



Ideas for Content Upgrades

The point of the know/like/trust email sequence is to help your new subscribers get to know you better.

- The KNOW email introduces you as the expert and tells them why they should bother to listen to you.
- The LIKE email should show that you understand what your readers are going through. A great way to do this is to share a story of a time you failed and how you overcame it, share something (mildly) embarrassing, or tell your before or after story.
- The TRUST email is a way to build more trust with your readers, and a good way to do that is to offer more value – this could be another freebie, or links to your best material on your blog.

Below is my KLT sequence for new library subscribers. Remember, it wouldn't make much sense for you to use these emails word-for-word in your sequence, but you can use it for inspiration.

Know Email

{SUBJ:} Hey, {FIRST NAME}... You're In!

Psst! {FIRST NAME}!

You're IN!

After a thorough background check*, you have been APPROVED for an access level upgrade and are now a member in good standing of the Eyes Only Content Library.

I'm incredibly honored that you've joined the Library and our Secret Society**, and I'm psyched to be able to help you move from content confusion to blogs that make bank.

SO first things first.

Here is the link to access the library and your Top Secret login info (put this somewhere safe!):



THE CONTENT DIRECTION AGENCY

{LINK AND LOGIN INFO}

You should log in and start clicking around right away, because this is a collection of my very best stuff, and it has the potential to change your blog into a conversion catalyst. One Member even used the techniques and templates in the library to get Chris Gilbeau to link to her post – cue tens of thousands of new eyeballs on her blog. KA-CHING!



Kimberlee Bush

Hi Lacy,

I just wanted to say thank you for "The Ultimate Guide to Creating Your Editorial Calendar"!! I downloaded it going through B-School, and it took me so much farther than I could've gotten on my own. AND it inspired me, I finally came up with my own opt-in idea, PLUS a launch plan for my first products. THANK YOU!!!

Kim

You may have noticed that unlike most valuable things, the library is free, and you may have trained yourself to be suspicious of free things.

I like a healthy BS meter in an asset, but let me assure you: you don't have to be suspicious of this. I've taken all my skills as a professional writer, and the *hundreds* of hours I've spent studying content marketing and poured them into my blog and subsequently, this library.

Why? Because, frankly, I'm tired of micro-business owners wasting their precious time and energy on content marketing that doesn't get results. The library is designed to be your easy-to-follow roadmap to creating content that achieves your business goals.



Julie Baird This is a fantastic resource. Thanks so much for sharing. I poured over it, saved it, downloaded the ideas onto my own editorial calendar! Loved how you linked it to your blog posts to give us even more info. You rock
about an hour ago · Unlike ·  1

And since we're going to be working Ops together, a bit about me. But let's skip the boring bio and play "Two Truths and a Lie":



THE CONTENT DIRECTION AGENCY

1. I wrote the sixth book of the *Harry Potter* series – longhand, on yellow legal pads – in my down time at a supremely boring job...
2. I applied to a temp agency and told them I was a copyeditor – despite having ZERO copy editing experience. They gave me a proofreading test and said I was the only person ever to have scored 100%...
3. I won three awards from the Society of Professional Journalists for my food writing, but my food blog business flopped spectacularly...

Your first mission: Hit reply and let me know which one you think is the lie... Plus, tell me the ONE thing that's burning your biscuits right now about blogging.

I'm looking forward to it,
~Lacy

P.S. In spy lingo, a **Dead Drop** is a way agents pass items or information using a secret location, so they don't have to meet in person and can exchange information safely. Email is totally our Dead Drop, so be sure to whitelist me so our communiques don't get intercepted by the evil agents of SPAM!

** Not an actual background check. In fact, all I know about you is your name and email address. Want to remedy that? Hit reply and tell me what's bugging you most about blogging right now. No, really. I'm waiting...*

*** It's really not that secret. In fact, if you want to forward this to your friends, I would be your best friend FOREVAH. But make them get their own login, OK?*

LIKE Email

SUBJ: How J.K. Rowling taught me to be a better blogger.

