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How to create an Income Generating Email Funnel in 7days without feeling overwhelmed or being Tech-Savvy



The Author

HEY GUYS, MY NAME IS KOSISO OBIAGA AND I WRITE EMAILS FOR A LIVING.

You should see the confusion on some normies' faces whenever I say this to them. It's just a fun ritual for me especially when I want to mess around and not in the mood to explain how I make myself and clients 6-figures by just writing emails.

But you shouldn't be a normie when it comes to these things because it matters a lot to your business and this guide is going to differentiate you from the normie creators and the income-generating creator.

It's no joke when I tell people I write words for a living. I have been doing that for 4 years, I have written over 1000+ emails and I have worked closely with coaches and creators by turning their email list into a massive income-generating tool.

I always had a thing for pretty words since I was 12, then fast forward to when COVID hit, I decided to turn those pretty words into revenue...

Now, I craft persuasive email funnels that drive income for info product owners, coaches, and creators.

I have pitched to and worked for hundreds of coaches/creators and I have noticed that a lot of them are leaving a lot of money on the table.

And in this guide, I want to show you how to use that to your advantage.

CHAPTER N.1

3 biggest mistakes new Info Product Owners, Creators & Coaches Make in Their Email Marketing

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1. NOT SENDING ENOUGH EMAILS

A recurring instance I always see is when people are trying to welcome their new subscriber (a potential client) with one email.

Who does that? — Normies. Normies try to build connections with 1,2,3 emails and call it a wrap.

Some don't even email their subscribers, only when they want to sell something.

That is just screaming opportunistic sales-sy scumbag as opposed to the common fear regarding sending regular emails to your list.

And I understand that fear of being "spammy" but this common fear amongst normies is a dangerous mistake.

The truth is, most of your audience isn't as tuned in to your emails as you think so for them to see your value, you need regular communication to build trust and to stay engaged. If you're inconsistent, you risk being forgotten or landing in spam when you finally send an email.

2. FAILING TO SEGMENT YOUR AUDIENCE

Look, don't judge me but I have to say this...

Treating everyone on your list the same is a recipe for missed opportunities.

Imagine sending the same email to a new subscriber who's still warming up to your brand and a long-time buyer ready for your next premium product. The result? Missed sales opportunities and disengaged readers.

Without segmentation, you're speaking to everyone at once but connecting with no one.

For example, a first-time subscriber may need a warm introduction, while a loyal customer craves exclusive offers. Without segmentation, you risk lower engagement and higher unsubscribe rates.

3. NOT ANALYZING AND OPTIMIZING

Sending emails is only half the battle; the other half is understanding how they perform.

Sending emails without reviewing the results is like driving blindfolded.

Failing to analyze open rates, click-through rates, and conversions means you're leaving valuable insights on the table.

You miss key insights, such as which subject lines resonate, what links get clicked, and what content leads to sales.

For instance, if your emails consistently have a low open rate, it could mean your subject lines aren't appealing.

Without tracking metrics like these, you'll struggle to grow or make meaningful improvements, leaving potential revenue on the table.

CHAPTER N.2

5 ways to fix those mistakes fast

N.1 Understand Your Audience

Great email marketing begins with knowing your subscribers inside out. What are their pain points? What solutions are they searching for?

Use surveys, quizzes, or even one-on-one conversations to gather insights.

For example, if you're a coach for business owners, find out if they struggle with time management or scaling their team.

Armed with this information, you can craft emails that speak directly to their needs, making them more likely to engage and buy.

N.2 Master the Art of Segmentation

Divide your list into smaller, targeted groups based on actions, preferences, behavior, interests, or demographics.

For instance, you can separate first-time subscribers from repeat customers.

You could also create segments based on interests, like those who clicked on specific product links.

According to Mailchimp, segmented campaigns have 100.95% higher clicks than non-segmented campaigns.

Segmented campaigns outperform generic ones because they feel personal. Segmented campaigns make your audience feel seen—and they perform better too.

Imagine sending a "Thank you for purchasing!" email to a customer while offering a "Ready to join our course?" email to someone still on the fence.

N.3 Build Strategic Email Sequences

I am so anti-one-off emails and I don't expect you to rely on one-off emails; create a journey for your subscribers.

Keep your list engaged with strategic email sequences, like welcome series, value-packed newsletters, and sales campaigns.

Each type of email serves a purpose: nurturing relationships, building trust, and driving sales. Consistency here is key.

