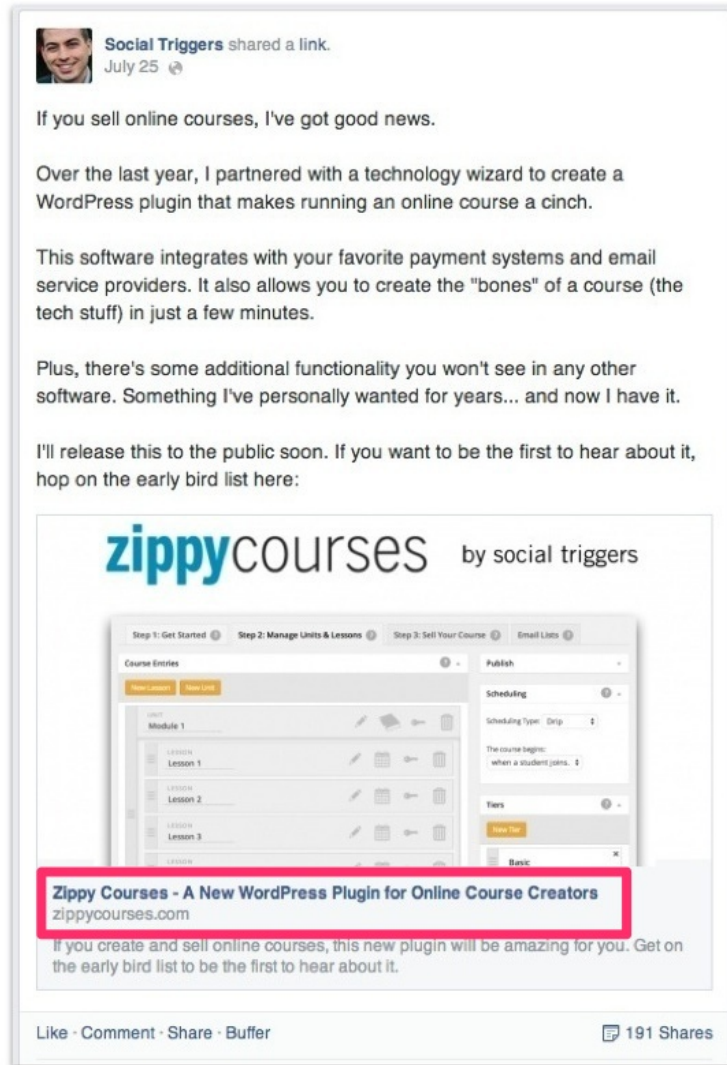


TOP OF THE FUNNEL



Social Triggers shared a link.
July 25

If you sell online courses, I've got good news.

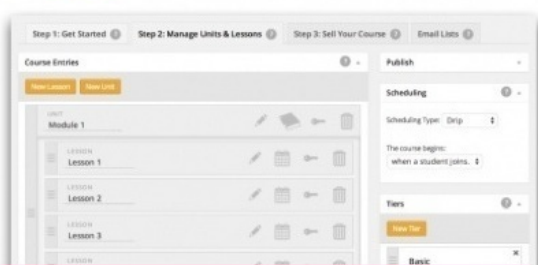
Over the last year, I partnered with a technology wizard to create a WordPress plugin that makes running an online course a cinch.

This software integrates with your favorite payment systems and email service providers. It also allows you to create the "bones" of a course (the tech stuff) in just a few minutes.

Plus, there's some additional functionality you won't see in any other software. Something I've personally wanted for years... and now I have it.

I'll release this to the public soon. If you want to be the first to hear about it, hop on the early bird list here:

zippycourses by social triggers



Zippy Courses - A New WordPress Plugin for Online Course Creators
zippycourses.com

If you create and sell online courses, this new plugin will be amazing for you. Get on the early bird list to be the first to hear about it.

Like · Comment · Share · Buffer 191 Shares

FACEBOOK POST



Derek Halpern @derekhalpern Following

If you create and sell online courses, check it. A new WordPress plugin for online course creators comes out soon - zippycourses.com

Reply Retweet Favorite Buffer More

RETWEETS 9 FAVORITES 18

11:36 AM - 25 Jul 2014

TWITTER POST

Notes: The first step of the funnel was for Derek to send traffic to the Zippy Course landing page.

With the size of his social media following (**Facebook:** 55,188 **Twitter:** 49,700) this was as easy as making one post on each of those channels with a link back to the landing page.

If you don't have following of this size, still post on your social accounts. However, you might need to get slightly more aggressive in your approach.

