

# 15-Minute Email Academy

John Jantsch

**Subject:** [ducttape] I saw you subscribed

1

Hey :

I noticed you subscribed to our newsletter, Duct Tape Marketing, the other day. Thanks. I really enjoy producing this content and helping small business owners.

2

If you ever have a question or want to comment on something in the newsletter don't hesitate to contact me.

If you are interested in learning more about Duct Tape Marketing, I would like to invite you to watch a short overview video that I think does a pretty good job explaining the brand. [Click here to access the video.](#)

3

You can also visit our blog where I post topics of interest to small business owners and give you the ability to post your comments to share with other small business owners. <http://www.ducttapemarketing.com/blog>

Thanks again,

John Jantsch  
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866-DUC-TAPE (382-8273)

P.S. – I love to get to know my readers so drop me a note to say “hi” or tell me about your business and if you are feeling extra motivated, write back and describe the #1 marketing challenge you’re facing right now.

4

## Questions for John

### **Strategy**

What is the goal of this email?

What strategy are you using to achieve this goal?

### **Block-by-block tour**

BLOCK #1 – What subject line formula or technique are you using?

BLOCK #2 – How does this block begin to establish the connection you're looking for with the new subscriber?

BLOCK #3 – In this block, you're offering a new subscriber a deeper look into what Duct Tape can do for them. How well does this increase engagement with your subscribers?

BLOCK #4 – Your P.S. extends the opportunity to form a relationship even further. How well do subscribers respond to this?