9 Fig - EMAIL Series

Flash Sale 4-Day Cash Machine - Frank Kern

Emails in this sequence:

●   Email 1: Flash Sale Announcement - Information about a limited one-time-only discount.

●   Email 2: Reminder - Convince and assure the recipients that this product is what they need.

●   Email 3: Last Call - Remind them the offer is about to end.

●   Email 4: Final notice - Create the last bit of urgency before the offer is over.

Email 1: Flash Sale Announcement

Introduction: In this first email you will be providing information on your limited one-time only discount product offer. You will attempt to convince and assure your subscribers that this product is what they need right now for themselves and/ or their businesses. This will also be done by providing them insight into what they will receive from you and your website if they take full advantage of your offer by the provided deadline. Add in all applicable links, videos, screenshots / pictures.

Content tips:

●   Give information on your product sale offer.

●   State the deadline to get your sale offer.

●   Explain free bonuses recieved with your product.

●   Link to your website / product.

Sending moment: Day 1

Subject Line: THANK YOU, [First Name Recipient]!

Hey [First Name Recipient],

Until {End Date} you can get {Product Name} for {Sale Price}.

Get your copy for {Sale Price} here:

{Link To Website}

The reason I'm doing this special sale is to THANK YOU for being my subscriber.. you rock!!

Remember to get your copy for {Sale Price} here:

{Link To Website}

Try {Product Name} And Get Free Bonuses!

And to make it EXTRA awesome I'm throwing in these FREE gifts for a limited time:

- Bonus 1: {Bonus 1}

- Bonus 2: {Bonus 2}

- Bonus 3: {Bonus 3}

DAMN!

You get ALL these awesome bonuses for FREE when you join {Product Name} for {Sale Price}

This expires {End Date} so get it while you still can:

{Link To Website}

Hope to welcome you inside soon!

Kind Regards,

{Your First Name}

P.S. This special sale ends {End Date}. If you are seriously want to {Main Goal Recipient}... and get a huge discount, join today:

{Link To Website}

Email 2: Reminder

Introduction: In this second email, just like the first, you will be providing information on your limited one-time only discount product offer. You will attempt to convince and assure your subscribers that this product is what they need right now for themselves and/ or their businesses. This will also be done by providing them insight into what they will receive from you and your website if they take full advantage of your offer by the provided deadline. Add in all applicable links, videos, screenshots / pictures.

Content tips:

- Give information on your product sale offer.

- State the deadline to get your sale offer.

- Explain free bonuses recieved with your product.

- Link to your website / product.

Sending moment: Day 2

Subject Line: Don't miss this

Hey [First Name Recipient],

Did you catch yesterday's email about the awesome deal for {Product Name}?

I'm doing this to "THANK YOU" for being my subscriber... And I wanted to double-check to see if you have received it:

Until {End Date} you can get {Product Name} for {Sale Price}.

Go here to get your copy and save BIG:

{Link To Website}

Try {Product Name} And Get Free Bonuses!

And to make it EXTRA awesome I'm throwing in these FREE gifts for a limited time:

- Bonus 1: {Bonus 1}

- Bonus 2: {Bonus 2}

- Bonus 3: {Bonus 3}

DAMN!

You get ALL these awesome bonuses for FREE when you join {Product Name} for {Sale Price}

This expires {End Date} so get it while you still can:

{Link To Website}

Hope to welcome you inside soon!

Kind Regards,

{Your First Name}

P.S. This special sale ends {End Date}. If you are seriously want to {Main Goal Recipient}... and get a huge discount, join today:

{Link To Website}

Email 3: Last Call

Introduction: In this this email you will be sharing that your flash sale on your product will soon be over. State the dealine. You will attempt to convince and assure your subscribers that this product is what they need right now for themselves and/ or their businesses. This will also be done by providing them insight into what they will receive from you and your website if they take full advantage of your offer by the provided deadline. Add in all applicable links, videos, screenshots / pictures.

Content tips:

- Give information on your product sale offer.

- State the deadline to get your sale offer.

- Explain free bonuses recieved with your product.

- Link to your website / product.

Sending moment: Day 3

Subject Line: Time is almost up!

Hey [FIRST NAME RECIPIENT],

It's almost over...

Tomorrow I'm pulling the plug on the special offer {Product Name} for {Sale Price}.

Get all the details here:

{Link To Website}

I'm doing this to "THANK YOU" for being my subscriber... and doing what it takes to {Main Goal Recipient}.

You can save BIG right here:

{Link To Website}

Try {Product Name} And Get Free Bonuses!

And to make it EXTRA awesome I'm throwing in these FREE gifts for a limited time:

- Bonus 1: {Bonus 1}

- Bonus 2: {Bonus 2}

- Bonus 3: {Bonus 3}

DAMN!

You get ALL these awesome bonuses for FREE when you join {Product Name} for {Sale Price}

This expires {End Date} so get it while you still can:

{Link To Website}

Hope to welcome you inside soon!

Kind Regards,

{Your First Name}

P.S. This special sale ends {End Date}. If you are seriously want to {Main Goal Recipient}... and get a huge discount, join today:

{Link To Website}

Email 4: Final Notice

Introduction: In this final email you will be sharing that this is the last and final chance to take advantage of your current sale. State the deadline. You will attempt to convince and assure your subscribers that this product is what they need right now for themselves and/ or their businesses. This will also be done by providing them insight into what they will receive from you and your website if they take full advantage of your offer by the provided deadline. Add in all applicable links, videos, screenshots / pictures.

Content tips:

● Give information on your product sale offer.

● State the deadline to get your sale offer.

● Explain free bonuses recieved with your product.

● Link to your website / product.

Sending moment: Day 4

Subject Line: FINAL NOTICE!

Hey [First Name Recipient],

Until {End Date} you can get {Product Name} for {Sale Price}.

Get your copy for {Sale Price} here:

{Link To Website}

The reason I'm doing this special sale is to THANK YOU for being my subscriber.. you rock!!

Remember to get your copy for {Sale PriceIntroduction: In this final email you will be sharing that this is the last and final chance to take advantage of your current sale. State the deadline. You will attempt to convince and assure your subscribers that this product is what they need right now for themselves and/ or their businesses. This will also be done by providing them insight into what they will receive from you and your website if they take full advantage of your offer by the provided deadline. Add in all applicable links, videos, screenshots / pictures.

Content tips:

- Give information on your product sale offer.

- State the deadline to get your sale offer.

- Explain free bonuses recieved with your product.

- Link to your website / product.

Sending moment: Day 4

} here:

{Link To Website}

Try {Product Name} And Get Free Bonuses!