Examples of sequences you could use for your list are:

- 1.A "Welcome" email series sharing your story and the benefits of subscribing.
- 2.A "Lead Nurturing" (Value Series) offering free tips or resources.
- 3.A "Sales Campaign" promoting your flagship product or service.
- 4.Each email builds trust and guides your audience toward a purchase.
- 5.A "Post Purchase" series to upsell or cross-sell other offers and services you might be offering.
- 6.A "Cart Abandonment" series to persuade prospects that almost bought your product but didn't check out.
- 7.A "Re-engagement" series to reach out or revive your list if it has been a while since you sent an email to them.

N.4 Boost Open Rates with Personalization and Automation

I could give you 101 reasons why personalization and automation are the best things after sliced bread.

But here's one; according to Experian research, email personalization drives 6x higher transaction rates.

When you personalize subject lines and email content using data like names, preferences, or purchase history then combine this with automation to send the right message at the right time.

Whether it's a cart reminder or a thank-you email you build personal connections that last for a long time.

This combination ensures your emails are relevant, increasing engagement and conversions.

N.5 Track, Analyze, and Optimize

So you know what efforts to double down on or cut off, you need to understand what's working and what isn't, you need to check what's happening under the hood.

Do the “not-so-dirty work” like A/B testing subject lines, CTAs, and designs.

Use the insights to tweak your approach, continually improving your results and growing your income.

Use tools like Google Analytics or email platform dashboards to monitor key metrics:

1. Open Rates: Are your subject lines catching attention?
2. Click-Through Rates: Are readers engaging with your content?
3. Conversions: Are they taking the desired action?

For example, if you notice that emails with shorter paragraphs perform better, lean into that.

A/B tests different elements—like email designs or CTAs—and continuously refine your strategy to maximize results.

CHAPTER N.3

How to Create an Income-Generating Email Funnel That Sells on Autopilot in 10 Steps

How to Create an Income-Generating Email Funnel That Sells on Autopilot in 10 Steps

Creating an email funnel that consistently generates income requires a blend of strategy, psychology, and technical know-how. This chapter walks you through a simple 10-step framework to transform your email list into a conversion machine. You'll learn how to attract the right subscribers, nurture them with value, and guide them toward making a purchase—all while automating most of the process.

N.1 DEFINE YOUR OFFER

N.2 IDENTIFY YOUR IDEAL AUDIENCE

N.3 CRAFT A LEAD MAGNET

N.4 DESIGN A LANDING PAGE

N.5 SET UP YOUR EMAIL CAPTURE SYSTEM

N.6 CREATE A WELCOME EMAIL SEQUENCE

N.7 BUILD TRUST WITH VALUE-DRIVEN CONTENT

N.8 USE A STRONG CALL-TO-ACTION (CTA)

N.9 INCORPORATE AUTOMATION

N.10 TEST AND OPTIMIZE YOUR FUNNEL

From defining a compelling offer to building trust with your audience, this chapter combines proven strategies with insights from marketing thought leaders like Alex Hormozi and Amy Porterfield. By the end, you'll have the tools and confidence to implement a funnel that not only works on autopilot but also reflects the unique needs of your audience and goals.

Let's dive into the steps:

N.1 DEFINE YOUR OFFER

An email funnel starts with a compelling offer. As Alex Hormozi says, “Make your offer so good that people feel stupid saying no.”

A strong offer directly addresses a pain point and creates an irresistible promise of transformation.

Ask yourself:

- What problem does my product solve?
- Why should someone choose my solution over others?

For example, if you’re a productivity coach, your offer could be: “Master the art of focus and double your output in just 7 days.”

Highlight the outcome your audience craves and why your method is uniquely effective.

N.2 IDENTIFY YOUR IDEAL AUDIENCE

As Seth Godin often says, “Don’t find customers for your product, find products for your customers.” To convert effectively, you must deeply understand your audience.

Define their:

- Pain points: What keeps them up at night?
- Aspirations: What does success look like to them?
- Objections: What’s stopping them from buying?

For example, if your audience is aspiring entrepreneurs, their pain point could be time management, their aspiration for financial freedom, and their objection might be the perceived complexity of email marketing.

Knowing this lets you tailor every part of your funnel to speak directly to them.

N.3 CRAFT A LEAD MAGNET

Your lead magnet is the gateway to your email funnel.

Think of it as a small but impactful promise that shows your audience you understand their struggles. Amy Porterfield often emphasizes creating lead magnets that solve “one specific problem in 10 minutes or less.”

Examples include:

- A checklist: “10 Tools Every Solopreneur Needs for Success.”
- A mini-course: “3 Video Lessons to Streamline Your Workflow.”

