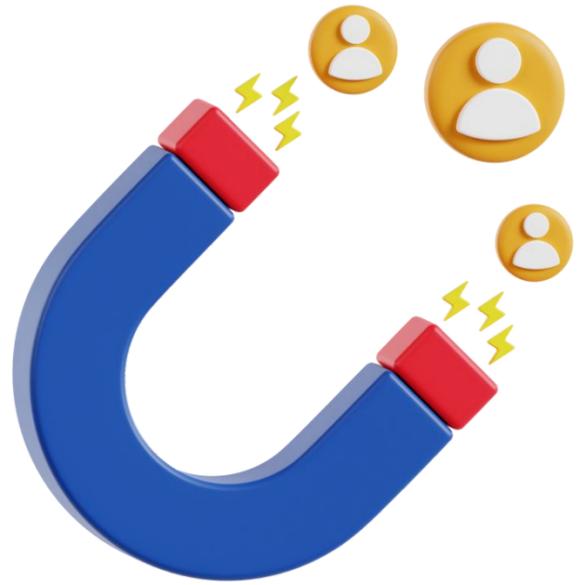


**How To 'Print Money' & Never Be At The Mercy Of  
Google Again  
(With Email Marketing)**

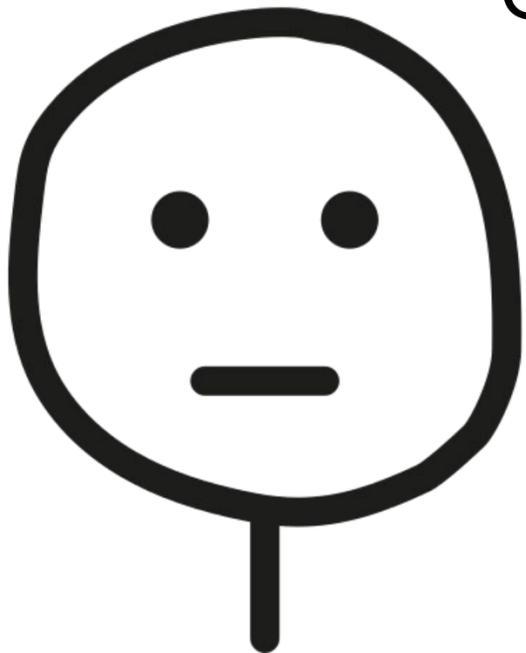


## Disclaimers:

Sold my agency a couple of months ago...

My design skills are REALLY bad.

Going to share ALL the behind the scenes, “secret sauce” stuff with  
you...