And to make it EXTRA awesome I'm throwing in these FREE gifts for a limited time:

- Bonus 1: {Bonus 1}

- Bonus 2: {Bonus 2}

- Bonus 3: {Bonus 3}

DAMN!

You get ALL these awesome bonuses for FREE when you join {Product Name} for {Sale Price}

This expires {End Date} so get it while you still can:

{Link To Website}

Hope to welcome you inside soon!

Kind Regards,

{Your First Name}

P.S. This special sale ends {End Date}. If you are seriously want to {Main Goal Recipient}... and get a huge discount, join today:

{Link To Website}

Welcome Email Sequence Template

Email 1:

Subject Line: Welcome to [Your Company Name]. Your next steps...

Hey [First Name],

I would like to personally welcome you to [Your Company Name]!

My name is [Your Name] and I am [Your Designation] at [Your Company Name].

Thank you for choosing us for your journey.

We are truly excited and grateful that you decided to join us!

Here's what you can expect from us…

We will be helping you to [Desired Outcome] by teaching you how to [Product Benefit].

This will be done by using features such as our [Main Feature] which lets you [Desired Outcome]

But first...

Here is what you need to do to get started...

Step 1: Whitelist this email address so you don't miss out on anything

- Mark our emails as 'Important' or 'Star' them

- Drag our emails from your 'Inbox' into your 'Priority Inbox'

- Click here to whitelist our emails

Step 2: Join our community. Connect with us on Social Media

- Click here to follow us

Kind regards,

[Your Name]

P.S. The next few days are going to be so exciting…

You will be getting our secret bonuses to [Desired Outcome] even faster. Just for becoming our subscriber!

I'll uncover it all in my next email tomorrow, so stay tuned...

Email 2:

Subject Line: Here's Your Free Gift

Hey [First Name],

In my previous email I promised to give you a secret bonus to [Desired Outcome] even faster.

… before I do that, I want to tell you a story.

[Optional: Add in a screenshot/picture of yourself]

[X] years ago I was exactly where you are, searching for the best and smartest way to [Desired Outcome] without [Things To Avoid].

That is when I put my findings into a process.

This [Product Name] was created for people just like you.

Our goal is to help you get [Desired Outcome] in the best possible way.

Now here's your free gift:

It's called [Title] and it [Outcome of Freebie]

You're going to love it.

Click Here to Get Your Free Gift NOW!

There will be more coming your way. Keep an eye on my emails.

Kind regards,

[Your Name]

P.S. Ok, so I changed my mind…

Instead of tomorrow, how about today?

Here's a second bonus gift just for you!

(See, it pays to read these messages from beginning to END.)

If you were excited about the first one you're going to be even more excited about this one...

It's about [Freebie Outcome] and it's called [Title]

Here you go:

Click Here to Get Your Second Free Gift NOW!

And in my next email we're going to [Tease upcoming content], so keep an eye out.

Email 3:

Subject Line: Here's Another Gift for [First Name]

Hey [First Name],

Yesterday you received 2 bonus gifts from us just for being a new subscriber!

These were:

- [Title - A brief description]

- [Title - A brief description]

And if you haven't seen that email yet, you might want to do a quick search in your inbox.

You can go ahead and do it now.

I'll wait…

Now that you are caught back up, I have another gift for you.

That's right!

Here is your third gift for becoming a new subscriber.

It's called [Title] and it [Desired Outcome]

Click Here to Get Your Third Free Gift NOW!

This is without a doubt one of the best bonuses that I have ever released, and I hope that you will love it too.

So what are you waiting for?

Go check it out now!

Kind regards,

[Your Name]

P.S. I have some good news...

You can always get more content just like this in your emails.

You need to be sure to follow the steps from our first email and make sure that you whitelist this email address...

… and mark all my emails as "Important", "Priority" or "Starred".

We want you to be sure that you do not miss out on anything at all.

Lead Magnet To Sale Sequence

Email 1: (Confirmation Email/Send Day 1)

Subject Line: Last Step to Get {Lead Magnet Name}

Hey [First Name Recipient],

Thank you for signing up.

Just one last step.

For you to get your {Lead Magnet Name}, kindly click the link below to confirm your email address.

CLICK HERE TO CONFIRM YOUR EMAIL ADDRESS

Hit the link above to allow us to send you valuable information.

It will only take a minute.

If you are unable to click on the link, you can copy and paste it into your web browser.

However, if you choose not to go any further, kindly ignore this email.

Thank you!

Kind regards,

{Your First Name}

EMAIL 2: (Deliver Lead Magnet/Send Day 1)

Subject Line: Here's Your {Lead Magnet Name}

Hey [First Name Recipient],

Congratulations! Here's the access link to the {Lead Magnet Name} as promised:

Download {Lead Magnet Name} Here

Know anyone you think would find this {Lead Magnet Name} helpful? Kindly share it with them!

To make it a breeze for you, simply click the links below to share it:

CLICK HERE TO SHARE {Lead Magnet Name} TO YOUR SOCIAL MEDIA

CLICK HERE TO SHARE {Lead Magnet Name} WITH FRIENDS

I'm giddy with delight to know that you are working to {Main Goal Recipient}. Reminds me a lot about how I first started.

I must be honest with you: it's not going to be a walk in the park.

However, with time, determination, and the principles provided in the {Lead Magnet Name} you will {Desired Outcome Recipient}.

Remember: by being able to {Desired Outcome Recipient}, I was able to avoid {Main Problem Recipient} and help [X] people do the same.

I strongly believe you can achieve the same results I have.

Kind regards,

{Your First Name}

Email 3: (Overcoming Fear/Send Day 2)

Subject Line: Is Fear Holding You Back From Achieving Your Dreams?

Hey [FIRST NAME RECIPIENT],

How's it coming with the {Lead Magnet Name}? I want to believe that you are making significant progress and you are getting a lot of value from it.

I have often found that even when people know exactly what to do to {Desired Outcome Recipient}, they don't take action.

It's tempting to want to chuck it up to lack of zeal/desire or laziness, but it's not.

The reason is fear!

And for the most part, this fear is accompanied by the hunger for instant gratification. We usually find ourselves looking for the rewards of our labour before we have even started.

Everyone has that, as did I.

And because of this, we are often met with disappointments like:

- [Describe disappointment #1]

- [Describe disappointment #2]

- [Describe disappointment #3]

Does this sound familiar?

It's easy to let fear get the best of you, but you really don't have to.

I can guarantee you that as long as you channel your focus toward the process, and not the rewards, your fears will fall away. Achieving your dream may take longer than you think, but with a lot of persistence you will get there.

However, if in the long run you find yourself still focusing on instant gratification instead of the process, then you may need what I'm about to show you.