Keep it actionable and closely aligned with your offer. For instance, if you sell a course on productivity, your lead magnet might be a “Daily Focus Planner.”

N.4 DESIGN A LANDING PAGE

Your landing page is where you convert visitors into subscribers. It should highlight the importance of clarity in messaging.

If you confuse your prospects, you will lose them.

Key elements of a high-converting landing page:

- A compelling headline: Grab attention with a bold promise.
- Benefit-driven copy: Highlight how your freebie solves a problem.
- A clear call to action: Use phrases like “Get the Guide” or “Start Now.”

For example, a landing page for a lead magnet titled “5 Hacks to Master Your Morning Routine” could have a headline: *“Start Your Day Right: Discover the Secrets to Supercharged Productivity.”*

N.5 SET UP YOUR EMAIL CAPTURE SYSTEM

You’ll need an email marketing platform like Mailchimp, ActiveCampaign, or ConvertKit to collect and manage subscribers. These tools allow you to create forms, automate sequences, and track results.

Integration is key:

- Connect your landing page to your email system.
- Ensure every signup triggers a welcome sequence (see Step 6).

Automating the signup process ensures that every subscriber gets a consistent experience, setting the stage for engagement and conversions.

N.6 CREATE A WELCOME EMAIL SEQUENCE

The first few emails set the tone for your relationship with subscribers. Russell Brunson calls this the “Seinfeld Sequence,” where your emails feel like a casual, value-packed conversation.

Here’s a suggested structure:

- Email 1: Deliver the lead magnet and thank them.
- Email 2: Share your story and build credibility.
- Email 3: Provide valuable insights related to their problem.
- Email 4: Introduce your offer as the next step.
- Email 5: Add urgency with a time-sensitive incentive.

For example, if you’re a fitness coach, your second email could include a short story about how you overcame your health struggles, positioning you as relatable and trustworthy.

N.7 BUILD TRUST WITH VALUE-DRIVEN CONTENT

Before pitching, provide value. Share actionable tips, case studies, or testimonials. As Gary Vaynerchuk says, “Jab, jab, jab, right hook.” In other words, give value before making the ask.

For instance, if your offer is a copywriting course, share an email like: “How One Sentence Boosted My Client’s Sales by 300%.” The key is to balance education with inspiration, making readers excited to take the next step.

N.8 USE A STRONG CALL-TO-ACTION (CTA)

Each email should guide your reader toward an action. A strong CTA is clear, specific, and benefit-driven.

Examples:

- “Click here to unlock the full course and change your life.”
- “Schedule your free strategy call now.”

Avoid vague phrases like “Learn More.” Instead, tie the CTA to a desired outcome: “Get Your Roadmap to Stress-Free Productivity Now.”

N.9 INCORPORATE AUTOMATION

Automation ensures your funnel works even while you sleep. Use triggers to send targeted emails based on user behavior.

For instance:

- Send a follow-up email to those who click on your offer but don’t purchase.
- Automatically segment users who open a specific email into a “hot leads” list.

This level of precision ensures you’re sending the right message to the right people at the right time.

N.10 TEST AND OPTIMIZE YOUR FUNNEL

No funnel is perfect at launch. Regularly analyze your open rates, click-through rates, and conversions.

Test:

- Subject lines: Use curiosity or urgency.
- Email copy: Short vs. detailed messages.
- CTAs: Placement, wording, and design.

For example, if your current funnel has a 10% open rate, test a new subject line. Incremental improvements lead to significant gains over time.

CHAPTER N.4

Done for you Templates

1. WELCOME EMAIL

Subject: Welcome to [Your Brand]! 🎉

Hi [Name],

I'm so excited you're here! As promised, here's your [freebie name]: [Download Link].

Over the next few days, I'll be sharing tips to help you [solve a specific problem].

Let's get started!

Talk soon,
[Your Name]

3. SALES EMAIL

Subject: Ready to [Achieve a Goal]?

Hi [Name],

If you're ready to [desired outcome],

I've got just the thing for you:
[Product/Service].

Here's what it can do for you:

- Benefit 1
- Benefit 2
- Benefit 3

Don't wait—[CTA: Get Started Now].

[Your Name]

2. NURTURE EMAIL (VALUE SERIES)

Subject: Quick Tip: [How to Solve a Problem]

Hi [Name],

Did you know that [quick tip or insight]?

[Explain briefly why it matters.]

Here's how you can apply it right now:
[Practical advice].