12:06



reddit.com



 **r/SEO**  7 mo. ago  
Mouditroubles  **Join** 

## Blog Traffic dropped 99% after the Google 2024 March update

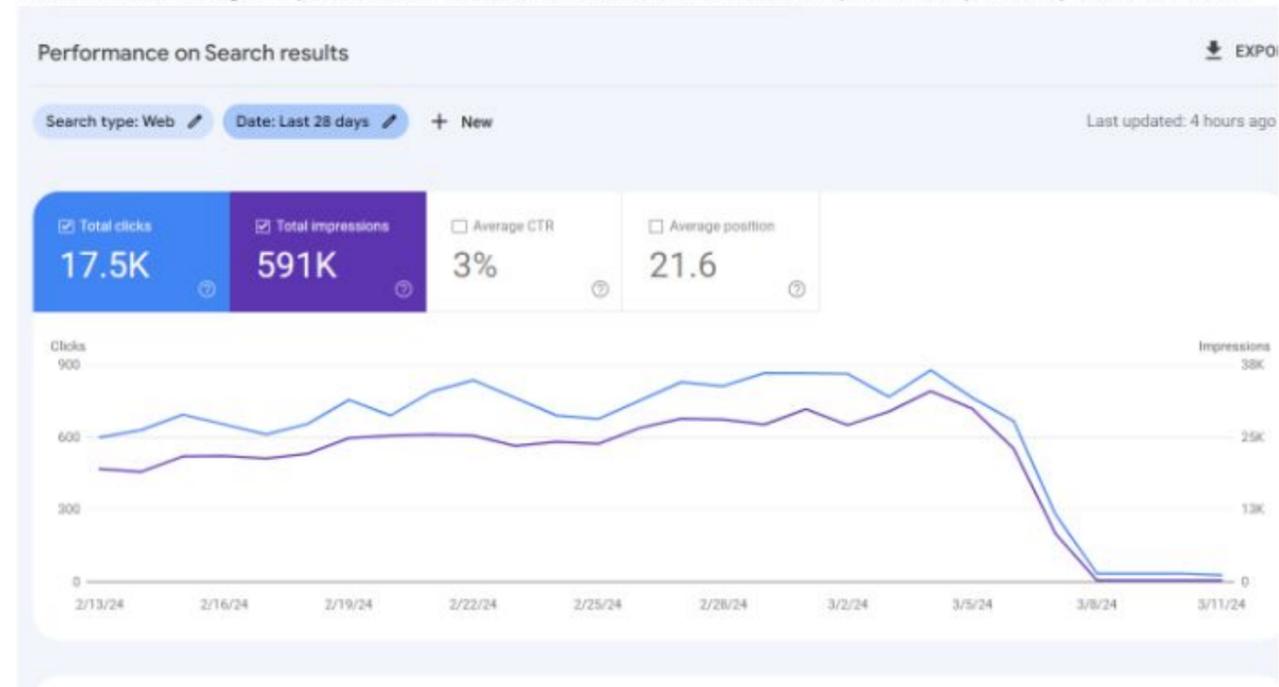
Tips

The traffic my blog was getting from Google search engine dropped by 99% since March and didn't recover, but Hahaha Fck You Google, 90% of my traffic is coming from my big social media pages anyway. I also left the shitty Google adsense and found better advertisers for my blog. Google hates small publishers, it's a fact.

## Sudden Drop in Search Ranking and Traffic After Google March 2024 Core Update - Need Help

Hi everyone,  
I need little bit help and guidance regarding a recent drop in our website's search ranking. We've been operating a legitimate website with original content for the past 5 years. We always try to follow white-hat SEO practices and have never engaged in any black hat techniques.

But, after the Google Core update in March 2024, we lost 90% of organic traffic in one day. It's almost as if our site is now invisible in search results. We are concerned that this may be a mistake on Google's part, and we want to understand how to potentially rectify the situation.



**Average conversion rate on most websites:**

**2.03%**

**Average lead magnet conversion rate:**

**18% or**

**27% for checklists etc.**

**(Leadpages)**

**“Own The  
Racecourse”**



MILKROAD

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# Get smarter about crypto

Join 250,000+ subscribers and get our 5 min daily newsletter on what matters in crypto.

Enter email address...