In a couple of days I will be releasing a {Product Category} that will show you how to {Desired Outcome Recipient} the best way.

It's called {Product Name}.

With {Product Name}, you will discover:

- [Describe Secret Thing #1]

- [Describe Secret Thing #2]

- [Describe Secret Thing #3]

- [Describe Secret Thing #4]

The actual value is going to blow you away. So keep your eyes out for my next email so you don't miss the announcement.

Kind regards,

{Your First Name}

Email 4: (Achieve Your Goals/Send Day 3)

Subject Line: How to {Main Goal Recipient} (for sure)

Hey [First Name Recipient],

Are you ready to go to the next level of your journey?

Great!

Do you remember in my last email I mentioned that I will be releasing a new {Product Category} to help you get past {Main Challenge Recipient}?

Here, I present to you...

..Drum roll..

{Product Name}!

This is a {Product Category} with a {Main Feature} that will help you to {Desired Outcome Recipient}, including learning:

- [Describe Important Lesson #1]

- [Describe Important Lesson #2]

- [Describe Important Lesson #3]

- [Describe Important Lesson #4]

Nearly everyone who has used {Product Name} has recorded significant success because of the incredible value in the {Main Feature}.

Don't take my word for it. Here's what [RECENT USER'S NAME] had to say about {Product Name}:

- [Testimony #1]

If you have been looking for a change in {Main Problem Recipient} with a dream to {Main Goal Recipient}, then is an opportunity of a lifetime.

And it's all yours for just [$X] for limited time.

GRAB YOURS TODAY!

Kind regards,

{Your First Name}

Lead Nurturing Email Template

This is the list of emails you get in this sequence:

Email 1: Discuss the Problem. Uncovers the challenge your prospect faces and offers a solution with an informative blog post.

Email 2: Introduction to a Solution. Give more information about your product.

Email 3: Product Explained. More information about the product benefits.

Email 4: Helpful Content. Includes resources to assist in the decision-making process.

Email 5: Testimonials. Shows proof of your product working with success stories.

Email 6: Urgency. Offer a higher discount within a limited time frame.

The goal of a nurture sequence is to turn potential buyers into paying customers. The lead nurturing emails guide the prospects step by step towards a purchasing decision. This approach is common in B2B cases, but it's also seen in B2C.

The best way to lead nurturing with an email sequence is by following a certain order:

1.   Highlight the problem of the prospects.

2.   Tell them about your solution.

3.   Show them how your solution will fix the problem.

4.   Include supporting resources to establish trustworthiness.

5.   Use success stories to remove doubts.

6.   Create urgency to trigger the recipients fear of missing out.

By using this email nurture sequence template you will include all the points stated above. Make it easy for yourself!

Email 1: (Discuss The Problem/Send Day 1)

Subject Line: Tired of {Main Challenge Recipient}?

Hey [First Name Recipient],

Have you been struggling with {Main Challenge Recipient} and feeling [Insert relevant Emotion]?

Then you should know that you are not alone. Many {Your Audience} are often faced with these common challenges.

I would like to help you {Main Goal Recipient}. I believe that this blog post I've written will help you...

You can read it here:

{Link To Website}

I think that you will find this extremely helpful as you will learn how to {Main Goal Recipient}

And much, much more.

Hope it helps!

Kind Regards,

{Your First Name}

Email 2: (Introduction To Solution/Send Day 3)

Subject Line: How to {Main Goal Recipient}

Hey [First Name Recipient],

Did you enjoy reading my blog post, [Blog post title], from my previous email? I hope that you learned something.

And today, I want to help you forget about {Main Challenge Recipient}.

That's why I want to share {Product Name} with you: A new way to {Main Goal Recipient}!

With {Product Name} it will now be possible for you to {Product Benefit} and also to {Main Feature Benefit}.All of this is to help you {Main Goal Recipient} like never before!

To learn more about {Product Name} and how it will help you click the link below:

{Link To Website}

Kind Regards,

{Your First Name}

Email 3: (Product Explained/Send Day 5)

Subject Line: How {Product Name} will help you

Hey [First Name Recipient],

In the last email, we discovered how {Product Name} will help you overcome {Main Challenge Recipient}.

In this email, we are going to address how exactly {Product Name} is going to help you.

1. {Benefit 1} - [Insert brief description + link]

2. {Benefit 2} - [Insert brief description + link]

3. {Benefit 3} - [Insert brief description + link]

If I can help you answer any questions you may have, please don't hesitate to ask! Just send me an email and I will be sure to get back to you shortly with the answers necessary.

And if you are ready to get {Product Name} today, click here:

{Link To Website}

P.S. Use this exclusive promo code [INSERT CODE] before {Last day of discount} to receive {Discount}!

Kind Regards,

{Your First Name}

Email 4: (Helpful Content/Send Day 7)

Subject Line: Do you really need {Product Name}?

Hey [First Name Recipient],

Do you need some more time to think about if {Product Name} is what you really need? That's absolutely okay!

To help assist you with your decision-making process, I want to share some of my most helpful resources:

[Link to helpful resource #1]

[Link to helpful resource #2]

[Link to helpful resource #3]

If you have any questions or concerns, please don't hesitate to ask! Just send me an email and I will be sure to get back to you shortly with the answers necessary.

And if you are ready to get {Product Name} today, click here:

{Link To Website}

Kind Regards,

{Your First Name}

P.S. You are also eligible to apply this exclusive promo code [INSERT CODE] to receive a {Discount} discount! Get {Product Name} for just {Sale Price} before {Last day of discount}.

Email 5: (Testimonials/Send Day Day 9)

Subject Line: {Product Name} Success Stories

Hey [First Name Recipient],

I just wanted to reach out to you and show you a little of what can be accomplished by using {Product Name}.

Here are some possibilities...

[Provide proven results from previous/current users]

[Result 1]

[Result 2]

[Result 3]

[Optional: Add in links, videos, screenshots/ pictures, facts, reviews to assist]

And here are also some testimonies from my subscribers on what they achieved with {Product Name}:

[Provide success stories from previous/current users]

[Success Story 1]

[Success Story 2]

[Success Story 3]

All of these results that you see here are from people just like you, and in a similar situation who chose to use {Product Name} to succeed.

Remember, you can get {Discount} OFF {Product Name} by using [INSERT CODE] until {Last day of discount}.

{Link To Website}

Kind Regards,

{Your First Name}

Email 6: Urgency/ Send Day 11

Subject Line: Get {New Discount} before {Last day of discount}

Hey [First Name Recipient],

Just wanted to check in on you. Have you had a chance to review the resources I sent you in my previous email? Feel free to ask me any questions!

I wanted to let you know of a more exclusive offer, I'm only giving to subscribers. Usually, we only have discounts of {Discount} off, but right now you can get {Product Name} for {New Discount} off!