Stay tuned—more tips coming your way!

[Your Name]

4. POST-PURCHASE EMAIL

Subject: Thank You for Your Purchase! 🎉

Hi [Name],

Thank you for trusting [Your Brand]!

Here's what's next: [Explain any next steps or additional offers].

Got questions? Hit reply—I'm here to help!

Cheers,
[Your Name]

5. CART ABANDONMENT EMAIL

Subject: Did You Forget Something?

Hi [Name],

I noticed you left [Product Name] in your cart. It's still waiting for you!

Complete your checkout now and get [benefit or bonus].

[CTA: Complete My Purchase]

Talk soon,
[Your Name]

6. RE-ENGAGEMENT EMAIL

Subject: We Miss You!

Hi [Name],

It's been a while since we last connected, and I'd love to hear from you!

Here's a special offer just for you: [Offer/Discount].

Let's get back on track—[CTA: Claim Your Offer].

Cheers,
[Your Name]

7. SOCIAL PROOF EMAIL

Subject: See How [Customer Name] Got Results!

Hi [Name],

[Customer Name] was struggling with [problem] until they tried [Your Product].

Here's what they said: "[Testimonial]"

Ready to get similar results? [CTA: Join Now]

[Your Name]

8. FEEDBACK EMAIL

Subject: Quick Question for You

Hi [Name],

Your opinion means a lot to me! What's one challenge you're facing with [topic]?

Reply to this email—I'd love to help.

Thanks,
[Your Name]

9. SCARCITY/URGENCY EMAIL

Subject: Last Chance: Offer Ends Tonight!

Hi [Name],

Just a quick reminder—[Offer/Discount] ends at midnight.

Don't miss your chance to [benefit].

Act now: [CTA: Claim My Offer]

See you inside,
[Your Name]

10. ANNOUNCEMENT EMAIL

Subject: Big News: [What's New]

Hi [Name],

I've got exciting news! [Briefly share the announcement and why it matters to them.]

Check it out here: [CTA Link]

Thanks for being part of the journey!

[Your Name]

CHAPTER N.5

The Science and Art of Persuasion in Email Marketing



Email marketing is most effective when it combines the art of storytelling with the science of persuasion. This chapter will show you how to create emotionally engaging emails that also tap into proven psychological principles to drive conversions.



N.1. WHY STORIES SELL: THE EMOTIONAL HOOK

People don't remember stats, but they do remember stories.

A well-crafted story can trigger emotions, build trust, and make your message relatable.

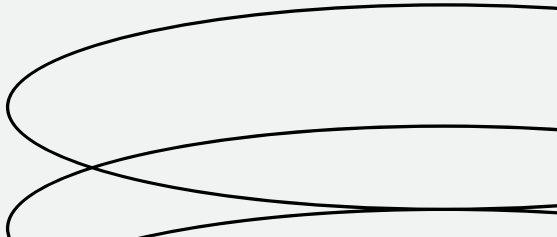
How to Craft a Story for Your Emails:

- Start with a Hero: This could be you, a client, or even your reader. For example, "When I started my coaching journey, I was overwhelmed and didn't know where to begin."
- Introduce a Conflict: Highlight a challenge your audience can relate to. Example: "I was constantly sending emails but getting no replies."
- Resolve with a Solution: Share how your product or service became the turning point. Example: "It wasn't until I discovered the power of segmentation that my email list turned into a revenue machine."

Example in Action:

Subject Line: How Jane Sold \$5K of Courses with One Email

Body: "Jane was struggling to sell her online course. Her emails felt like they were shouting into the void—until she tried this simple storytelling formula. Here's what she did..."





N.2. THE PSYCHOLOGY BEHIND PERSUASION: WHY PEOPLE SAY YES

Persuasion isn't about tricking people; it's about understanding human behavior and helping them make decisions aligned with their needs.

Key Psychological Triggers:

- Scarcity: "Only 5 spots left" creates urgency.
- Social Proof: Testimonials, case studies, or user-generated content build trust.
- Authority: Position yourself as an expert through credentials or results.
- Reciprocity: Offer free value (like lead magnets) to encourage goodwill.
- Commitment & Consistency: Get readers to take small actions first, like clicking a link.

Example in Action:

Subject Line: Why 97% of Marketers Fail at Email (Don't Be One of Them)

Body: "Marketers who succeed in email marketing do one thing differently: they understand what drives their audience to act. Here's how you can tap into the psychology of persuasion..."

