

## 8 - Drip Marketing

### Affiliate Training Series

- ☐ Instant Commissions Training
- ☐ Coupons, Contests Special Offers
- ☐ Immediate: Video Tour
- ☐ Instant Commissions Training
- ☐ Day 1: Affiliate Links
- ☐ Instant Commissions Training
- ☐ Day 2: Affiliate Graphics
- ☐ Instant Commissions Training
- ☐ Day 3: PPC Copy
- ☐ Instant Commissions Training
- ☐ Day 4: Email Copy
- ☐ Instant Commissions Training
- ☐ Day 5: Affiliate Case Study
- ☐ Instant Commissions Training
- ☐ Day 10: Affiliate Case Study 2
- ☐ Instant Commissions Training
- ☐ Day 21: Affiliate Case Study 3

### OTO Customer Series

- ☐ Bonuses
- ☐ Coupon Up-Sell
- ☐ Immediate: Thank You
- ☐ Instant Commissions Training
- ☐ Day 1: Follow Up
- ☐ Instant Commissions Training
- ☐ Day 5: Testimonial Request
- ☐ Instant Commissions Training
- ☐ Day 7: Affiliate Reminder
- ☐ Day 10: Services Offer
- ☐ Day 17: Affiliate Product Offer
- ☐ Day X+7: Related Product Offer

### Sequential Product Offers

- ☐ Immediate: Giveaway Download
- ☐ Day 1: OTO Education
- ☐ Related Spoke Offer
- ☐ Day 2: OTO Education
- ☐ Related Spoke Offer
- ☐ Day 3: OTO Education
- ☐ Related Spoke Offer
- ☐ Day 4: OTO Education
- ☐ Related Spoke Offer
- ☐ Day 5: OTO Education
- ☐ Related Spoke Offer
- ☐ Day 6: Spoke 1 Offer
- ☐ Day 7: Spoke 1 Reminder and Affiliate Opportunity
- ☐ Day 8: Giveaway Product 2
- ☐ Day 9: Spoke 2 Offer
- ☐ Day 10: Spoke 2 Reminder and Affiliate Opportunity
- ☐ Day X: Spoke X Offer
- ☐ Day X+1: Spoke X Reminder and Affiliate Opportunity
- ☐ Day Y: Affiliate Product 1 Offer

### Individual Product Series

- ☐ Immediate: Thank You
- ☐ Bonuses
- ☐ Coupon Up-Sell
- ☐ Day 1: Follow Up
- ☐ Instant Commissions Training
- ☐ Day 5: Testimonial Request
- ☐ Instant Commissions Training
- ☐ Day 7: Affiliate Reminder
- ☐ Instant Commissions Training
- ☐ Day 10: Related Product Offer
- ☐ Day 17: Related Product Offer
- ☐ Day X+7: Related Product Offer