That means you save [Insert amount of savings]!

If you want this deal, you better act now. It'll be over in a few days!

Get it NOW:

{Link To Website}

You won't regret it.

Kind Regards,

{Your First Name}

Upsell Email Sequence Template #1

Email#1

Hey [Customer Name]! This is [Your Name], the [designation] at [company name].

I wanted to let you know that we've updated the timer and there's still about 19 hours left to get 50% off (Save $147) and to take advantage of our Satisfaction Guarantee on [Product Name].

…A.K.A. step-by-step, hand holding on [Your Offer]

GO HERE for more details

19 hours is enough time to let you sleep on it, even get some research in, but here is why you should NOT wait:

[Add a benefit here]

[Add a benefit here]

[Add a benefit here]

[Add a benefit here]

[Add a benefit here]

[Add a benefit here]

I could go on and on about why this will help you and why you should do it right now, but I think you should just…

GO HERE and sign up now!

- 		[Your Name] | [Designation]

P.S. We can't make any promises or guarantees, but we have over [Number of Customers] (many already getting results) that are ready to welcome to the Support Group.

Email#2

Subject: Will you marry me?

Because you're gonna want to when you see what I got for you.

Here's a hint:

It's [Product Name] that gets you [Desired Result] without [Something they don't want to do] -- and more importantly what's stopping you from getting there.

Let me show you: GO HERE to get your bonus gift before the timer on the page hits 0.

-        [Name]

Email#3

We're down to the FINAL HOURS before your 50% Off access to [Product Name] EXPIRES!

Remember, the point of this [Product Name] is to help you [Desired Result] without [Something they don't want to do]

If you want [outcome 1], [outcome 2], and [outcome 3], that you'd be proud to tell people about, then check this out…

Here are a few reported results from some of the [number]+ customers doing this [product name]:

-        [Your customer testimonial]

-        [Your customer testimonial]

-        [Your customer testimonial]

-        [Your customer testimonial]

-        [Your customer testimonial]

-        [Your customer testimonial]

-        [Your customer testimonial]

Wanna join us?

GO HERE and get access to [Product Name]

Once the timer on the next page expires, the price pretty much doubles the current offer.

If you're as smart as we think you are and don't wanna pay extra then welcome to the family!

See you in the [Offer Name].

Email#4

This is your FINAL NOTICE to [Product Name] at 50% off.

GO HERE to get it now before the timer hits 0 and the fast-action discount disappears…

You're running out of time. So we rounded up a few posts from what members are saying:

Testimonials IMG 1

Testimonial IMG 2

That's just a small handful of the stories people are sharing.

Of course, we'd love to see how this [Product Name] will impact you, too – but that happens unless you get started.

And time's ticking, so…

GO HERE and get access [Product Name]

Upsell Email Sequence Template #2

Email 1:

Subject Line: [First Name], We need to talk…

Hey [First Name],

Thank you for buying [FE Product].

I am sure it helped you to [Desired Result].

Let me ask you this.

What's better than [FE Desired Result]?

Its [Upsell Desired Result].

I know It's not easy to [Upsell Desired Result] and many people struggle.

Don't you want to [Upsell Desired Result]?

It's totally understandable if you don't want to [Upsell Desired Result].

Everyone has different preferences. But I am happy to help you reach your goal. No matter the number and time span.

Having said that...

I have a few spots open for people who want to [Upsell Desired Result] without [Things To Avoid] while also [Benefit#1], [Benefit#2], and [Benefit#2],

>> Click Here to Grab [Product Name] Now

Here are some of the results from people who got [Upsell Name]:

● [Testimonial 1].

● [Testimonial 2].

● [Testimonial 3].

This could also be you.

I have [X] people already getting results with [Product Name] and I want you to be one of those.

All you have to do is pull the trgier.

>> Click Here to Grab [Product Name] Now

Regards,

[Your Name]

Email 2:

Subject Line: This is for [First Name]

Hey [First Name],

Just checking in on you. Did you see my last email?

Are you still looking to [Upsell Desired Results] ?

>> Click Here to Get Started

If you have any questions, reply to this email.

Regards,

[Your Name]

Email 3:

Subject Line: Limited Time [X]% Offer

Abandoned Cart Email Sequence Template

Email 1:

Subject Line: Did something weird happen?

Did something happen?

It looks like you were trying to get [Product Name], but you never completed your purchase.

If something happened, or if it froze up, let us know so we can fix it right away.

Good news is your pending order is still ready to go, so if you'd like to [Desired Outcome] without [Things To Avoid], then click the below:

>> Click Here to Grab [Product Name] Now

That's what [Customer Name] had to say about [Product Name]..

[Attach Image Testimonial]

If you want [Desired Outcome] then grab [Product Name] now..

>> Click Here to Grab [Product Name] Now

Email 2:

Subject Line: You still have 1 step left..

[X] Hours ago you went to grab [Product Name], but something happened..

Maybe your kids or your wife pulled you away (I get it, it can get real hectic sometimes)

I'm reserving your [Product Name] for you for a little longer.

I want to make sure you can get the [Desired Outcome]

The best part is, it's only $[X] today.

>> Click Here to Get Started

Take a look at what one of our customers has to say who [achieved desired outcome] over the [Time Frame] without [Things to Avoid]

[Attach Image]

I know the [Product Name] will help you [Desired Outcome]

So grab it, and thank me later :)

>> Click Here to Grab [Product Name] Now

Email 3:

Subject Line: It's Gone!

This is your last call to pick up [Product Name] which will [Desired Outcome] without [Things To Avoid]

It has everything you need to [Desired Outcome], and you're getting this for $[X]

>> Click Here to Get Started

If you want to stop [Thing To Avoid], [Thing To Avoid], and [Thing To Avoid] then you need to get this now.

Promotional Email Sequence Template

Email 1:

Subject Line: Surprise! [Product Name] Sale Starts Now

I'm excited and you can see it in my email.

We have launched a surprise sale for [Product Name]

You can get [X]% off on [Product Name], for next [Time Frame].

You might be wondering why this amazing offer came out of blue?

It's because its [Special Occasion]

That's the "official" reason but the real reason is that I want to help you [Desired Outcome]

That's what gave birth to [Product Name] in the first place.

And, you can get it for [X]% off for a limited time.

You'll pay only $[X] for all this:

- [Product Feature] - you will need this for [Benefit]
- [Product Feature] - this is important to [Benefit]
- [Product Feature] - this is incredible because [Benefit]
- [Product Feature] - a crucial part to [Benefit]
- [Product Feature] - which is a hidden secret to [Benefit]

You get all of this to make sure you [Desired Result] without [Things to avoid].

