

# DM ELITE Post App Closing Campaign

**Email #1:** Immediately *(after filling out application)*

**SUBJECT:** Good news [FIRST NAME], you've been approved!

Hey %FIRSTNAME%,

I want to be the first to congratulate you on your acceptance into DigitalMarketer's ELITE Growth Accelerator! **You'll leave this program with a full marketing machine that generates buyers from scratch in 90 days or less.**

That's exciting!

To activate your membership, [click here](#) to finalize your application by selecting the 90 Day or 12-month program and the payment plan that works best for you.

After you have finalized your registration, you will receive an email from me with your access information and instructions on how to get started with your 30-Day Reboot & Kickstart.

You'll also receive an email from Garrett D'Entremont, the ELITE program manager, to schedule your kickoff call and assign and introduce you to your ELITE Coach.

Once again, **congratulations, and welcome aboard!**

**[ACTIVE MEMBERSHIP BUTTON]**

Talk soon,  
Ryan

**P.S. Remember, as a member, you are now eligible to receive the following benefits:**

## **1. 30-Day Reboot & Kickstart**

This is NOT just another online training. This is an interactive experience where we'll document your Growth Strategy, build your Growth Scorecard, and craft your 90-Day Marketing Plan.

## **2. 90-Day Marketing Plan Review**

Get 1-on-1 feedback from your ELITE coach BEFORE you execute your marketing plan, and know for a fact that you're on the right track before you invest your money and time.

### **3. Weekly LIVE Coaching Calls**

During the weekly coaching calls, you'll get direct advice from your coach, feedback from your peers, and the accountability you need to achieve the goals you set for yourself.

### **4. Marketing Playbook Library**

36 (and counting) actionable, step-by-step checklists that produce specific results and allow you to understand and implement complex marketing tactics with ease and speed.

### **5. ELITE Power Play Library**

Don't let the simplicity of these "Power Plays" fool you. These bite-sized tactics deliver quick wins...and can be implemented in 10 minutes or less.

Plus the bonuses...

#### **BONUS #1: On-Demand Workshop Library**

Hyper-focused, on-demand workshops help you stay on top of the latest strategies and tactics, and launch new marketing assets that bring in more traffic, more leads, and more sales.

#### **BONUS #2 (ELITE365 Only): Traffic & Content Bundle**

48 hours of insider training on optimizing Facebook ads, scaling your content, and mastering new traffic channels, including:

- Advanced Facebook with Rudy Mawer
- Paid Traffic Masters Series featuring Ed O'Keefe & Guests
- Webinar & Evergreen Funnels with Jason Fladlien
- Ecommerce with Ezra Firestone

#### **BONUS #3 (ELITE365 Only): Branding Bundle**

48 hours of expert content on building your brand through influence, publishing, media, and speaking, including:

- Media & PR with Chris Winfield
- Speaking & Scaling the Stage with Pete Vargas
- Influence & Persuasion with Michael Bernoff
- Branding & Books with Tucker Max and Dmitriy Kozlov

#### **BONUS #4 (ELITE365 Only): Four SOS 1:1 Coaching Calls**

Sometimes you just need to talk with someone, and you need to talk to them NOW. That's why ELITE ACCELERATOR members get four 30-minute "emergency" calls you can use when, and if you need them.

[Click here to finalize your application now!](#)

**Email #2:** Day 0, 20-minute delay from mail 1

**SUBJECT:** Nice to meet you **[FIRST NAME]**

Hey {{ contact.firstname }} this is {{owner.fullname}} from DigitalMarketer I just gave you a call regarding your ELITE Growth Accelerator application but I think we missed each other.

The good news is, I reviewed your application and it definitely seems like you're a fit. I wanted to check and see if you had any questions for me or if you're just ready to get started?

If you're ready to get started [click here](#) to finalize your application by selecting the 90 Day or 12-month program and the payment plan that works best for you.

If you have questions you can reply directly to this email or let's jump on the phone and chat.

You can check out my availability and schedule a time here {{owner.meetings\_link}} or if you're free just call me now, my direct number is in my signature.

This is going to be fun!

Talk soon,

{{owner.fullname}}  
Program Specialist, DigitalMarketer

**Email #3:** Day 1

**SUBJECT:** Welcome to the ELITE Growth Accelerator

Congratulations, again, on your acceptance into the ELITE Growth Accelerator.

I know you're going to be an amazing addition to an already amazing community!

All that's left to do now is, [click here](#) to finalize your application by selecting the 90 Day or 12-month program and the payment plan that works best for you.

After you have finalized your registration, you will receive an email from me with your access information and instructions on how to get started with your 30-Day Reboot & Kickstart.

You'll also receive an email from Garrett D'Entremont, the ELITE program manager, to schedule your kickoff call and assign and introduce you to your ELITE Coach.

Once again, **congratulations, and welcome aboard!**

**[ACTIVATE MY MEMBERSHIP] <--CSS Button**

NOTE: To maintain accurate membership counts, we automatically deactivate any new member applications if they are not responded to within 7 days. If you are traveling or just need a little more time, please just respond to this email and let us know.

