**Lesson 8**

**GetResponse**

If you haven’t already subscribe to GetResponse (Email Marketing): <https://www.mymediahelper.com/getresponse>

This is the only program beyond your Web Hosting, and Domain Name I would encourage you to spend money on. It doesn’t have to be this Email Marketing tool, but this is the one I will be using in the Lessons.

Please use the Affiliate Link if you sign up. You will help the channel grow. When it comes to the point that I will no longer ask you’ll know our channel is self-sustaining, but for now please consider using the link above.

Grammarly (Spell and Grammar Check):

<https://www.mymediahelper.com/grammarly>

Pixabay (License Free Pictures):

<https://pixabay.com>

Canva.com (Picture Editing):

<https://www.canva.com>

Article Generator:

<https://articlegenerator.org>

Spin Rewriter

<https://www.spinrewriter.com>

This Lesson we will our only goal is the setup autoresponders for your email list.

I’m going to throw at you a lot of cool online tools you can use moving forward in your Online Marketing Endeavors and I will list them here. Make sure you watch the entire video to see them in action.

I am also adding my emails in the Lesson Notes as a guide for you.

We’ve made it a long way Gals and Guys. If you came this far, you’re ahead of most. I’m honestly and sincerely proud of you!!! You have the drive to succeed. Many would have given up by now.

We’ve covered a lot of material so far and have a long way to go, but things are all going to come together very, very soon and you’re going to see how everything we do is connected.

Explain and Assign Your Homework for the Next Training Video (7 Emails)

* Introduction Email (Share Your Passion)
* Fun Video Email (Search YouTube or Make Your Own)
* Links to Your Subject Matter Email (Link to Relevant Articles Online)
* Personal Story (Share a Personal Story Based on Your Business/BLOG/Website)
* Questions and Answers (Did You Know? or Can You Name…?)
* Top 5 or 10 of Something (Link to One of Your Articles)
* I Want You to Think of Your Own Subject
* (Keep Going…)

**NEXT TIME:** We will be setting up the Schema WordPress theme and posting our first article. We’ll also explore some ads to put up on your sidebar.

**Krown Kayak**

AUTORESPONDERS and NEWSLETTERS

**EMAIL 1:**

Thanks for Signing Up!

And Welcome to Krown Kayak!!!

Within the next couple of weeks, you'll receive a few emails that will introduce you to what we have to offer as well as links to Articles, Videos, and other Kayak Goodness.

We are here to help inform, educate, and entertain!

**A Short Background:**

This past Summer of 2020, I was starting to form what I affectionally call COVID gut. Due to restrictions in New York State, there was a limited number of places you could go to exercise.

Did I indicate limited!?!

**WHAT ABOUT THE GREAT OUTDOORS!?!**

We’re so used to going to the gym for a quick workout we’ll often forget our whole world is our gym. Or at least I did.

But how much walking and hiking could I possibly do over an entire summer? I was looking for something more engaging and fun. That’s when I was turned onto Kayaking.

Kayaking can be GREAT exercise, GREAT stress reliever, GREAT relaxer, and GREAT fun.

My interest was piqued, and I was hooked instantly and as time permitted, journeyed out there four separate times during the season. I wish it could have been more, but those dang responsibilities cut into all that recreational time.

What came next were ideas and thoughts in further exploring this booming trend. With COVID a real thing people are looking to Social Distance with perfect alternatives to the gym.

Kayaking is an activity you can engage in solo or grab another non-COVID-infected friend and bring them along for the thrill.

That is where Krown Kayak came about. I wanted to learn more about the sport and engage others who equally enjoy it. As in all BLOGS, I wanted to share my knowledge and passion with others.

I’m pleased you are here, and I will correspond with your further tomorrow.

PEACE!

Christopher Moshier

krownkayak.com

contact@krownkayak.com

**EMAIL 2:**

Good Morning. Good Afternoon. Good Evening.

I think I covered all my bases there.

I put together some fun and funny videos today that I hope you can enjoy with your Morning Coffee, Afternoon Lunch, or maybe even an Evening Adult Beverage.

* Do you like watching people accidentally fall into cold water and walk…I mean swim…away without a scratch? Do you enjoy gravity and how kayaks flip upside down with the power of it? Do you enjoy human beings just being human beings? Then you'll enjoy this video.

From the Official America’s Funniest Home Videos YouTube Channel we present to you – “Will He Sink or Swim? | Funny Kayak and Canoe Fails Compilation.”

(<https://www.youtube.com/watch?v=nj3_4Ew00cA>)

* Ok. So, you did what everyone did in that last video. You managed to find yourself in the drink in one manner or another falling out of your kayak. Now, how the heck do you get back on track or more importantly back into the kayak?

The good folks over at Salt Strong give us the clue in “How to Re-Enter A Kayak in Deep Water.”

