' or pushy
- Convert them into "promoters" of your brand
- Make following up with your leads easy and automatic
- And much more.

That's just the tip of the iceberg!

You can see the value, right?

What Darth Vader did in "Star Wars" was sheer movie fiction.

No one is going to 'force-choke' you.

But if you skip out on this, something horrible will indeed happen.

You'll be leaving huge potential profits on the table.

And I KNOW you don't want that.

Talk to you soon.

Sizzling regards,

Sandra

P.S. Ready to do this? [Let me know and I'm happy to help.](#)