This is not it.

I'm giving you more to help you get [Desired Results] [X] times faster.

Here are some sweet bonuses:

-        [Bonus Name] to get you [Bonus Outcome]

-        [Bonus Name] that will get you [Bonus Outcome] faster

-        [Bonus Name] to make sure you [Bonus Outcome]

If you want to [Desired Outcome] without [Things To Avoid]

>> Click Here to Grab [Product Name] for [X]% Off

This deal only lasts for [Time Frame].

Hurry Up!

P.S: If you have any questions, simply reply to this email.

Email 2:

Subject Line: How [Person Name] achieved [Desired Outcome] in [Time Frame]

I have a story to tell and you are going to love it.

Here's how [Person Name] achieved [Desired Outcome] in [Time Frame]

[Attach Testimonial]

See what [Product Name] did for [Person Name].

And, [Person Name] is not the only one getting these results.

Here is how [Person Name] achieved the same results with [Product Name].

[Attach Testimonial]

You can get the same results if you

>> Get [Product Name] for [X]% Off Today!

[Your Name]

P.S: Stop Reading and Take Action.

Email 3:

Subject Line: [Product Name] Isn't for You

[First Name],

I have been telling you about [Product Name] that's on [X]% off for [Time Frame].

You might be thinking [Product Name] isn't a right fit for you.

I'm going to answer some common questions we get. So, you can make the right decision.

Let's dig in:

Q: [Question]

A: [Answer]

Q: [Question]

A: [Answer]

Q: [Question]

A: [Answer]

If this helps you make a decision and you are ready to take action.

>> Click Here To Get [Product Name] for [X]% Off!

And, if you still have any questions, simply reply to this email.

[Your Name]

Email 4:

Subject Line: [X]% Sale on [Product Name] Ends Today

[First Name],

Today is the final day to get [Product Name] for [X]% off. Once its gone, its gone forever.

>> Click Here To Get [Product Name] for [X]% Off!

Here's what you are getting with [Product Name]

- [Product Feature] - you will need this for [Benefit]

- [Product Feature] - this is important to [Benefit]

- [Product Feature] - this is incredible because [Benefit]

- [Product Feature] - a crucial part to [Benefit]

- [Product Feature] - which is a hidden secret to [Benefit]

You also get some bonuses:

-        [Bonus Name] to get you [Bonus Outcome]

-        [Bonus Name] that will get you [Bonus Outcome] faster

-        [Bonus Name] to make sure you [Bonus Outcome]

You don't want to miss out on this one.

>> Click Here To Get [Product Name] for [X]% Off!

See You!

[Your Name]

Product Launch Email Template

Launching a new product is always exciting! Sending emails about your product is a great way to sell more of it. We have created a new product launch email template for your product. Use it to get success.

What this new product launch email template can do for you:

●   Introduce the product and highlight the value.

●   Explain how your product will take the recipients from the current reality to the desired reality.

●   Use product reviews and quotes that emphasize the unique selling points.

●   Remove doubts and hesitations from your recipients.

●   Create urgency to trigger the prospect's fear of missing out.

You get all this in one product launch email template. Which you can fill out in less than 5 minutes!

The emails you will get in this sequence:

● Email 1: Cart Open. Introduction of your product and its availability. Including benefits and how the product will help the recipients.

● Email 2: Removing Doubt Email #1. Removes the hesitation of buying an expensive product. Mention your FAQ page and refund possibilities.

● Email 3: Removing Doubt Email #2. Take away the last doubts by sharing personal stories from previous customers.

● Email 4: Product sneak peek email. Create excitement about your product.

● Email 5: Testimonial Email. social proof of the product with links to reviews.

● Email 6: Cart Close. Pushes the sale. Combination of removing doubts and fears with social proof.

● Email 7: Last Chance. Mention the deadline and create urgency.

Email 1: (Cart Open/Send Day 1)

Subject Line: {Product Name} is now available

Hey [First Name Recipient],

I'm thrilled to announce that {Product Name} is now available

{Product Name} is the only course showing you every step from {Current Reality Recipient} to the amazing moment when you finally {Desired Outcome Recipient}.

If you always wanted to {Desired Outcome Recipient}, {Product Name} can show you how. It's the only course tested for many years with [X] customers.

Let's get you the specifics of {Product Name}

[LIST PRODUCT CONTENTS]

Get all the details here

I will show you precisely how to use my step-by-step course to be able to {Desired Outcome Recipient}.

But you will have to act quick

{Product Name} is only available until {End Date}.

For the full details...

Click here for more information

{Your First Name}

P.S. I'll be emailing you a couple of times over the next few days about {Product Name}

A lot of us dream and hope to {Main Goal Recipient} but most of us shy away from the opportunity when presented.

It does not matter where you're from, I want to make you confident that this program can help you. I've tested this material worldwide.

But I want to prove it to you.

{Product Name} closes in [X] a days, on {End Date}.

[BUTTON TO PRODUCT SALES PAGE}]

Email 2: (Removing Doubt/Send Day 2)

Subject Line: Is this product the best fit for you? Let's find out!

Hey [First Name Recipient],

The most asked question about {Product Name} is: "Is this the best fit for me?"

{Product Name} is a big investment, so I understand any questions you have.

My intention is to be true to you all about if my course is right for you or not.

If {Product Name} can help you, good. If it can not, I will tell you, you should not join. I've told hundreds of people that my course is not a good fit for them.

Want to find out if my course is good for you, or do you have other questions?

Check out the answers to frequently asked questions here

You will get answers to questions like:

[LIST OF FAQ]

If we don't answer your question there, there are several {Product Name} specialists ready to answer your questions.

{Your First Name}

P.S. Whenever you spend a lot of money on a product, it's only natural to have doubts about it. That's why we offer a cashback if you are not happy about the content or the results.

Get all the details on {Product Name} here

The registration for this course closes on {End Date}

Email 3: (Removing Doubt Pt.2/Send Day 3)

Subject Line: Still scared? Don't be!

Hey [FIRST NAME RECIPIENT],

This email I got caught my eye:

[EMAIL/REVIEW CONTAINING DOUBT ABOUT PRODUCT]

This is a valid doubt a lot of people will have.

That's why today I want to help you overcome the most common doubts and fears. Because it's very normal for them to appear right before you invest in yourself.

The 3 most common doubts are:

Doubt 1: Creating barriers to your own success

● Describe/list questions people have/scenarios people will come up with that stop them from succeeding

● Acknowledge these are valid questions/fears

● Mention that the top performers also deal with these questions

Doubt 2: I can't afford this

● Acknowledge that this is an expensive course

● Mention payment plans if you offer these

● Let people focus on value instead of costs

● Drop the fear of regret when people decide to give up on their dream because they find it too expensive

Doubt 3: Finding other stuff to prioritize

● Mention the psychology that people will actively search for excuses why a solution won't work for them

● Let people know that the top performers will make things work for them.