Here are a few more things you could do to drive traffic to your landing page:

1. Post multiple times on each account over a 5 day period
2. Send a note to your email list
3. Post about your new product in relevant Facebook and LinkedIn groups (only groups you regularly engage in)

If none of these options work, [focus on building your email list](#) first. Then worry about launching a product.

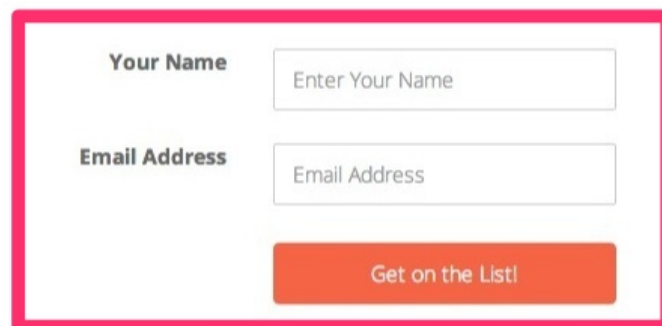
SALES FUNNEL: STEP 1

zippyCOURSES
by social triggers

Create Your Course, Market The Heck Out Of It, And Let Zippy Courses Handle The Rest

Over the last year, we put together a brand-new piece of software that makes selling online courses... a CINCH.

To get on the early bird list to learn more, enter your name and email below and click "Get on the list"



Your Name

Email Address

[Get on the List!](#)

LANDING PAGE

Notes: Once on the landing page, Derek has two main objectives for his visitors.

Objective #1: Convey the exact benefit of the product to the visitor (*shown in green*).

Objective #2: Get each visitor to sign up to be notified when the software is launched (*shown in pink*).

The page is short, clean and to the point. This makes it very easy for each visitor to know exactly what they are suppose to do.

SALES FUNNEL: STEP 3

Please click the link below to confirm that you'd like to receive email from Zippy Courses...

...and you'll be the **FIRST** to hear about this brand new, revolutionary software that allows you to create online courses in just a few seconds.

CONFIRM BY VISITING THE LINK BELOW:

<http://www.aweber.com/z/c/?zyzycy03no2m6qb2k6uli50xva23c7q7869>

Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.

If you do not want to confirm, simply ignore this message.

Thank you!

Derek Halpern Zippy Courses Team

734 Franklin Avenue Suite #292
Garden City NY 11530
USA

Request generated by:
IP: 69.247.158.79
Date: July 25, 2014 12:55 EDT

**CONFIRMATION EMAIL SENT
IMMEDIATELY**

Notes: As soon as the visitor enters their email address they are sent through a double opt in sequence..

In that sequence they are:

1. Reminded of why they signed up (hear more about Zippy Course).
2. Asked to confirm that they entered the correct email address.

SALES FUNNEL: STEP 4

Hey, Bryan

It's Derek Halpern, the founder of Social Triggers, and co-founder of Zippy Courses.

Like you, I'm in the business of creating and selling online courses... [value prop via story](#)

...And last year I got fed up with the software options available to us for managing our online courses.

You see, while many of the other software products out there did the job, it wasn't perfect for the type of business I run. Integrations weren't as smooth as I would have liked. It wasn't easy to offer multiple courses. And there were plenty of other things that frustrated me to no end.

That's why, when my friend Jonathan, a technical wizard, approached me about creating our own online course software from scratch, I thought: "HECK NO! This is going to take a year, and it's going to cost a bundle!"

But eventually I thought it would be a GREAT idea. After all, I was going to develop the software I personally needed to run my business...

...and I'd be able to share it with the world.

And thus, in the middle of 2013, we began working on Zippy Courses. After investing a tremendous amount of money and time, we're going to debut this new software to the world.

You're on the early bird list meaning you'll be the first to hear about it. SO thank you for signing up, and you'll hear more from me soon.

In the mean time, do me a quick favor:

[Leave a comment right here](#) sharing the biggest problem you have with creating your online course. Ideally, I'd love for you to focus on your biggest technical problem.

Thanks!

Talk soon,
Derek Halpern

**EMAIL SENT 5 MINUTES AFTER
DOUBLE CONFIRMATION**

Notes: This is where things start getting interesting.

This email is sent 5 minutes after confirming your email address via the double optin email.

This email has three purposes (all color coded in the image above).

Purpose #1: He gives the value proposition of the software by telling you the story of why he created it (*in blue above*).

Purpose #2: Remind you to be looking out for an email from him when it is ready to launch (*in green above*).

Purpose #3: Build social proof on the launch page by asking you to leave a comment (*in pink above*).

Everything to this point – social media posts, landing page, double optin email and this email – is setting things up for a sales email.

SALES FUNNEL: STEP 5

Hey Bryan, it's Derek Halpern.