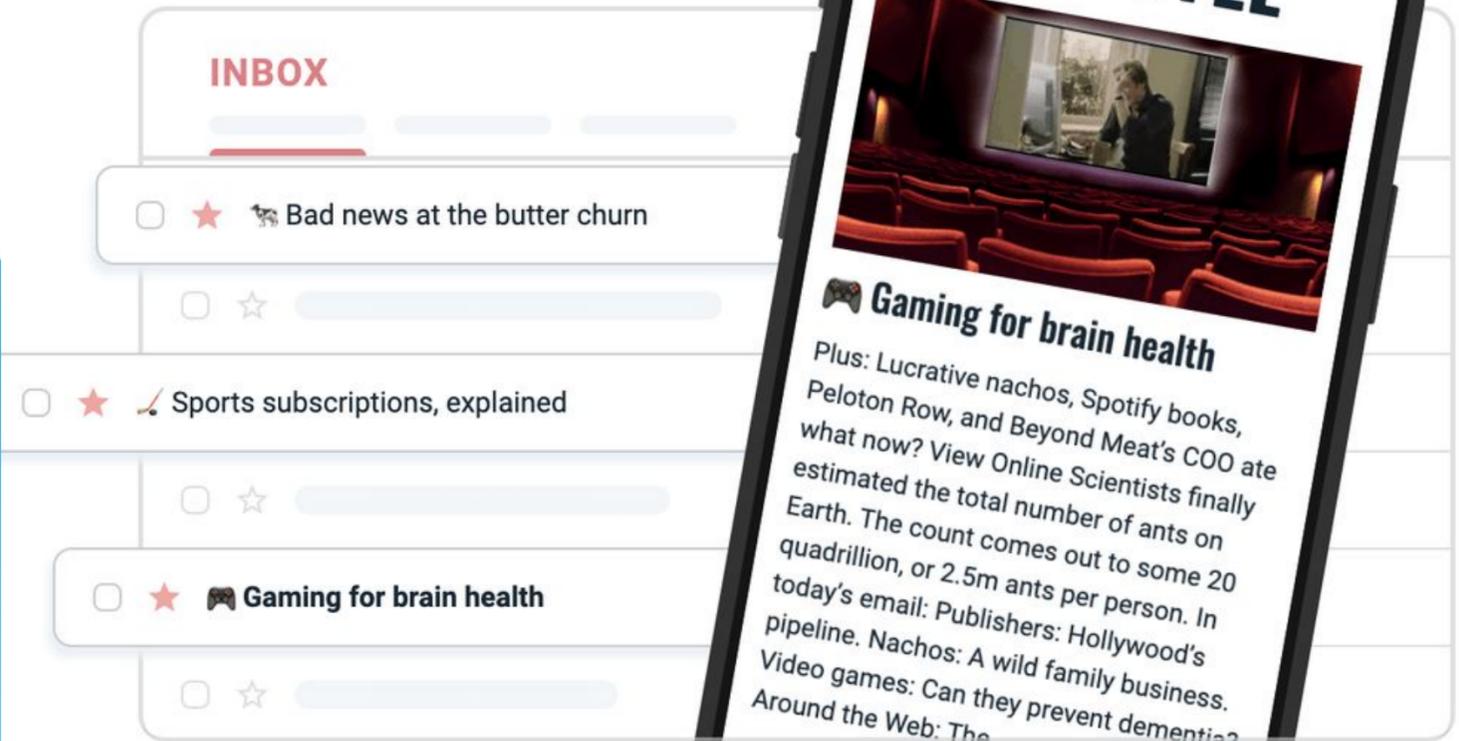
**Subscribe**

Read by top executives from

coinbase   BINANCE



\$10m+



\$27m +

- 8 years
- 378+ clients
- \$50m+ in sales (mostly through email marketing)



<input type="checkbox"/> Campaign ⓘ	Type ⓘ	Status ⓘ	Last updated ⓘ	Open rate ⓘ	Click rate ⓘ	Ordered Product ⓘ
<input type="checkbox"/> Will Campaign 3 AUS + NZ	✉	✓ Sent	Jun 8 at 7:00 PM	63.94% 1,768 recipients	33.20% 918 recipients	A\$3,031.74 12 recipients
<input type="checkbox"/> Will Campaign 2 AUS + NZ	✉	✓ Sent	Jun 7 at 7:59 PM	64.06% 1,747 recipients	32.71% 892 recipients	A\$3,030.95 11 recipients
<input type="checkbox"/> Will campaign 1 AUS + NZ	✉	✓ Sent	Jun 5 at 6:44 PM	44.66% 1,187 recipients	6.43% 171 recipients	A\$2,107.00 8 recipients



Frazer

to me ▾

Hi Will,

I think it looks good so far, I think the next two emails will perform better too with the added urgency. Just over 2K people on the list so its like \$1 per recipient which is pretty good. I've had \$0.28 per recipient in my Klaviyo account for the last 30 days. Next two are sending tonight and tomorrow night so it will be interesting to see on Monday after the tracking has caught up what the total is!

Fri, 7 Jun, 10:40



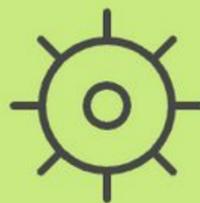
**Made \$23.5k with an email list with only 5k in it (fitness).  
\$8k to an email list with just under 2k people (in alternative health)**



## Email Marketing Strategy



Building Your  
List (Using AI)



Essential  
Sequences



Monetization  
Methods

# Building Your List (Using AI)



I WANT TO PLAY A GAME

**What do you think our best converting lead magnet ever converted at?**



**74%**

**LinkedIn Profile Template**

**GIVE YOUR AUDIENCE WHAT THEY  
WANT**

## **The Best Lead Magnets:**

- Specific & targeted
- Addresses the TOP pain point or question your audience have (that's related to your product or service)
  - Immediate value (in an easy to consume way)

**Use this prompt in ChatGPT:**

“Put yourself in my audiences’ shoes. Pretend you are a [description of audience].

We sell/provide [service or product] that helps [benefit].

When it comes to [pain we solve/benefit] what are the top questions you (our audience) have,  
or what are the most commonly asked questions?”