N.3. CRAFTING STORIES THAT ALIGN WITH PSYCHOLOGICAL TRIGGERS

The real magic happens when storytelling and persuasion principles intersect. Here's how to blend them seamlessly:

- **Scarcity + Storytelling:**

"Last month, I shared a special offer for my course. Sarah almost missed out but decided to enroll just in time. Today, she's earning an extra \$2,000 a month using the strategies she learned."

- Add a time-sensitive CTA: "This month's offer closes in 48 hours. Don't miss your chance!"

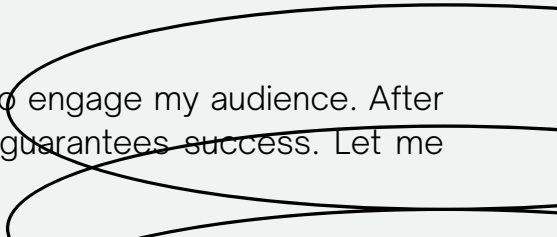
- **Social Proof + Storytelling:**

"When Ahmed implemented the tips from my free guide, he saw a 30% increase in open rates within a week. Here's his journey..."

- CTA: "Download the guide that helped Ahmed today."

- **Authority + Storytelling:**

"When I started coaching 10 years ago, I had no idea how to engage my audience. After working with over 500 clients, I've refined a process that guarantees success. Let me show you how..."



FINAL CHAPTER

Scaling Your Email Strategy



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N.1. GROWING YOUR LIST: ORGANIC AND PAID METHODS

The larger and more targeted your email list, the greater your opportunities to drive income.

- Organic Growth Tactics:
 - Optimize your website with lead capture forms and pop-ups.
 - Use content marketing to promote free resources or lead magnets.
 - Leverage social media: Share snippets of your expertise with a CTA to join your list.
- Paid Growth Tactics:
 - Run Facebook or Instagram ads promoting a free guide, webinar, or checklist.
 - Use Google Ads to target high-intent keywords that attract the right audience.
 - Retarget website visitors who didn't sign up initially.

Example: "If you've got a high-performing email funnel, a paid lead magnet campaign can add hundreds of new subscribers each week. Imagine scaling your income exponentially!"

N.2. RETARGETING AND THE ROLE OF EMAIL IN PAID CAMPAIGNS

Email and paid ads are a powerful duo when used together. Here's how:

- Retargeting for Non-Buyers:
 - Use your email list to create lookalike audiences for Facebook Ads or retarget those who clicked your emails but didn't buy.
 - Imagine re-engaging 50% of your email list who didn't open your last offer. Retargeting ads can bring them back to your sales page with renewed interest.
- Email as Post-Ad Follow-Up:
 - After someone clicks on an ad and signs up, follow up immediately with an automated welcome sequence.
 - Tip: "The faster you follow up, the more likely they are to convert. Studies show that leads contacted within an hour are 7x more likely to close."
 - The follow-up sequence is not only for new subscribers, it could be to follow up on people who almost bought your product (cart abandonment) or people you haven't emailed in a long time (Re-engagement sequence)

N.3. MAINTAINING YOUR LIST: CONSISTENCY IS KEY

Scaling isn't just about adding new subscribers—it's also about keeping your list warm and engaged.

- Consistent Content:
- Commit to regular email sends, whether weekly newsletters or monthly updates. Your audience should know when to expect valuable content from you.
- Watch your open and engagement rates skyrocket because your audience is always looking forward to your next email. After all, they know it's always packed with value.”
- Clean Your List:
- Remove inactive subscribers periodically. A smaller but engaged list performs better than a bloated one with low engagement.
- Email platforms charge based on list size so cutting dead weight saves you money and improves your open rates.

N.4. WHEN TO SEEK EXPERT HELP

Scaling email marketing requires strategy, analysis, and consistency. Many info product owners, coaches, and creators feel overwhelmed when it's time to optimize or expand.

That's where I come in. I'd like to help you take your email marketing to the next level.

Here's My Offer to You:

As a thank-you for purchasing this guide, I'm offering a FREE email marketing audit. I'll:

- Analyze your current email strategy.
- Identify gaps in your funnel.
- Provide actionable recommendations to boost engagement and income.

Claim Your Free Audit Now: [Insert CTA Button: "Schedule My Audit"]

Scaling doesn't have to be overwhelming. Let me help you unlock your email marketing's full potential.

YOURSITE.COM

Want to go deeper?

Work with me one-on-one

Let's refine your email strategy, fix what's missing, and create a system that drives consistent results for your business.

**SCHEDULE TIME FOR A
CONSULTATION**