

# May 2018 10ksubs Email Sequence

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## **Monday AM: Opencart**

**Subject:** Get 10,000 Subscribers is Open For Enrollment

### **Body:**

Today's the day!

I'm very excited to announce the Spring 2018 enrollment for my premium course and coaching program, Get 10,000 Subscribers, is now open.

### **Here are the details:**

Over the last month I've shared the 3 biggest sales funnel mistakes that are holding you back. I also showed how getting 25 qualified email subscribers each day will allow you to quickly create a 6-figure sales funnel.

But the big question is:

How can you consistently get 25 people to join your email list every day?

How do you setup your funnel so new subscribers become customers?

Well, that's where Get 10,000 Subscribers comes in.

### **What is Get 10,000 Subscribers?**

10ksubs is a proven, step-by-step system for growing your list from 0 to 25+ quality email subscribers each day and creating your 6-figure sales funnel.

This is unlike other programs about creating a funnel. Why? Because other courses just teach you about fancy software and how to write new emails and blog posts every week (aka: "the

content hamster wheel of death  
).

Instead, we assign you a personal funnel consultant to work with alongside you to show HOW to get more subscribers every day...and exactly HOW to turn those subscribers into customers with a simple 5-part email sequence.

**More specifically, in 10ksubs, you get access to:**

**4-modules of video training:** You get access to all 52 step-by-step video and text based lessons. Each lesson comes with clear action items, templates and swipe copy you need to get started fast. This is everything we've learned about creating winning sales funnels over the last 5 years.

**Unlimited consulting:** You will be assigned a personal 1:1 funnel consultant to work with you through all 3 phases of creating your funnel. You aren't on your own - we're with you through the entire process.

**All-new bonus material:** We've added loads of new advanced training and bonus content to the course. In fact, I went to 12 of my smartest marketing friends and asked them, "What's one thing you're doing in your sales funnel that's working extremely well?" You'll watch as they share their answers and walk through their funnels.

**Private Community:** Our community is the heartbeat of the program. This is where 1,200 other entrepreneurs like you are hanging out each day. The community is an awesome place of accountability, learning what's working for others and finding a place of other like-minded people. I am extremely active in the community, posting behind-the-scenes videos 2-3 times per week and answering questions.

**Office Hours:** Each week we host live video office hour calls. You can join in, ask your questions and get help from our entire team.

And there's a whole lot more.

Enrollment for 10ksubs is open today. But it closes this Friday, May 11th.

[Learn more about Get 10,000 Subscribers.](#)

See you inside!

-Bryan

P.S: Throughout this week I'll send a few more emails about 10ksubs. It will help you decide if the program is a good fit for you.

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**Monday PM: Showcase action takers**

**Subject:** 200 examples ✨

**Body:**

Think back to the last concert you went to...

What happened before the main act went on stage?

Some random no-name singer came out to warm up the crowd. They were the opening act. And as a result, the 10,000 people in the arena were simultaneously annoyed that the main act wasn't on stage and got introduced to this cool new artist they didn't know about previously. And what did the new artist get? They sold 1,000s of CDs, t-shirts and songs on iTunes.

What most people don't realize is that **being the opening act is one of the most effective ways to grow any business.**

The most popular artists in the world got their start doing EXACTLY this.

For example....

Taylor Swift was the opening act for Rascal Flatts.

Lady Gaga was the opening act for the Pussycat Dolls.

AC/DC was the opening act for Rainbow.

Elton John was the opening act for Derek and the Dominos.

The Beatles were the opening act for Roy Orbison.

**Here is the weird part:**

Many of us think that if we just write better copy, tinker with chat bots more or create the perfect Facebook ad campaign that we'll magically shoot into superstardom. Wrong!

It doesn't work like that. It didn't work for Taylor Swift or the Beatles.

They needed a jump-start.