## **Continue with prompt:**

“When it comes to the questions, and pains/frustrations listed above.

What format would you like to see the solutions?

For example - would you prefer checklists, ebooks, videos?

What format would you be more likely to opt in for?”

## What can I help with?

Put yourself in my audiences' shoes. Pretend you are a business owner and marketer who sells info products online.

We sell/provide email marketing consulting and copywriter that helps them to get more sales, revenue, and profit from their traffic (and build a long term asset - their email lists).

When it comes to email marketing what are the top questions you (our audience) have, or what are the most commonly asked questions?



As a business owner and marketer selling info products online, the top questions or concerns I might have about email marketing could include:

- 1. How do I grow my email list?**  
What strategies can I use to grow a targeted list of subscribers who are actually interested in my products?
- 2. How often should I send emails to my list?**  
What's the ideal frequency to stay top-of-mind without annoying my audience or increasing unsubscribe rates?
- 3. What kind of content works best for email marketing?**  
Should I focus on educational content, promotional emails, or a mix? How do I keep my audience engaged over time?
- 4. How do I improve my open and click-through rates?**  
What subject lines, formats, and strategies lead to higher open and click rates?
- 5. How can I segment my email list for better targeting?**  
What are the best practices for segmenting my list based on behavior, purchase history, or other criteria to maximize conversions?
- 6. What's the best way to automate my email marketing?**  
How can I set up automated sequences that generate sales and nurture relationships without constant manual effort?
- 7. What should my email marketing funnel look like?**  
What's the best structure for an email funnel that converts cold leads into customers and upsells to existing customers?
- 8. How do I write effective sales emails?**  
What are the key elements of a high-converting sales email, and how do I write them without being too pushy?
- 9. How do I reduce unsubscribes and spam complaints?**  
How can I keep people engaged and avoid ending up in the spam folder?
- 10. How can I track the ROI of my email campaigns?**  
What metrics should I focus on to determine if my email marketing efforts are actually driving revenue?

As a business owner and marketer focused on selling info products, I would likely prefer different formats for different types of solutions, depending on the complexity of the issue and how I plan to implement the advice. Here's a breakdown of the top three questions and the preferred format:

### **1. How do I grow my email list?**

#### **Preferred Format: Checklist + Templates**

I'd love a step-by-step checklist that outlines specific actions I can take to grow my list, including where and how to capture leads. Templates for lead magnets (e.g., landing pages, opt-in forms) would also be highly useful. Checklists are practical and can be implemented right away, while templates make the process easier and faster.

### **2. How do I improve my open and click-through rates?**

#### **Preferred Format: Swipe Files + Video Breakdown**

Swipe files with high-performing subject lines, email formats, and CTAs would be invaluable. I'd also appreciate a short video that explains *why* these templates work and breaks down the psychological triggers behind them. Seeing real-world examples helps visualize how to apply these tactics to my business.

### **3. How can I segment my email list for better targeting?**

#### **Preferred Format: Ebook + Flowchart**

Segmenting can feel complex, so I'd like a more detailed resource such as an ebook that walks through different segmentation strategies and examples specific to info products. A visual flowchart that illustrates how to segment based on behavior, interests, or purchase history would make the process clearer and easier to follow.

#### **Opt-in Preferences:**

I'd most likely opt in for **swipe files, templates, and checklists** because they are actionable and immediately useful. I'm also likely to opt in for a **short video series** if the promise is high-impact, since videos provide clarity and make the learning experience more engaging.

**Next - before you create the lead magnet (also using AI)...**

**Test with ads to see which works the best!**

Set up a simple FB ad.

Test the “pain/solution” and also the format.

Write a headline and “first line” for each.

Use “traffic” objective, and see which one gets the highest CTR%

Then build the lead magnet.

## Part 2 - Must Send Campaign

**Let's "Print" Money (Must Send  
Campaigns)**

# Sequence 1 - Welcome Sequence



LOVE this sequence because this is where you can make your first offer (liquidate your lead costs).

Make the sequence relevant to your lead magnet, and offer an easy to purchase “next step” solution.

## **5 email sequence.**

1. Dive into the pain + talk about how you solved it (your story) + hook
2. It's not what you think. Shift their paradigm/thinking (small shift)
3. Logical next step "solve this" (just model this to get solution/quick win)
4. Social proof
5. Urgency or offer
6. Social proof + restate offer/more urgency & scarcity

# Sequence 2 - Abandoned Cart



Emails should be generating 20% - 30% of your total revenue.