● You won't get to {Desired Outcome Recipient} as fast as you might think

● Drop the fear of regret when people decide to give up on their dream because they find it too expensive

It's understandable that all the doubts overwhelm you. But Rome wasn't built in a day. When I started out, I wasn't an expert. I knew next to nothing.

I made every mistake in the book, except not getting started. You cannot learn from your mistakes if you do not make them.

My most successful {Product Name} students do exactly the same thing. They start, they make mistakes, and learn from them so they can grow.

Want to hear it from them?:

[LINK TO SUCCESS STORY #1]

[LINK TO SUCCESS STORY #2]

[LINK TO SUCCESS STORY #3]

A week from now you can be well underway to the moment you finally {Desired Outcome Recipient}. If you start today. Think of the head-start you will get on the people who do nothing.

Believe in yourself and take that leap of faith.

[LINK TO REGISTRATION]

{Your First Name}

P.S. Whenever you spend a lot of money on a product it's only natural to have doubts about it. That's why we offer a cashback if you are not happy about the content or the results. Try {Product Name} [X] weeks, following my actions step by step, then see if it's right for you.

But be quick, {Product Name} registration closes on {End Date}

[LINK TO USP'S OF PRODUCT]

Email 4: (Product Sneak Peek/Send Day 4)

Subject Line: Sneak Peek of {Product Name}!

Hey [First Name Recipient],

I want to share some valuable content from {Product Name}.

[SUCCESS STORY AND HOW YOUR COURSE HELPED THEM ACHIEVE THIS]

There is not some hidden skill or special talent needed to succeed. All you need to do is follow the steps laid out for you.

[LINK TO VIDEO EXPLAINING THIS TACTIC OR STRATEGY]

The content above is of course only a small preview of my entire course. In {Product Name} we will walk you through the entire {Main Challenge Recipient} process — from {Current Reality Recipient} to the amazing moment when you finally {Desired Outcome Recipient}.

This material is unique, you will find it only in {Product Name}. But remember the deadline on {End Date} is coming closer.

[BUTTON WITH LINK TO SALES PAGE]

{Your First Name}

P.S. When you want to {Desired Outcome Recipient} one of the biggest challenges is {Main Challenge Recipient}

But believe it or not, you can overcome {Main Challenge Recipient}.

[CUSTOMER STORY ABOUT OVERCOMING THIS CHALLENGE + COMING OUT STRONGER]

In {Product Name}, we show you how to overcome these challenges.

Need more proof? I made a page where we will show you how to overcome {Main Challenge Recipient}.

Email 5: (Testimonial Email/Send Day 5)

Subject Line: Reviews of {Product Name}

Hey [First Name Recipient],

When buying a new TV or dishwasher. Where do you look?

Exactly: Amazon. The place where you find everything you look for with tons of reviews. If 20+ people say the product is good, you will most likely believe them.

So to feed your needs for social proof, I came up with the following:

List ways you use to get unbiased reviews of your product.

Uncensored reviews published [LOCATION OF REVIEW].

- [LINK TO UNBIASED REVIEW #1]

- [LINK TO UNBIASED REVIEW #2]

- [LINK TO UNBIASED REVIEW #3]

What {Product Name} users like most about {Product Name}

- [QUOTE THAT EMPHASIZES USP #1]

- [QUOTE THAT EMPHASIZES USP #2]

- [QUOTE THAT EMPHASIZES USP #3]

Time to take action

I'm sending these emails because I want to help you get to {Main Goal Recipient}. Even if you are full of doubt or think that it's not for you.

The reviews you read and hear prove it. If it has worked for them, it could work for you.

[LINK TO REGISTRATION]

{Your First Name}

Reminder: The deadline closes on {End Date}

Email 6: (Cart Closing/Send 12 hrs Before Deadline)

Subject Line: The {Product Name} hard sell!

Hey [First Name Recipient],

It's true, registration for {Product Name} closes {End Date}. I noticed you haven't joined yet...

That's why today I want to share something personal with you:

[Share a story about all the doubts you had beginning with your company, and that you overcame most of them by just beginning]

[Share your first success by showing it, give people who haven't started something to aim for]

I've combined all of the factors that made my success into this course so that you can learn from my failures and successes. You can find them here until {End Date}.

I started out with the same doubt as most of you have, and now I'm here. This is possible for you!

Not really sure you can do it yet? Then it's important to understand this:

The 3 wrongful doubts that people have about getting to {Main Goal Recipient}

Wrongful doubt #1: I'm not sure this is right for me

- Give doubt #1, if possible made clear with quotes

- Relay doubt #1, if possible with a link to a success story

- I added a 100% 30-day money-back guarantee

Wrongful doubt #2: It's not the right time

- Give doubt #2, if possible made clear with quotes

- Relay doubt #2, if possible with a link to a success story

- I can show you how to make time for this course easily

Wrongful doubt #3: I don't have an idea yet

- Give doubt #3, if possible made clear with quotes

- Relay doubt #3, if possible with a link to a success story

- Discover how to start without an idea

Stop letting your doubts and fears get in the way and start today! At some point, you will have to stop planning and thinking about it and start. If you decide to bet on yourself you can reap the rewards.

A lot of people already have, and the results below are proof.

[LIST SUCCESS STORIES OF PARTICIPANTS OF PRODUCT]

You have all the info you need to make a choice, the only thing left to do is decide.

Join {Product Name} today.

Remember, the registration closes on {End Date}. You have until then to bet on yourself.

{Your First Name}

Email 7: (Last Chance/Send 3 Hours Before Deadline)

Subject Line: Last Chance: {Product Name} closes at midnight!

Hey [First Name Recipient],

{Product Name} is only available until midnight tonight.

It all comes down to taking risks.

You can probably name a lot of reasons why you should not take the risk and participate in this course. But 'I'm afraid of failing' should not be one of them.

So I want to help you make a decision that will change your life. And to do that, we need 3 things:

The first one is proof:

Proof that this is the best fit for you. Not someone that fits the criteria perfectly. I've shown you tons of social proof that this course works.

Proof of people who have succeeded and proof that you can also do it! Regardless of race/location/gender/religion/beliefs/etc.

Take a look at the Frequently Asked Questions if you're still not sure

The second one is a community.

All the students are not only there for themselves but also for you.

Some of them just started and have the same doubts you may have.

Others already succeeded and enjoy being able to {Main Goal Recipient}. All of them are there for you to consult.