That's why on Friday I [taught you](#) 3 ways to use the *Be the Opening Act* strategy for creating your 6-figure sales funnel. This is one of the CORE strategies of our program. Inside 10ksubs I show you how to leverage this strategy to quickly add 25 new \*qualified\* subscribers to your email list each day and create a successful funnel.

We started a challenge on Friday: I told everyone who executed these 3 tactics that I would promote them to the VF Newsletter today (i.e., be my opening act). And 200 people took me up on it!

People like Liane, who got such good traction that she crashed her MailChimp account...



**Liane Hack** @LianeHack · 9m



Thanks so much @Harris\_Bryan I just got started building my list following YOUR ADVICE Number 1. It's just growing like crazy, it actually crashed Mailchimp! :-)  
Love it. #ListBuilding #COURSES

If you want a coach to work with you and a course to guide you in creating your 6-figure sales funnel, 10ksubs is the perfect program for you.

[Click here to start the 10ksubs course and coaching program now.](#)

Also, here are 200 hustlers who were on that Facebook Live workshop Friday and have already taken the first step to creating their 6-figure funnels.

#### Personal Development

- [Heather Davis](#)
- [Nada Manley](#)
- [Katanna Castille](#)
- [Jerry Webb](#)
- [\(See 56 more\)](#)

#### Health/Wellness/Food

- [Aurora Myers](#)
- [Jordan Hill](#)
- [Tahira Bell](#)
- [Chris Becker](#)
- [\(See 28 more\)](#)

#### Writing/Author

- [Jennifer White](#)
- [Lenny Johnson](#)
- [Janith Hooper](#)
- [Tannis Laidlaw](#)
- [\(See 19 more\)](#)

## Business/Marketing

- [Brian Richardson](#)
- [Shadi Mogadime](#)
- [Kase Dean](#)
- [Maria Bowie](#)
- [\(See 57 more\)](#)

## Creative

- [Kristel Mallet](#)
- [Jason Blower](#)
- [Cédric Degoumois Suebsom](#)
- [Trish Parr](#)
- [\(See 20 more\)](#)

-Bryan

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### **Tuesday: Who It's For**

**Subject:** Is Get 10,000 Subscribers right for me?

**Body:**

I opened enrollment for Get 10,000 Subscribers yesterday. And since then, I've gotten a lot of questions about the program.

*"Will this teach me how to create my sales funnel?"*

*"What if I'm just starting out, will it help me grow my list?"*

*"How does the unlimited consulting work?"*

*"How long does it take to see results?"*

*"What if I join 10ksubs and it isn't a good fit?"*

These are great questions. I answered these and a few other common ones on our FAQ page. This will help you to determine if this program is a good fit for you.

[Visit the 10ksubs FAQ page to get your questions answered](#)

Also, if you have any questions about the material that I didn't answer, just drop me a line at [support@10ksubs.com](mailto:support@10ksubs.com).

## One last share...

I got an email this morning from a Get 10,000 Subscriber Alumni that I thought you might like...

**[Redacted]** started the conversation May 7, 10:19am

Assigned: Anyone    Status: Active

Bryan,  
A week into my journey as a fulltime solopreneur, I wanted to pause and say thank you. I still remember the shaky iphone video Jeff Goins took of your talk at one of the first Tribe conferences. That video changed everything for me. You got in our faces and challenged us to TAKE ACTION to grow our lists. You proved to me I could do it, and I enrolled in Get 10,000 Subscribers. **I've grown my list to almost 5000** and an upcoming partnered webinar with Jeff Goins promises to give me a solid boost! Speaking of partnered webinars, that came about because I enrolled in Slingshot and followed the JV template. Before that I used your one-on-one coaching template. In 24 hours I had ten clients and was making \$1500 more per month. **All of this has resulted in my ability to transition out of my corporate job to pursue building my own business.** I can't thank you enough for your practical wisdom, the amazing tools you've built for us, and your infectious can-do, no-excuses, no-BS approach to everything you do.  
THANK YOU!  
Take care,  
[Redacted]

So awesome!