We worked with a business in the health space who only had 5% of revenue from email.

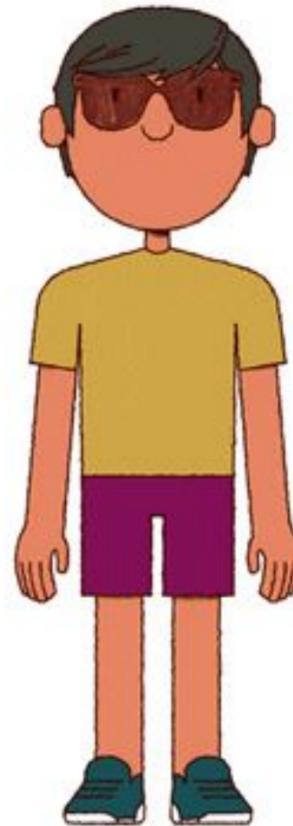
The sequence that “moved the needle” for them?

**Abandoned cart.**

## **Abandoned Cart.**

1. You forgot this :)
2. Can we help?
3. Social proof
4. FAQ
5. Urgency or offer
6. Social proof + restate offer/more urgency & scarcity

# Sequence 3 (And Beyond) - Seasonal Offers



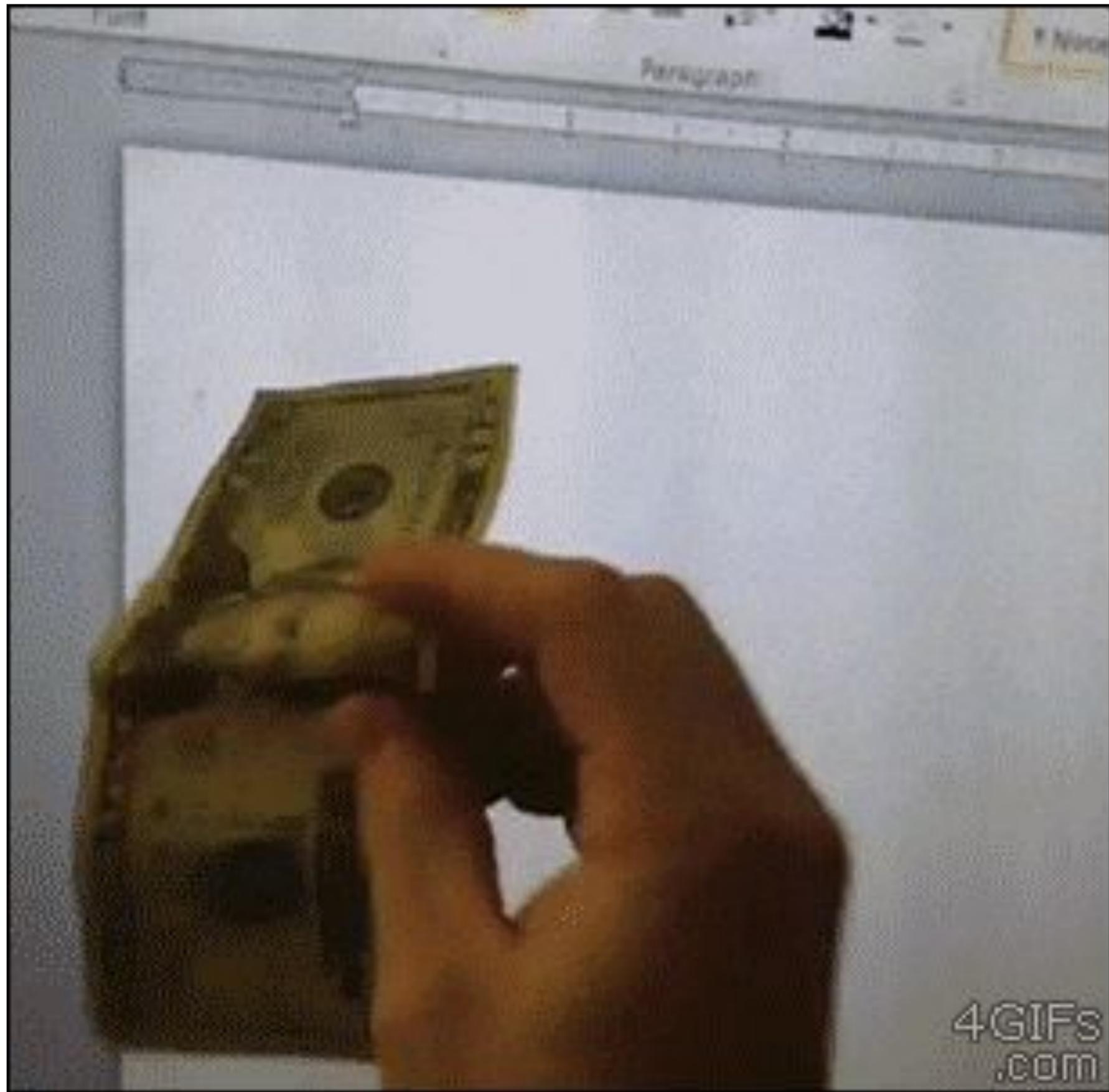
EA

## Seasonal Offers

- Black Friday/Cyber Monday - one of our clients (sports equipment) who gets most of their traffic from SEO/ads does about \$670k a year from their list during Black Friday
  - Christmas
  - New Year
  - Valentines
- Seasons (spring, summer, winter, autumn)
  - Summer holidays
  - Back to school
- Industry or product specific holidays (international Turtle Day)