You're on the early bird list for the new software Zippy Courses. Here's what you need to know:

Later this week, on Friday, August 1st, I'm going to introduce Zippy Courses to the world...

...And I'm only letting a handful of people invest in the plugin.

I know this sounds crazy, but I'll tell you why:

I spent the better part of the last year working with my technology cofounder to put this new WordPress course plugin together. I also invested a tremendous amount of capital to get this thing built.

So, you'd think I'd want to sell as many as possible on day 1.

But this is software. That means, even though we did extensive testing, we're positive that we'll still find bugs. It's how the software business works.

So, I thought, "How can I combat this? How can I ensure we deliver a product that people love? Without creating a customer support nightmare? Without leaving people stranded without the help they need?"

There was only one solution...

If a customer had a problem, I wanted my co-founder, Jonathan Wondrusch, the software developer, to be available to work with EVERY SINGLE CUSTOMER one on one (if they needed the help).

I wanted him to be totally available to fix any issues that arose for people. I also wanted him to be available to perform triage if disaster struck.

(We don't expect this to happen for people who follow directions, but I still wanted him on call... just in case).

But I still wanted to deliver this hand-holding experience with our first group of public beta customers.

(The success of our early adopters will be vital to our success. Plus, we want to be sure the early adopters have a great experience).

The best part?

You'll get this hand-holding experience without paying the premium price that often comes with hand-holding. Since you're agreeing to join us on our public beta, we want you to get the plugin for the same price we plan on selling it to the rest of the world.

Cool?

Now for everyone else:

If you don't join us during this public beta, it's no problem. We'll have the plugin available to everyone a few weeks later. But, at that point, we'll be sure we ironed out the kinks.

So, while you won't get the hand-holding experience, you WILL get access to our company support team.

That said, if you think this is something that's right for you, I'd like to invite you to join us on August 1st when we put the plugin on sale.

We'll send an email out with the title "Introducing Zippy Courses" at around 10am eastern time. And we'll only make it available to a small number of people and then pull down the sale page.

And don't worry - everything you need to know about this plugin will be

Notes: This email was sent 5 days after my original registration.

It's a very important email. It preps the reader for the sale. Instead of just blasting his entire list with a sales letter Derek sets up the sale.

This email is left out of MANY launches. But it's vitally important.

By setting up the sale he builds anticipation, reminds the reader of why they need the product and gives them time to mentally buy into the product before actually asking them to buy it.

This email is broken into three main sections:

Section 1: He tells the reader that the software will be made available in 2 days (*in blue above*).

Section 2: Announces that it will be a limited launch (only 25 copies) and explains why (*in pink above*).

Section 3: Gives the exact time and date that the sale will start (*in green above*).

SALES FUNNEL: STEP 6

What's up Bryan!

Today is the day! Zippy Courses is going into a small, public beta. And we're only going to sell 25 Zippy Courses software licenses.

(Considering that this email is going out to a few thousand people, I'm sure they'll go in a few hours)

Why 25? After spending almost a full year, and close to six figures developing this, you'd think I was nuts.

But this is a new software. And we want to take it slow.

Here's why:

Even though we tested Zippy Courses internally, we're positive that we'll find bugs in the wild. And I want my co-founder Jonathan Wondrusch to be personally available to help people if disaster strikes.

(We don't believe disaster will strike, but we're being extra careful. We plan on being in this business for a long time ;-D)

[You can learn all about the offer \(and the features\) right here.](#)

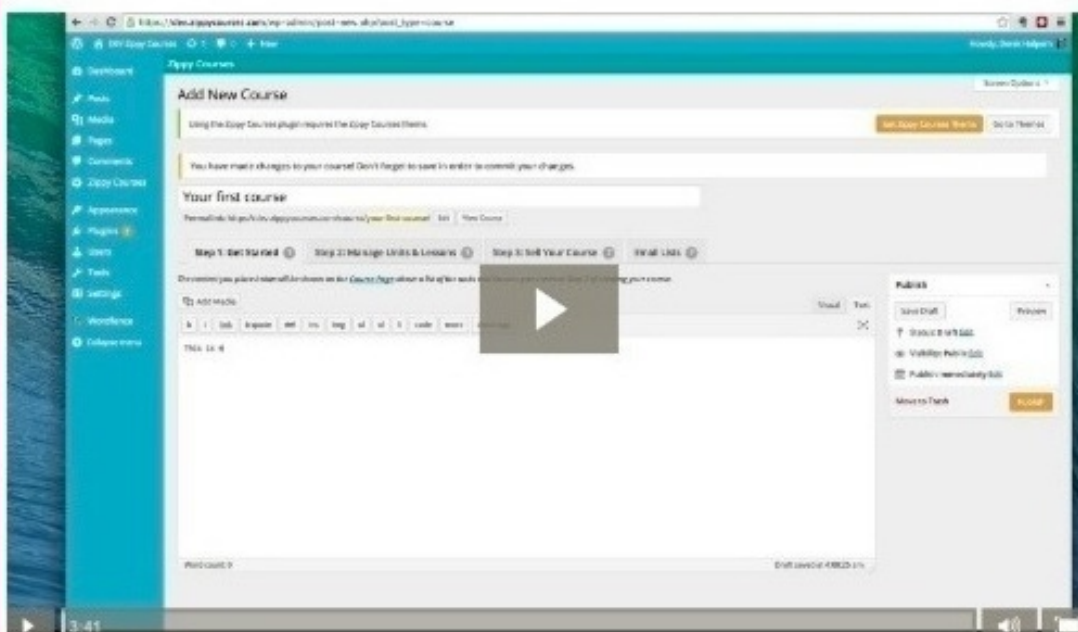
Right now, as a heads up, we're compatible with these email service providers: AWeber, Mailchimp, and Infusionsoft.

