**How to Sell Via an E-Mail Sequence**

Selling via an e-mail sequence is very similar to selling via a landing page or sales page. The key difference here though, is that you have the benefit of being able to time precisely *when* your readers receive each of your messages and you have the ability to reach them right inside their inboxes which will often feel very personal.

Read on and we’ll look at how you can go about selling via your e-mail sequence.

**AIDA**

When you write a sales page, you will often be advised to use a structure that’s known as ‘AIDA’. AIDA is an acronym and it stands for ‘Awareness, Interest, Desire, Action’.

In a sales page, you will go through each of these stages in one long ream of text. In an e-mail sequence, you will do the same thing, except you will be doing it over the course of several e-mails.

The first e-mail then will ensure your audience is *aware* of the product you’re creating. Likely you’ll accomplish this through a small mention in a much bigger e-mail.

The second e-mail meanwhile, will help to inform the audience with more details about what you’re selling and what it does. Then you build up the desire by really focussing on it in the third e-mail and finally give them the chance to buy in the last e-mail.

**Timing and Tips**

The great thing about a sequence like this is that you can time it to build anticipation and excitement. People want what they can’t have and so you’ll find that the desire *builds* between the 3rd, 4th and 5th e-mails if you have handled the process correctly.

You can even set all this up to be handled by your autoresponder sequence – meaning the e-mails will be sent out automatically to new subscribers and you’ll be able to earn cash while you’re sleeping!