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2

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Email Objective	Buy Cycle Stage	Prospect/Customer Status	Email Objective(s)			Up-Sell
			Frequency	Educate to Maintain Interest	Extend Offer to Further Quality	
Conversion	Awareness	Not ready to buy	Increase Awareness	The Role You Play In the Market What Makes You Unique	More Market/Research Data (not your propaganda)	
	Interest	Distantly considering purchase, but not feeling pain	Continue Awareness	What Makes You Unique Your Reputation	More Market/Research Data (not your propaganda) Your Customer Testimonials	
	Desire	Actively researching solution & feeling pain	Prove Your Viability as their Solution	Your Reputation Your Market Share Growth	Your Customer Testimonials Sample or Demo of Your Product	
Engagement	Action	Evaluating Vendors			Sample or Demo of Your Product Specific Case Studies on Same Pain Experienced by other Customers	
	Loyalty	Have bought without buyer's remorse	Continue Awareness		More Market/Research Data (not your propaganda)	Add-on Opportunities that are Providing Value to other Customers

### Three Elementary Steps for Moving Prospects to Customers via Email Messaging:

*First, Determine the Email Objective*

*Second, Identify the Prospect or Customer's Stage in their Buying Cycle*

*Finally, Structure each Email with Actions that Enable each Reader to Drive the Content and Timing of their Communication.*