And we're compatible with these shopping carts: Paypal, Infusionsoft, and Stripe.

Keeping that in mind, here's what Zippy Courses can do for you:

1. Quickly - and easily - setup all the necessary WordPress pages for your course (module by module, lesson by lesson) in about 60 seconds.

(Watch the video linked below)



Notes: And this is the sales letter. Except it's not your typical sales letter.

The entire email is written from a 'come test out this product with me' angle.

There is no hard sale.

No "buy now!" button.

The two calls to action are:

"Read everything here"

AND

"You can learn all about the offer (and features) right here"

This email is broken into four main parts:

Part #1: Announcement. Derek gets to the point quickly. In the first sentence he lets you know the purpose of the email (to get you to buy the software).

Part #2: Urgency. He immediately reminds you why he is limiting the number of copies to drive home the urgency of you acting immediately.

Part #3: Features. He walks you through the 3 main features of the software, includes a link to a video and then directs you to the sales page to get even more information.

Part #4: Call to action. As mentioned above the call to action is soft. Due to the the genuineness and believability of the urgency (limited copies) no hard selling is needed.

SALES FUNNEL: STEP 7

Wow Bryan!

This was a huge surprise. Earlier today I introduced Zippy Courses to the world, and it sold out in 21 minutes.

Thank you!

A few of you have asked, "Even though it's sold out, can we still see the features?"

And the answer is "YES!" [Here's a link to the page where you can see a description of some of the ZippyCourses benefits and features.](#)

Then, a few of you yelled at me. Sigh.

But wrapped in their anger is a lesson...

Some people accused me of doing this as some marketing gimmick (limiting it to a small number of people).

Both Jonathan and I spent the last year working on this. And I personally invested almost six figures in this product.

And I can tell you this:

THE LAST THING I wanted to do was "stop" selling it.

But here's why I did it:

I wanted Jonathan to be personally available to solve tech problems with our customers. If we had more people, this would be impossible.

So I had a decision to make: go after revenue, or go after happy customers. I chose the latter because that's the best long-term decision for this business.

Why this would make people angry at me for not selling is beyond me. I would think they'd be happy that we're ensuring we're going to put together a solid product ;-).

To each his own.

That said, I do promise you this:

As soon as we believe it's ready, we'll release another few hundred software licenses as part of our "gamma" release.

Right now the timing on this release is not set in stone. But you're on the list, and you'll be the first to hear more about it.

In the mean time, if you want to see some of the features in the software, [you can look at them right here.](#)

Talk soon,
Derek Halpern

P.S. Out of the box, we're integrated with AWeber, Mailchimp, Paypal, Infusionsoft, Stripe. What integrations would you LOVE for us to implement? Reply to this email!

**THE YOU MISSED IT EMAIL: SENT
AFTER IT SOLD OUT**

Notes: Most novices (including me) would have stopped there.

Not Derek.

He followed up a few hours later with a freakin' genius email. It layered on the anticipation and urgency factor even thicker.

This email consist of three main strategies:

Strategy #1: Community. Even if you didn't buy the software from Derek, you felt a sense of community and excitement for him when he shared the results of the launch.

Strategy #2: Explain the Urgency. For the 4th time – in as many emails – he once again explained WHY he was only selling 25 copies. This reassures you of his credibility and slightly pisses you off that other people wouldn't 'get it' after he has explained it so many time. "I'm on Derek's side!"

Strategy #3: More Anticipation. He closes the email with an open loop. Many people that wanted to buy, couldn't. The parting sentence reassures them that it will go on sale again and they'll be the first to know when it does.

How quick to you think people that missed the sale the first time will buy the next time they have a chance? A lot