And of course, I'll be there too to provide counsel and guidance

The last thing you need is a guarantee.

I can not give you the guarantee that this will work for you. I can guarantee you that you will not regret the decision to get started.

If you're not satisfied with the outcome you will get a full cashback refund. You don't have to take a financial risk.

All that is required of you is to take a chance. Our entire team is ready to help you {Desired Outcome Recipient}, but you will have to take the first step yourself. Register today!

{Product Name} is only available until {End Date} so get in while you still can

Join {Product Name} now

See you on the other side!

{Your First Name}

Product Launch Formula Email Series – Part 1 – Free Workshop Invite

On this page, you will find the first part of the email formula for a product launch that will:

● Make your recipients watch your videos.

● Clearly tell the recipients how your videos will help them reach their goals.

● Create excitement and curiosity for your videos.

This sequence is part of a 4-part series.

1. Part 1: Free Workshop Invite (<< You are here)

2. Part 2: Free Workshop Attendance

3.   Part 3: Waiting List Notification

4.   Part 4: Open cart

This is the list of emails you get in this sequence:

Email 1: The introduction email. Make the recipients watch the first video in your series.

Email 2: The reminder email. Give the recipients good reasons why they should watch your video.

Email 3: The last push email. Create urgency to make the recipient take action.

Email 1: The Introduction Email.

Introduction: The main purpose of this email is to make people click on the link to watch the first video in the Product Launch Formula series.

Content tips:

●   Make people enthusiastic or curious with a story/secret/photo as to why they should watch your video.

●   Explain what the video is about and what your prospects are going to learn.

●   Give them the link to the video.

●   Tell them it's free.

●   (Optional) Add a "PS" where you tell them that this is the first of 3 video's, and it won't be online forever so they have to watch it fast.

Sending moment: Day 1

Subject Line: You will definitely like this…

Hey there, [First Name Recipient]!

I think you will LOVE this…

[Link to your first video reverse squeeze page]

What is this, you ask?

Well, this is the first part of a trilogy of short videos.

The trilogy is about {Your Field of Work} and I go into deeper detail about how you can {Main Goal Recipient}.

I will tell you how I got to {Result 1}, and how YOU can get it too!

Here's a little hint:

[Give them a little preview of what this video series will teach them and how it will help them reach their goal]

And the best part…

Watching the trilogy is totally FREE! (no email opt-in required)

This first video is only [Insert number of minutes] minutes long.

So if you want to watch it now, here's the link!

[Link to the first video reverse squeeze page]

I hope you like it!

Have a great day, and I'll talk to you soon!

{Your First Name}

P.S. If you watch the first part of the trilogy, you'll also receive the 2nd and 3rd parts over the next couple of days!

BUT…

Part 2 and 3 won't make any sense if you didn't watch part 1…

Part 1 will only be online for a limited amount of time, so make sure you watch it NOW!

Email 2: The Reminder Email

Introduction: This email is kind of the same as the first email. It's also meant to make people click on the link to watch the first video in the Product Launch Formula series, but in a little bit more mysterious way.

Content tips:

● Ask them if they watched your first video, and remind them to watch it. Make them enthusiastic.

● Explain what the video is about and what your prospects are going to learn.

● Give them the link to the video

- Tell them it's free

- (Optional) Add a "P.S." where you tell them that this is the first of 3 video's, and it won't be online forever so they have to watch it fast.

Sending moment: Day 2

Subject Line: [Free Download]: How to {Main Goal Recipient}

Hi again, [First Name Recipient]!

Have you watched the first video of my trilogy yet?

I'll refresh your memory.

It's like the Lord of the Rings, but better…

Just kidding of course 😉

But what IS better about my trilogy, is that I will tell you the first steps on how to {Desired Outcome Recipient}.

AND…

My videos are a LOT shorter too.

Just about [Insert number of minutes]!

No worries if you didn't watch it yet!

Here's part 1:

[Link to the first video reverse squeeze page]

After you watched this video, you can register for free to receive the 2nd and the 3rd part of the trilogy over the next few days.

I'll go into more detail about how you {Main Goal Recipient}.

But this trilogy comes with 2 warnings…

Warning 1:

If you haven't seen part 1, parts 2 and 3 won't make any sense…

Just like Lord of the Rings…

So go and watch part 1 right now!

[Link to the first video reverse squeeze page]

Warning 2:

It will only be online until [date it will go offline]

So don't miss it!

Hope you enjoy it!

Have a wonderful day,

Email 3: The Last Push Email

Subject Line: LAST CHANCE! How to {Main Goal Recipient}

[First Name Recipient],

I'm sorry for shouting at you in the subject line…

But I've noticed that you still didn't watch this first part of the trilogy!

[Link to the first video reverse squeeze page]

Don't get me wrong…

The last thing I want is to force you to do something you don't really want to do.

So it's okay if you're not as hyped as I am.

Or if you're not ready yet.

I just don't want you to miss out on what could be your first step from being {Current Reality Recipient} to {Desired Outcome Recipient}?.

And the BEST thing…

It doesn't cost you anything!

No, I'm lying.

It costs you [Insert number of minutes] minutes of your precious time…

Time you'll spend learning about {Your Field of Work}.

And how to {Main Goal Recipient}.

So this is your LAST chance to grab this opportunity.

Click here to watch it >>> [Link to first video reverse squeeze page]

After you watch this first video, you can register for the rest of the trilogy where I'll explain how you can avoid {Main Problem Recipient}.

So I hope to talk to you soon.

And if not, no hard feelings!

Wishing you a great day!

{Your First Name}

Product Launch Formula Email Series – Part 2 – Free Workshop Attendance

On this page, you will find the second part of the email formula for a product launch that will:

● Promote your video series and give your recipients access.

● Create curiosity and urgency.

● Hint at your product that is about to be launched.

This sequence is part of a 4-part series. View the other sequences here:

1. Part 1: Free Workshop Invite

2. Part 2: Free Workshop Attendance (<< You are here)

3. Part 3: Waiting List Notification

4. Part 4: Open cart

This is the list of emails you get in this sequence:

Email 1: The first video. Gives access to the full first video in your 3-part series. Triggered immediately after the recipient signed up during part 1 of this formula.

Email 2: The second video. A short recap of the first video and teaser of the second.

Email 3: the third video. Access to the full video series and hints at a new product you are launching. Creates urgency to make the recipient sign up for the waiting list.

Email 1: The First Video Email

Introduction: This email gives access to the full first video in the series (and promotes the second video they will get later). As soon as the prospect signs up for the video series, this email should be triggered.

Content tips:

● Tell your prospects that you're going to send them the video series and what they can expect.

● Give them the link to the first video.