Also, if you have any questions about setting up your membership, again, just reply to this email. We're always here to help. :)

All the best,  
Ryan Deiss  
CEO, DigitalMarketer.com

**Email #4:** Day 1

**SUBJECT:** Ryan asked me to reach out

Hey {{ contact.firstname }}, it's {{owner.fullname}} again from DigitalMarketer.

Ryan asked me to reach out because you've been approved into the ELITE Growth Accelerator but haven't activated your account just quite yet.

The next class is starting soon and we like everyone to start the Reboot & Kickstart at the same time. Also, I just checked and all the program bonuses are still available.

Can we jump on a quick call, so we can get you set up and I can introduce you to your kickstart coach?

You can book on my calendar here {{owner.meetings\_link}} or, just call me now, my direct number is in my signature.

{{owner.fullname}}  
Program Specialist, DigitalMarketer

P.S. If you don't have time for a call, or you just don't want to talk to me (lol), just [click here](#) to finalize your application by selecting the 90 Day or 12-month program and the payment plan that works best for you.

**Email #5:** Day 2

**SUBJECT:** All bonuses still available

Hi %FIRSTNAME%,

I noticed you still have yet to claim your bonuses, so I wanted to send a quick reminder...

Now that you are approved for the ELITE Growth Accelerator (congrats again), you are eligible to claim over \$25,286 in bonuses, including:

### **BONUS #1: On-Demand Workshop Library**

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Sometimes you just need to talk with someone, and you need to talk to them NOW. That's why ELITE ACCELERATOR members get four 30-minute "emergency" calls you can use when, and if you need them.

WHEW! That's a ton of goodies... and you get them all FREE when you join ELITE today.

All you need to do to claim your bonuses is to...

**[ACTIVE MEMBERSHIP BUTTON]**

**Talk soon,  
Ryan**

**P.S.** Remember, as a member, you are now eligible to receive the following benefits:

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**Email #6:** Day 2

**SUBJECT:** [FIRST NAME] meet Dave...

Hey {{ contact.firstname }},

I wanted to quickly introduce you to your 30-Day Kickstart coach, Dave Albano.

Dave is a dynamic and dedicated digital marketing expert, business strategist and trainer. Founder & CEO of Joza Marketing and creator of his famous 2-Day business intensives, his high impact strategies and done-for-you services get more customers into your business, more productivity from your day, and more excitement into your Life!

Dave is responsible for helping you get started during your first 30 days in the ELITE program including...

- Documenting your Growth strategy
- Building your custom Growth Scorecard
- Crafting your 90-day marketing plan

And most importantly, setting you on a clear path to doubling your sales.

I was just in our private ELITE members only group on Facebook and wanted to share some feedback fellow members had about working with Dave...



**Kade Magleby**

September 10 at 4:37 PM · 🌐



I had a 1-on-1 with my coach Dave and he gave me the clarity we needed to move forward! The biggest thing Dave gave us was helping us see holes in our CVJ and strategies to work on. Thanks so much for your help!



1 Comment



**Dave Albano**

Love it buddy! So glad I could help!

(p.s. - please tag me next time so I don't leave ya hangin' 😊 )

Like · Reply · 2w



Write a comment...





I can't wait to see what Dave can do for you during your first 30 day in ELITE!

Can we jump on a quick call, so we can get you officially introduced to Dave?

You can book on my calendar here [{{owner.meetings\\_link}}](#) or, just call me now, my direct number is in my signature.

[{{owner.fullname}}](#)  
Program Specialist, DigitalMarketer

**Email #7:** Day 3

**SUBJECT:** Approval EXPIRING soon!

Hi [first name],

Your application to the ELITE Growth Accelerator was approved and I sent you an invitation a few days back, but I haven't heard from you.

Is everything ok?

Here's your activation link, again, just in case it got lost in the shuffle:

[ACTIVATE MY ACCOUNT] <--CSS Button

To maintain accurate prospective member totals, we typically de-activate new member applications if they aren't finalized within 7 days. This means your link is due to expire in 48 hours, so please try to activate your account TODAY, if at all possible.

If you have any questions or you need more time, we're happy to extend it. I just need to hear from you in the next couple of days, or the system will automatically remove you from the new member queue.

Once again, congratulations, and welcome aboard!

All the best,  
Ryan Deiss  
CEO, DigitalMarketer.com

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[Click here to finalize your application now!](#)

**Email #8:** Day 4

**SUBJECT:** Meeting confirmation

Hey {{ contact.firstname }},

Just wanted to confirm our 15 to 20-minute meeting to talk about your ELITE Growth Accelerator application.

You can book on my calendar here [{{owner.meetings\\_link}}](#) or, just call me now, my direct number is in my signature.