(<https://www.youtube.com/watch?v=hnGjPUfOyvc>)

* At this point in my kayaking experience, the following video goes far beyond my current skillset. The level of Sam's performance is spectacular. And who would've thought of doing these things in the first place? I guess this guy.

Sport and Outdoors give us – "How to Do Tricks in A Kayak.”

(<https://www.youtube.com/watch?v=DiUS4sy6llE>)

* Now you’ve all heard of people “souping up" their cars, right? Putting on a crazy unique paint job. Changing the engine out so five counties away from you can hear you rev? Whoever thought of "souping up” a kayak? Well…the answer is this guy.

Tyler from TylersReelFishing shows us how he put together “The Most UNREAL KAYAK, Kayak Fishing Setup.”

(<https://www.youtube.com/watch?v=XJoAC5X8Rws>)

* I wanted to leave the last video as a calming effect with beautiful scenery and an angelic score. I could watch this video on a loop or put it in for two hours watching the wonders while sipping my coffee. Even better, I would love to get out there and see all that beauty for myself.

Thank you, the great people at Caters Clips for the perfect send off to this article.

(<https://www.youtube.com/watch?v=FeD6ZkZ1SbY>)

Make sure you visit us at Krown Kayak (www.krownkayak.com). We offer the supplies to keep you safe when you flip over or have yourself a little accident. Did we mention when? We meant if!

No!

No!

We meant when.

We are completely joking of course. We want you to all be safe and dry.

Let us know if you liked this email. If we get a lot of good responses we’ll make sure to send more videos your way to enjoy.

I’ll see you all tomorrow.

PEACE!

Christopher Moshier

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**EMAIL 3:**

Hello Fellow Kayak Peeps!

I hope life is treating you well and is full of adventure!

In doing research for the Krown Kayak website to help write my own articles I came upon a lot of interesting pages that told some incredible stories. I compiled the links from those stories and I today I wanted to share a hand full of them with you.

Or is that a kayak full of them?

In any regard, here are inspirational and feel good beating the odds survivor stories:

Amazing Kayaking Survival Stories:

[https://medium.com/@allthingsadventure/amazing-kayaking-survival-stories-c8791409db2d](https://medium.com/%40allthingsadventure/amazing-kayaking-survival-stories-c8791409db2d)

Hannah’s Inspirational Kayak Story:

<https://sundancekayak.com/stories/hannah-inspirational-kayak-story>

The Old Man and the Sea, and the Sea, and the Sea

<https://www.outsideonline.com/2252016/old-man-and-sea-and-sea-and-sea>

A Kayaker’s Brush with Death

<https://www.outsideonline.com/2414952/podcast-nouria-newman-kayaking>

A Memorable Survival Story of Kayaking in Fallen Leaf Lake, California

<https://boardandkayaklife.com/survival-story-of-kayaking-in-fallen-leaf-lake-california>

Feedback is always encouraged so I know what type of emails you would like to get in your inbox when we send them.

Let us know if you liked this email. If we get a lot of good responses we’ll make sure to send more awesome stories like these your way to enjoy.

PEACE!

Christopher Moshier

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**EMAIL 4:**

The last email I sent you some fantastic stories of survival and beating the odds all in relation to kayaks. We are an informational kayak website after all.

I thought I would send along my own story. It’s not nearly as exciting and adventurous as those previous stories. I’ve never defied death or rode any kind a rapids. At best, the waters were always calming. At worst, I may have gotten a little sunburn on my nose.

Mine was more a memory of love the summer of 2020. Although and sadly we’re no longer together the time we spent on the water will always be embedded in my memory until my last day.

There was a lady in my life off and on from the summer of 2019 to the summer of 2020. And I bring her up because she’s the person that got me into the kayaking lifestyle. She was the one who turned me onto the path.

If you live in Western New York or ever come to visit or want to, here’s the three places we spent time together. I would highly recommend any of them.

As full disclosure Krown Kayak or I have no personal affiliation with these places. They just happened to be there when they were needed.

Our first adventure was in Canandaigua, New York at a place called Canandaigua Sailboard. Canandaigua Lake is a hub of boat activity in the summer. It’s not uncommon to see a string of boats in the middle of the lake all strung together and having a party.

If I was to give dating advise to anyone, I would tell them to take the person you’re going to take out kayaking. There you are, alone in a boat with him or her. Around you are so much scenario for sparks of conversation.

Of course, if you didn’t like each other when you were out on the water then that would be a whole other scenario. In this case, we both had a good time together.

Canandaigua Sailboard

<https://www.cdgasailboard.com>

Our second experience was a little lower key down the Erie Canal in Fairport, New York. There were two weddings that we passed by to either side as we made our journey.

One wedding we got a little close for comfort as it was being held behind some trees and we kind of came upon it without realizing it. No one seemed to give us any mind as the ceremony proceeded. We just quickly and quietly back tracked and disappeared with anyone not being the wiser.