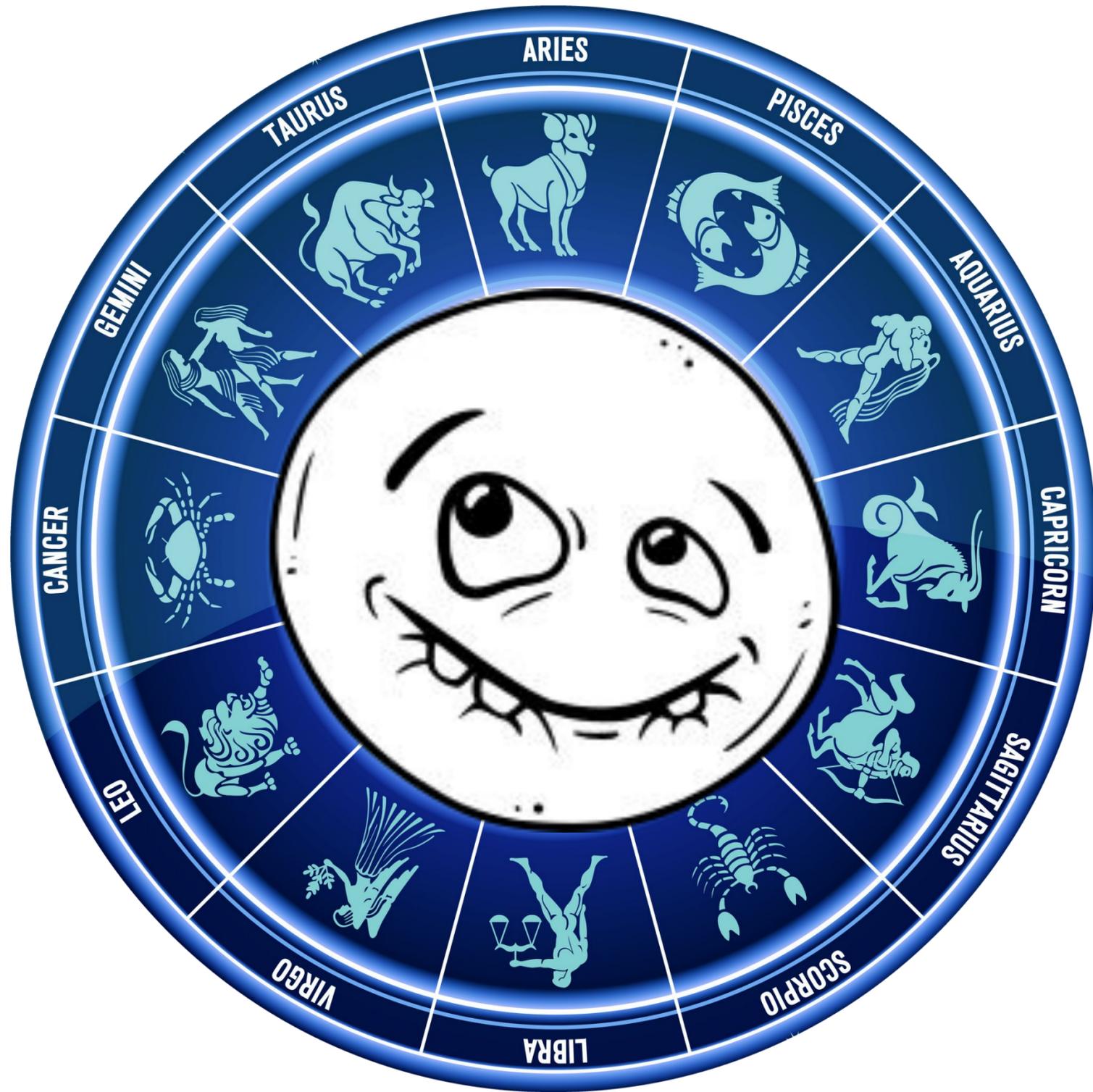
## **Seasonal Offers**

- NEVER a single email
- Always a campaign of 3 - 5 emails

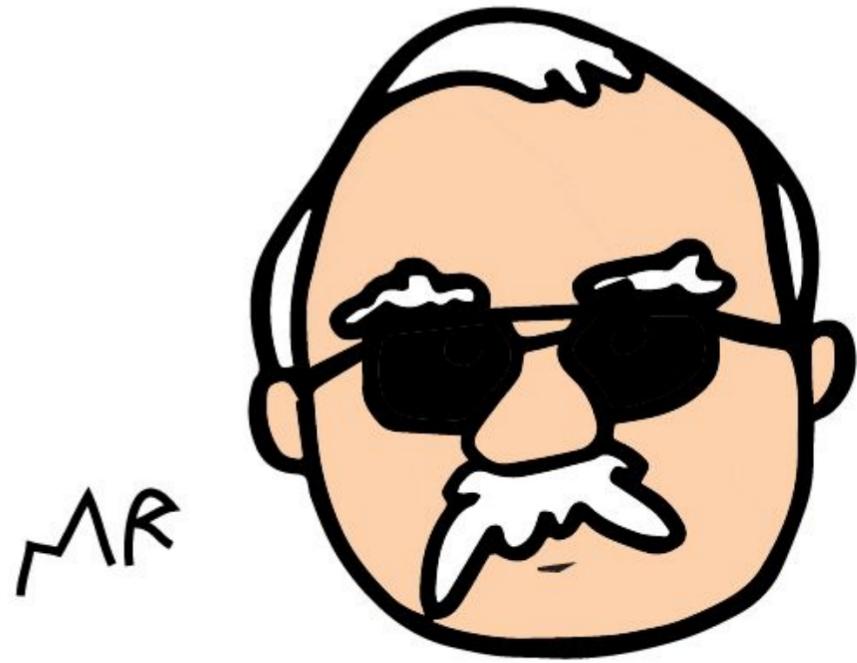


4GIFs  
.com

**Monetise Your List...**  
**(In Other Ways)**



**\$10m/year**  
**Own products +**  
**affiliate**



MR

**DIABEETUS**

**\$3m/year**

**100% affiliate**



**\$20m+/year**



MORNING **BREW**

**\$70m+/year**



**\$1.1m acquisition**

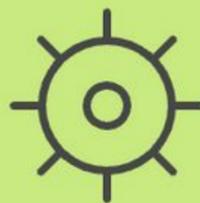
**150k subscribers**



## Email Marketing Strategy



Building Your  
List (Using AI)



Essential  
Sequences



Monetization  
Methods

# TEMPLATES

?



The banner features a circular profile picture of William Wang on the left. The background is orange with white decorative elements. The text 'Hey [Name] HELP?' is overlaid in white and orange. Below the name is a white box with 'Let's Talk' in black. At the bottom are three green boxes with white text: 'BUSINESS GROWTH', 'COPYWRITING', and 'MARKETING'. A LinkedIn logo and a pencil icon are on the right.

**William Wang** [Add verification badge](#)

Built & Sold A 7 Figure Marketing Agency (Service Business) | Data Driven Copywriter  | Speaker  | Angel Investor 

Sydney, New South Wales, Australia · [Contact info](#)

 Growth Labz  
 University of Technology Sydney



[linkedin.com/willwangliveshere](https://www.linkedin.com/willwangliveshere)