



Market Segment Email Worksheet

	Name	Need
Sample - Name	<i>Home Owner</i>	<i>Water Heater</i>
Message	<i>How Propane Saves Over Electric Options</i>	
Segment Name		
Message		
Segment Name		
Message		
Segment Name		
Message		
Segment Name		
Message		
Segment Name		
Message		

Notes: _____

My Biggest Opportunity Here?: _____



Email Import Strategy Worksheet

Fields	
First Name	
Last Name	
Email Address	
Phone	
Address	
City	
State	
Zip	
Spouse Name	
Note	
Tags	

Where Could I Be Collecting Emails?: _____

Have I Missed Opportunities? Yes No: _____

Notes: _____



The BACON System

List Strategy Worksheet

	List Name	Tags
Sample - Name	Home Owner - High Ticket	Designer, Rehab, Suburbs, Executive
Note	List from Lake Forrest Home Show	
Segment Name		
Note		
Segment Name		
Note		
Segment Name		
Note		
Segment Name		
Note		
Segment Name		
Note		

Notes: _____

My Biggest Opportunity Here?: _____



Automated Email Drip Worksheet

Pre Sale

	List Name	Tags
General Topic	<i>List Vertical or Segment</i>	
Note		
Title - Email 1		
Note		
Title - Email 2		
Note		
Title - Email 3		
Note		

During Sale

	List Name	Tags
General Topic	<i>List Vertical or Segment</i>	
Note		
Title - Email 1		
Note		
Title - Email 2		
Note		
Title - Email 3		
Note		



Automated Email Drip Worksheet

Post Sale

	List Name	Tags
General Topic	<i>List Vertical or Segment</i>	
Note		
Title - Email 1		
Note		
Title - Email 2		
Note		
Title - Email 3		
Note		

Notes: _____



Automated Email Drip Worksheet

Generic Email Sequence Worksheet




	List Name	Tags
Email 1		
Note		
Email 2		
Note		
Email 3		
Note		
Email 4		
Note		
Email 5		
Note		
Email 6		
Note		
Email 7		
Note		
Email 8		
Note		
Email 9		
Note		
Email 10		
Note		
Did Not Open?		
Note		



Marketing Resource List



Misc Marketing Tools

	<p>Aweber has the power of much larger email systems with more power than popular ones like Constant Contact or MailChimp.</p> <p>Create and send modern, professional email broadcasts to your audience with our powerful email marketing and automation tools. Includes Autoresponding sequencing</p>	<p>BrianLoves.info/AWeber</p> <p>Free - 30 Days \$19 per Month (500 Subscribers)</p>
	<p>Transcribe audio from your podcasts, videos, and more. Upload files from your computer or simply paste a URL from the web. Secure and confidential. People, not software, transcribes your files 24/7 with 99%+ accuracy, 100% guaranteed. Fast, reliable, and easy to use! Start with \$10 Off your 1st order!</p>	<p>BrianLoves.info/Rev</p> <p>\$1 per Minute</p>
	<p>Planable helps you preview Facebook, Twitter and Instagram posts exactly as they will appear when published. Simplify your feedback process by having team members and clients discuss posts right where they are created. Eliminate those endless email threads and never lose track of important feedback.</p>	<p>BrianLoves.info/Planable</p> <p>\$29 per Month (14 Day Free Trial)</p>
	<p>Zoom Meetings for desktop and mobile provides the tools to make every meeting a great one. Zoom Meetings syncs with your calendar system and delivers streamlined enterprise-grade video conferencing from desktop and mobile. Enable quick adoption with meeting capabilities that make it easy to start, join, and collaborate across any device.</p>	<p>BrianLoves.info/Zoom</p> <p>\$0-\$15 per Month (Multiple Integrations)</p>



Marketing Resource List



	<p>Asana is an online project management solution that is scalable and east to use. Visualize your work. Move work through multiple stages quickly, easily, and beautifully. Use Timeline to create a plan that shows you how the pieces of your project fit together, and helps you keep work on track as things change. Create a standard work intake process with Forms. Make it easy for others to request work, and get the details your team needs upfront.</p>	<p>BrianLoves.info/Asana</p> <p>\$0-\$25 per Month</p> <p>(Multiple Integrations)</p>
	<p>Nimble is an affordable yet powerful CRM (Customer Relationship Manager), that integrates with G-Suites, Office 365, IMAP email, and various social media programs. It helps you grow relationships, monitor interactions and acts as a launchpad for integrated marketing campaigns.</p>	<p>BrianLoves.info/Nimble</p> <p>\$20 per Month</p>
	<p>366° is an integrated lead generation, email drip marketing campaign, and social media scheduling and distribution platform. it and works directly with your CRM to create and deliver automated, email drip campaigns. can actively monitor interactions and actions taken by people your are trying to establish better sales and business relationships with.</p>	<p>BrianLoves.info/366</p> <p>\$99 per month</p> <p>(Includes Up to 10,000 Contact)</p>
	<p>Evernote is a free program (Premium adds functions and more devices). Use Evernote to make connections while networking. Premium allows you to capture business cards, convert to text for the contact info, and send a "Nice To Meet You" email, and make a LinkedIn Connection.</p>	<p>https://evernote.com/</p> <p>Free - 30 Days \$7.99 per Month (500 Subscribers)</p>