[{{owner.fullname}}](#)  
ELITE Program Specialist, DigitalMarketer

**Email #9:** Day 5

**SUBJECT:** Your chance to join is almost gone

Hi %FIRSTNAME%,

Each enrollment group for the ELITE Growth Accelerator can only hold 50 new members...

And when I just checked, there were only a few spots left.

When those last few spots fill up, that will be it...enrollment will be officially closed.

We only open enrollment a few times each year so if you don't get in before those spots are filled, unfortunately your chance to join will be gone.

The good news is, since you've already been approved, all you have to do is simply...

[ACTIVATE MY ACCOUNT] <--CSS Button

PLUS you can still claim your \$25,286 in bonuses before enrollment closes.

All that's left to do now is, [click here](#) to finalize your application by selecting the 90 Day or 12-month program and the payment plan that works best for you.

Talk soon,  
Ryan

**Email #10:** Day 6

**SUBJECT:** I can still get you in [FIRST NAME]

**SUBJECT:** I'm holding your spot

Hey {{ contact.firstname }},

We are getting ready for the official kick off call for our next group of the ELITE Growth Accelerator.

Over the next 30 days the group will identify gaps to address this quarter as well as opportunities for growth in the next quarter.

Through this highly interactive experience, we will be documenting your Growth Strategy, building your Growth Scorecard, and crafting your 90-Day Marketing Plan...and then reviewing it with your coach to make sure you're on the right track before you invest your time and money.

It's a time for new ELITE members to learn how to get the most out of the program, meet the team and their coach and start the journey of doubling their businesses together.

Here's what a few members who recently completed the 30 day kickoff had to say...



**Renaye Thornborrow** I found a lot of value going through the 30-day kick start. I've always done planning, 30-60-90, but this gave me a different way to think about my business - especially using the CVJ to identify gaps to address this quarter and gaps to address the next quarter. Loved ICE as well (shifted a couple of priorities based on that). My biggest challenge is hiring team so that we can execute faster!!

P.S. Love having access to past trainings as well. Just finished Marcus' training on LN profile and was able to create our profile.

Thank you DM team!!

[Like](#) · [Reply](#) · 28m



**Chris Umiastowski Ryan Deiss** Sitting down and actually doing all of the steps in the 30 day kickstart was super powerful. The moment I signed up for Elite I promised myself I wouldn't just watch, and I wouldn't even watch \*first\* with a plan to come back later. I'd only execute as I went.

I learned a lot doing this. Your training really stopped me from the big shiny object problems that I'd usually run into. I kept my Big 3 sheet on my desk so that it was a constant reminder to prioritize my work on those projects.

Just wrapping up the first 90 day cycle and I'm so pumped to go through the process again!

[Like](#) · [Reply](#) · 17h



Enrollment groups are limited to just 50 members and we have just a few spots left before we kick things off.

Anyway, I'm holding you a spot in the kick off call, but I have to either confirm or release it in the next few days.

All we need to do to get you confirmed is jump on a quick call to figure out which program is the best fit and will help achieve your goals.

These calls are always a lot of fun and they don't take long, 20 minutes at most.

You can book on my calendar here [{{owner.meetings\\_link}}](#) or, just call me now, my direct number is in my signature.

[{{owner.fullname}}](#)  
Program Specialist, DigitalMarketer

**Email #11: Day 8**  
**SUBJECT: 3 ways we help businesses grow**

Hey [{{ contact.firstname }}](#),

We really focus on three areas to help our ELITE members grow.

1. We help you build a custom, scalable "Marketing Machine"...
2. We help you break through YOUR specific bottlenecks and barriers...
3. We hold you accountable to achieving your 90-Day Plan...

And, most importantly, DOUBLE your sales.

The question I have for you is, which one of these would make the biggest impact on your business right now?

Let's jump on a call so you can tell me, and I can explain how we do it.

You can book on my calendar here [{{owner.meetings\\_link}}](#) or, just call me now, my direct number is in my signature.

[{{owner.fullname}}](#)  
ELITE Program Specialist, DigitalMarketer

**Email #12: Day 14**  
**SUBJECT: Was it something I said?**

Hey [{{ contact.firstname }}](#),

Haven't heard back from you about your ELITE application yet. :(

I was just thinking about it and realized that I might have gotten a little excited... if so I'm sorry!

Let me explain.

At DigitalMarketer our mission is to double the size of 10,000 businesses by 2021 and I'm really, REALLY passionate about that mission.

So, when I meet someone like you, who's the perfect fit for our program, I know we can help your business grow (and probably double), together.

Again, if I got a little excited, that's why.

I know we can help you build a custom, scalable "Marketing Machine".

I know we can help you break through your specific bottlenecks and barriers.

I know we can help your business grow.

We should chat about how to make those things happen.

How's your schedule looking the rest of the week?

You can book on my calendar here [{{owner.meetings\\_link}}](#) or, just call me now, my direct number is in my signature.

Looking forward to growing together.

[{{owner.fullname}}](#)  
ELITE Program Specialist, DigitalMarketer