Dear {FIRST NAME},

So what did you guess on my Two Truths and a Lie?

Here they are again:



THE CONTENT DIRECTION AGENCY

1. I once wrote the sixth book of the *Harry Potter* series – longhand, on yellow legal pads – in my down time at a supremely boring job...
2. I applied to a temp agency and told them I was a copyeditor – despite having ZERO copy editing experience. They gave me a proofreading test and said I was the only person ever to have scored 100%...
3. I won three Society of Professional Journalists awards for my food writing, but my food blog business flopped spectacularly...

Which is true? Well, that's the lie. THEY ALL ARE.

Yes, even the one about my epic Harry Potter fan fiction. (Don't judge!)

See, in my 20s, during my quarter-life crisis when I was trying to figure out what to do with myself after it became clear that I wasn't going to be the next Sophia Coppola, I had a series of really boring temp jobs, the most mind-numbing of which was answering phones for an exterminating company.

So what did I do with all that free brainspace?

I wrote the entire sixth book of the Harry Potter series (before the actual sixth book was released). Longhand. On yellow legal pads. One hundred and ten *thousand* words.

The exercise kept me from going totally insane and my friends and family enjoyed it. But what I didn't realize at the time is that it was also an incredible exercise in understanding the intricacies of a writing voice – in this case, J.K. Rowling's.

Fast forward ten years or so, and it's a talent I put to use every single day writing blog posts in my clients' voices.

More on that in a second.

First I want to know – have you checked out the Eyes Only Member Library yet? If you haven't, you absolutely should stop reading this embarrassing email right now and go check it out.



THE CONTENT DIRECTION AGENCY

Because the first Chapter is all about **finding your brand voice** and it's absolutely KEY to a content marketing plan that supports your business goals. It contains my free ebook, *What Is Brand Voice? The Blogger's Ultimate Guide*. In it, you'll learn:

- Why brand voice is all in the details
- How terms you haven't dusted off since high school English class like "diction" and "tone" can help you understand your voice
- And how to analyze your own voice so you can explain it to yourself and others.

Writers of all stripes are often advised to "develop their voice," but it's a lot easier said than done.

And what actually *is* this elusive "voice" every one wants to find so badly?

Think about some of your favorite bloggers; chances are they have a strong voice. Ash Ambirge of *The Middle Finger Project*, Danielle LaPorte, *The Bloggess* – they all have strong, distinctive voices.

But what makes it their voice?

Well, Ash swears a lot. Danielle LaPorte reminds me of reading poetry. And *The Bloggess* – if you've never read her site, please clear your calendar for the rest of the afternoon and go Google her because you will laugh so hard you will ugly cry. Especially if you like taxidermy.

So tell me... What is your brand voice?

If you're not sure, head on over to the Library and download the *Voice* ebook from the first Chapter. I promise, it's a lot easier than high school English OR writing novel-length fan fiction.

Don't let the Muggles get you down,
~Lacy

TRUST Email

SUBJ: Ready for the next step in finding your writing voice?



THE | CONTENT DIRECTION AGENCY

Dear {FIRST NAME},

A couple of weeks ago, you made the truly excellent life decision to sign up for the Eyes Only Content Library – and seriously, I couldn't be more proud.

I hope by now you've dug into some of the amazing goodies available to you. If you've downloaded the free ebook, *What Is Brand Voice? The Blogger's Ultimate Guide*, you might be ready for some next level stuff included in Chapter 1 like:

- My interview with Jerod Morris of Copyblogger on the importance of voice
- My episode of The Unemployable Woman Podcast that dives deep into my theories on brand voice, how to find it, and why it's important
- And my episode of Ultimate Authorities Radio, which goes into how identifying your brand voice makes blogging easier and more effective.

We'll have you sounding more like YOU in no time!

~Lacy

P.S. The free library gives you the WHY of finding your brand voice, and The Voice Identification Process Workbook is the HOW. If you enjoyed the free info about finding your voice, you'll love taking it to the next level with the workbook! [Click here](#) to find out how.