Whether you are looking to create your first 6-figure sales funnel or scale to 7-figures and beyond, Get 10,000 Subscribers will pair you up with a funnel consultant and give you the exact step-by-step instruction you need.

[Learn more about Get 10,000 Subscribers here](#)

-Bryan

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### Wednesday: Success Stories

**Subject:** 5 Normal People. 5 Success Stories 

#### Body:

Have you wondered if Get 10,000 Subscribers is right for you?

Today I'd like to share 5 stories of students that have graduated and have gone on to create successful sales funnels and email lists.

Each student struggled at some point. They share those struggles, what worked for them, what didn't, and the success they've had since enrolling into the program.

#1: [How Elena Used 10ksubs To Launch The Most Successful Crowdfunded Book In Kickstarter History](#)

#2: [How Kelsey Used 10ksubs To Launch a 6-figure Design Education Business](#)

#3: [How Tom Used 10ksubs To Launch His 5-Figure Funnel Making Handmade Guitars](#)

#4: [How Abbey Used 10ksubs To Launch Her 5-Figure Funnel In Wedding Photography](#)

#5: [How Jeff Rose Made \\$39,953 With His First Live Promotion Funnel](#)

As you know, I opened enrollment for my premium training program that will teach you step-by-step how to create your first 6-figure sales funnel on Monday.

[Learn More About The 10ksubs Course And Coaching Program Now.](#)

*\*Enrollment to this program will close on Friday, May 11th.*

-Bryan

PS: If you have any questions, just hit reply and let me know. I'll be here all day.

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**Thursday: FAQ**

**Subject:** Top 7

**Body:**

It seemed impossible.

When I first started this site, I had one goal...

Figure out how to get 10,000 \*qualified\* subscribers to join my email list.

From everything I'd read and learned, 10,000 was the point at which my audience would be big enough to quit my job and go all-in on this idea.

I shared this goal with my friend Noah and he said, "You'll do it. No doubt.". At the time I thought he was just being encouraging and optimistic, but somehow by the end of the year I had reached my goal.

That encouragement and affirmation from Noah made a big impact.

Most people think that creating a 6-figure funnel is about setting up the perfect Facebook Ad campaign or writing new blog posts every week. However, what I've learned over the past 5 years is that the key is getting 25 \*qualified\* subscribers to join your list every day.

And right now, you know that enrollment for Get 10,000 Subscribers, my course and coaching program on how to grow an email list and create your 6-figure sales funnel, is open --and it [closes TOMORROW at 11:59PM Pacific](#).

You're interested, because you're reading this. :)

To help you with your decision I sent you 5 case studies from 10ksubs alumni yesterday and answers to [frequently asked questions](#) the day before.

...

Today I'm going to share the top 5 reasons why people enroll into Get 10,000 Subscribers.

These are quotes that students shared with me after they joined. See if any of these resonate with you:

### **Grow My Business**

*"More subscribers = more sales of my current product, and more opportunities to develop additional products more effectively. When I get to 60 subs/day, my current product sales (\$7k/mo. revenue) will fully support my family's expenses. When I hit 85 subs/day, that puts me at \$10k/mo. revenue which gives me the flexibility to re-invest in the business and develop my next product while living comfortably. Ultimately I see this as the launching point to really expand and build this thing out into a \$1mm/yr business over the next X amount of years. The faster I can get there, the better."*

### **Create Things And Not Worry About Money**

*"It would change everything. If I could just write my books and have enough people buy them to pay my bills, that would be heaven on earth. If by some magic I could make more than that and have money to spend, that would be an unimaginable place to be. Where I could do things like pay off (all or part) of my kids' college debts, for example. Take my wife on exotic vacations. Buy a pair of new shoes for myself. Mostly, being able to quit my day job and write (along with, potentially, teaching others what I know) would be grand, indeed."*