I was sitting in the back of the kayak and would often put my paddle up to take in the scenery around me. She would still be rowing. Looking back at me, she wondered what the heck I was doing. I pretended to snap out of it, say, “I’m sorry” and proceeded to row again until she faced straight. Then I would take my oar out of the water and proceed to let her row. This continued most of the trip and it was the running joke between the two of us.

Erie Canal Boat Company

<https://eriecanalboatcompany.com>

Our final time together kayaking was in Webster, New York. This was very interesting as it seemed to be more marsh like with the paths cut out by the overgrown foliage. I have no idea if this was nature or by human design.

If by human design how did, they get the lawn mower in the water to create the path. I’m picturing a person with a John Deere and a snorkel.

Bay Creek Paddling Center

<https://www.baycreek.com>

I miss her very much and those times we had together. Every time I go kayaking now it will be difficult not to think of her. Perhaps, someday, when the timing is right we’ll be back out there on the water together this time permanently.

Thank you for indulging me with this email. It gave me the opportunity to relay to you how I became a kayaking fan and give a little background on my experience.

I’m certainly not as seasoned as probably a lot of you, but I guarantee I’ll be getting there.

You all have yourselves an excellent day and I’ll catch up with you next time.

And as always…

PEACE!

Christopher Moshier

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**EMAIL 5:**

Let’s play a little game of…

Did You Know or Can You Name?

**Q:** About how old are the oldest known kayaks, and who built them?

**A:** About 4000 years old, built by North American Inuits.

* The North American Inuits stretched animal skins over driftwood to make some of the earliest known kayaks, about 4000 years old. In addition, there is a beautiful example of a Hawaiian kayak on the first floor of the Museum of the American Indian in Washington, DC.

**FACT:** Kayaks can come in all these materials; Polyethylene, Inflatable vinyl and Wood.

The wooden kayaks are often sold in kit form, and the inflatable kayaks can be extremely strong, such as those made by the Zodiac company. Polyethylene or plastic kayaks can be inexpensive as well as able to handle rough treatment.

**Q:** While paddling in flat or calm water, where does a person's primary power comes from?

**A:** Back and obliques.

* The stroke comes from a person's upper back and a rotation of the oblique muscles (the muscles on the side of the abdomen). Using just the arms and shoulders can cause fatigue.

**IN THE KNOW:** In a sit-on-top kayak, a person sits directly on top of a board-like hull with no cockpit covering them. The hull has holes in it to let water drain out, but the kayaker usually gets wet. This type of kayak is great to use in the surf near beaches since it is self-bailing.

**FACT:** In 1936, the kayak became an event in the Olympics.

**Q:** Which piece of equipment helps keep the kayak tracking through crosswinds?

**A:** A skeg.

* A skeg looks like a rudder but is fixed in position to help the kayak stay on track through windy conditions. A skeg is usually not found on the smaller, less expensive kayaks.

I know I indicate this every time we get together, BUT Feedback is always encouraged so I know what type of emails you would like to get in your inbox when we send them.

Let us know if you liked this email. If we get a lot of good responses, we’ll make sure to send more awesome stories like these your way to enjoy.

Have an awesome day, folks.

PEACE!

Christopher Moshier

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**EMAIL 6:**

(Top 5 or 10 of Something- Link to One of Your Articles)

* This autoresponder is going to be a place holder as we’re going to link these emails to your website and start meshing the two with affiliate and other offers.

PEACE!

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**EMAIL 7:**

(I Want You to Think of Your Own Subject)

PEACE!

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(Keep Going…)

* Take Pictures
* Interview Someone
* Podcasts
* Rate and Review Products
* Top Ten Lists
* How To…
* The Best (5 or 10) Products

Engaging Headlines:

* The X Best Ways to Get \_\_\_\_\_\_\_ Without \_\_\_\_\_\_\_
* You’re Running Out of \_\_\_\_\_\_\_! Here’s How to Fix It
* We Need to Talk About \_\_\_\_\_\_\_. It’s a \_\_\_\_\_\_\_.
* You’ll Be \_\_\_\_\_\_\_ if You Miss This Guide to \_\_\_\_\_\_\_
* X of the \_\_\_\_\_\_\_ \_\_\_\_\_\_\_ You’ll Find Today
* Try \_\_\_\_\_\_\_ And Get \_\_\_\_\_\_\_
* \_\_\_\_\_\_\_ Vs \_\_\_\_\_\_\_: Which Is \_\_\_\_\_\_\_?
* Are You Still Doing \_\_\_\_\_\_\_? You Might Regret It
* Here’s What You Don’t Know About \_\_\_\_\_\_\_ That Could \_\_\_\_\_\_\_
* How To [Accomplish Something] In [Short Amount of Time]

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