

Purpose

Lead Magnet

1st Email
Lead Magnet
Delivery

2nd Email
Follow up and
provide more
value

3rd Email
Sale email

The Bread and the Bag Demonstration Activity Outline pdf



1st Email – Lead magnet delivery email
Thank you so much for your interest. Here's your activity



2nd Email – The provide more value email
- Reconnect with your new customer
- Attach or link to another product (free or paid) that compliments the first



3rd Email - Sale email
- Connect the two or three items you've already sent to an additional resource (paid)
- Show how they all work very well together and complement each other
- Explain why purchasing this additional item will make their lives easier



Product Link
- Link to the product you mentioned in the email

Tag as

- Science Teacher
- Life Science
- Digestion

Biology Sequence



Likes this kind of activity (i.e. likes hands-on activities)

Activity Sequence




- Digestive System 5E Interest
- 5E lesson interest

5E Sequence



Bread In The Bag Opt-in Form

Where should I send your Bread In The Bag Activity pdf?



Please enter your email address below.

The 1st Email – Lead magnet delivery

Subject

Download your Bread in the Bag Demo pdf

Message

Thanks for your interest. Click the link below to download your activity.

[Download](#)

Thanks.

Devon





Thank you page

After confirming their subscription, where should the subscriber be redirected?

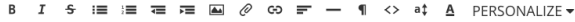
URL Incentive download

 [the-bread-in-the-bag-demonstration.pdf](#) (Change)

2nd Email - Follow up and provide more value

STATUS: Published ▾ DELAY SENDING BY: 1 day ✎   PREVIEW:  

Email Subject: A complimentary activity for your digestion demonstration

Email Content: 

First up, thank you so much for your interest in my bread in the bag digestion activity. I wanted to follow up to make sure everything went well with your file download. If not, you can download it by clicking below.

[Click Here to download your file.](#)

Since you are or will be teaching digestion, I wanted to send you another activity to compliment your demonstration. Y

Have you ever heard of my digital scavenger hunt activities? They're completely digital and only require one device (Chromebook, cell phone, laptop, etc.) per three students. They get your students moving around and highly engaged in the materials.





I want to send to you because I think it'll work very well inside your classroom. To download, [CLICK HERE.](#)

Thanks and I'll speak with you soon.

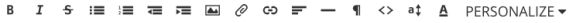
Devon

136 words

3rd Email - Sale email

STATUS: Published ▾ DELAY SENDING BY: 1 day ✎   PREVIEW:  

Email Subject: Bring your whole digestion unit together

Email Content: 

You have demonstration, I sent you the digital scavenger hunt, now let's bring everything together. What I'd like to offer you is my complete Digestive System 5E Unit Bundle. In it, you get the activities I've already sent in addition to a lab station activity, lesson, and a quiz that ties everything together. You also get a day-by-day walkthrough.

The bundle isn't necessary, but it really does bring the unit together nicely. I use it every year with my students and since everything comes from the same source, you're not putting the puzzle together using different ideas, formats, etc. It'll save you a lot of time and headache and allow you to assess your students three different times throughout the 5-7 day unit.

If you'd like the bundle, click below to get it for only \$3.89 (73% off). To get your discount you'll need enter the coupon code - DIGESTIVE5E

[Click Here to get the 5E bundle](#)

Thanks and I'll speak with you soon.

Devon

165 words