### **Flexible Lifestyle**

*"For me, more subscribers will not only validate the offering that I am looking at, but will more importantly allow me to lead a more flexible life around my young family. To be able to offer*

*them the best that I can, is what is driving to invest now to reap the rewards hopefully sooner rather than later!"*

### **Help Others**

*"I would have the freedom to do what I truly believe makes a difference in women's lives. (I 99% work with women although much of what I think isn't gender specific). It's wonderful to see someone become more peaceful with herself.*

*On the money side of things, it would be great to be excited about work, rather than going to work and feeling like it's such a small scale one person at a time. I just don't want trade dollars for hours at this point, i would rather spend time with my family & kids."*

### **Switch From Agency to Product**

*"It would literally change my situation completely. Right now my clients are providing my team and my family with good income, but they are extremely demanding and I'd like to fire most of them. I've also hit a ceiling because my business model currently has no leverage. So income replacement is important, but I actually want to fix the scale and time problem long term. I know it will take time, but building a list seems like the best way to accomplish that!"*

### **Personal Validation**

*"This might sound strange, but validation that my work matters and is effective. When I was in graduate school, my professors discouraged my approach to conflict (collaboration based on values identification) and my family diminished my efforts."*

### **Pay Off Debt:**

*"It would allow me to pay off my debt and really start pretty away a significant amount of money for retirement and my family."*

...

[Join Get 10,000 Subscribers Now](#)

See you inside!

-Bryan

**P.S.** Don't forget: Get 10,000 Subscribers comes with a 100% LIFETIME refund and guarantee policy. We want you to reach your personal goals and will do everything in our power to help you.

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**Friday AM: Close Cart + Pressing Issue (GDPR)**

**Subject:** GDPR + 10ksubs Closes Today

**Body:**

On May 25th, many countries will start enforcing GDPR.

GDPR is a sweeping update to how you can build your email list in order to protect your subscribers privacy and stay on the right side of the law.

We've gotten many questions about this from our 10ksubs Alumni. That's why I talked to our lawyer and several email services to see what we needed to update in order to stay compliant. We were able to make 4 minor tweaks to our site to stay compliant.

As you might expect, we're hosting a workshop for all 10ksubs Students in a few days where we'll share the 4 small changes we're making (and you can make) to stay out of trouble.

**Unlike most courses and communities we constantly update our program, coach you through any tricky regulations and always keep you up to date with the latest strategies that we working.**

While enrollment to 10ksubs is open right now, it closes tonight (at 11:59pm Pacific).

[Learn more about 10ksubs and create your 6-figure sales funnel now](#)

Also, keep in mind that your enrollment is protected by a **LIFETIME 100% Money Back Guarantee**. Try it out, give it an honest effort. If you don't see significant growth to your email list and sales funnel, let us know. We'll promptly return 100% of your investment.

See you inside.

-Bryan

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**Friday PM: Final Call**

**Subject:** 🕒 Get 10,000 Subscribers closes in a few hours

**Body:**

Quick reminder: Get 10,000 Subscribers closes at midnight Pacific time today.

[Learn more about the program here.](#)

**When you enroll, here's what will happen next:**

1. You'll get a email message from me with your program login instructions.
2. You'll get an introduction to your 1:1 funnel consultant so you can get started immediately.
3. You'll get the entire program unlocked and available within 5 minutes. (No waiting for lessons to drip out!)
4. You'll have your idea picked out, vetted and be running full steam ahead with it within the first 24 hours.
5. You'll immediately jump into Module 0 where you'll add 100 people to your email list within 48 hours.
6. You'll have your funnel type picked out and outlined by EOD Monday.

...

I've already shared [5 success stories](#) from graduates of the program and [answered the most important questions](#).

Now it's time to decide! Enrollment for the program closes in just a few hours (midnight PT).

[Click here to join 10ksubs now.](#)

Whether or not you decide to join, this will be the last email about the launch. We'll go back to our normal weekly emails next week.

See you inside!

-Bryan