● Make them enthusiastic for the second video and tell them shortly what they can expect.

● (Optional) Add a "PS" if you're using the waiting list. You tell them that they need to watch the entire video, because that's where you'll offer them a place on the waiting list (but they don't know that yet…).

Sending moment: Day 1

Subject Line: Part 1: [Name of the first video]

Heyooo [First Name Recipient]!

YOU DID IT!

The video series "[Name of the video series]" is all yours!

Of course, you already have access to the first video.

But just in case it escaped your attention >>> [Link to the first video]

You'll get the second video tomorrow!

In that video, I'm going to show you how to deal with {Main Challenge Recipient}.

So keep an eye on your inbox...

Hope to see you tomorrow!

Have a nice day!

{Your First Name}

P.S. If you're really passionate about this, you should watch the video 'till the end…

Don't worry, I'm not going to sell you anything!

But I think you might like this little secret I have in store for you!

Email 2: The Second Video Email

Introduction: This email gives access to the second video in the series. As soon as the prospect is placed on "The Free 3-part Video Workshop Series" list, this email should be sent within 24 hours.

Content tips:

● Give them the link to the second video.

● Give a short recap of what you covered in video 1 and what the key take-aways of that video were.

● Give a short teaser of what you'll cover in video 2.

● Make them enthusiastic for the third video and tell them shortly what they can expect.

● (Optional) Add a "PS" where you tell your prospects that they need to watch the first and second video if they don't want to fall behind in the third one.

Sending moment: Day 2

Subject Line: Part 2: [Name of the second video]

Hey [First Name Recipient]!

As promised…

Here's the link to part 2 of the trilogy "[Name of the second video]" >>> [Link to the second video]

In the first video, I told you all about how to {Desired Outcome Recipient}.

So you should be able to take the first steps into {Result 1}.

I hope the video was interesting and valuable to you!

I'm going to give you a little teaser of part 2…

Part 2 is all about:

[Give a short description of what you'll cover in part 2]

So now that you've read about it…

Let's go WATCH it and LEARN from it!

>>> [Link to the second video] <<<

In the next (and last) part of the trilogy, I'll share my secret trick with you that will help you to {Main Goal Recipient}.

Stay tuned…

Talk to you soon!

{Your First Name}

P.S. Part 3 will be yours tomorrow!

But the video will be hard to follow if you didn't watch parts 1 and 2…

So go and watch them now so you don't fall behind!

Email 3: The Third Video Email

Introduction: This email gives access to the third video in the series. As soon as the prospect is placed on "The Free 3-part Video Workshop Series" list, this email should be sent within 48 hours. This is also the part where you tell your prospects that the class is opening tomorrow. (If you use the waiting list) Also, tell them that they need to subscribe on the waiting list if they want to be sure of a spot in your class.

Content tips:

● Give them the link to the third and last video.

● Give a short recap of what you covered in video 2 and what the key take-aways of that video were.

● Give a short teaser of what you'll cover in video 3.

● Add a "PS" where you tell your prospects that your class is opening tomorrow! (If you're using the waiting list, tell your prospects that they need to watch the entire video, because that's where you'll offer them a place on the waiting list)

Sending moment: Day 3

Subject Line: [FINAL PART] Go watch it NOW!

Hi there, [First Name Recipient]

Owwwwww yeah…

The last part of the trilogy is here!

Gooooooo and watch it here! >>> [Link to the third video] <<<

After you've seen this video, you can safely say that you're not a {Your Field of Work} rookie anymore!

As you may have seen in part 2 of this trilogy, I couldn't even cover everything I wanted to cover.

That's why in part 3, I'll finish talking about [describe the subject you didn't finish in part 2 and plan to finish in part 3].

Believe me, I didn't come up with all of this myself…

I'm not a genius.

I just read a lot, I'm creative and I taught myself to immediately implement my knowledge in real life!

That's why I know what works, and what doesn't.

And the content in this trilogy absolutely WORKS!

So if you haven't already, go and watch it now!

>>> [Link to the third video] <<<

I think this last part is my favorite!

Remember this secret trick of mine I talked about yesterday?

Yeah... It really is that AMAZING!

This trick got me {Result 2}.

If you use it well, it could also work for YOU!

Hope you enjoy it!

Talk to you soon,

{Your First Name}

P.S. I will launch {Product Name} tomorrow!

There are already [Insert amount of people] waiting to get in…

But I'm giving you the opportunity to subscribe to the waiting list!

That means you're one of the first people to access {Product Name}.

You're the VIP in the {Product Name} club! (LOL 😉)

You can register for the VIP list at the end of part 3 >>> [Link to third video page]

See ya! (For real this time!)

Product Launch Formula Email Series – Part 3 – Waiting List Notification

On this page, you will find the third part of the email formula for a product launch that will:

- Let your recipients know the benefits of early access.

- Give your waiting list access to register for your product.

- Make the recipient know it's not accessible to anyone.

This sequence is part of a 4-part series. View the other sequences here:

1.   Part 1: Free Workshop Invite

2.   Part 2: Free Workshop Attendance

3.   Part 3: Waiting List Notification (<< You are here)

4.   Part 4: Open cart

Email 1: The 'Waiting List Notification' Email

Introduction: Only use this email if you're using a waiting list! This email gives people early access to the live registration page of your product.

Content tips:

● Tell your prospects that you're going to give them immediate access to the live registration for your product.

● Give them the link to the VSL.

● Tell them why you're giving them early access.

● Ask them not to share this with anyone, because you want to avoid your self-made content being available on the internet for free.

Sending moment:Day 1

Subject Line: Welcome to my waiting list (I changed my mind)

Hey [First Name Recipient]!

Sooooo....

I changed my mind.

Because you're on the waiting list…

You now get immediate access to the LIVE registration page for {Product Name} that opens in a few days.

[Link to VSL]

I wanted to give you a 30-minute head start to register for {Product Name}

But then I thought to myself…

Maybe it's better to do it differently.

Here's why:

I want to know for sure that the page is working before I launch it, so this is the perfect way to do that!

(... this is why I'm REALLY doing this)

I'm just very thankful that you're reading this email!

This means that you watched at least one of my videos until the very end and my videos got you so hyped that you subscribed for this Waiting List!

So basically, this is me saying THANK YOU!

And nobody likes waiting…

I want to give you the opportunity to get started FAST!

At least while you're still hyped and motivated!

So claim your VIP Early Access by clicking on this link >>> [Link to Sales Page]

Wishing you a wonderful day!

{Your First Name}

P.S. There's one thing I would like to ask you…

Please don't share this link with anyone.

It will disrupt my entire data AND I only want serious people (like yourself) engaging with my program.

I hope you understand!

Product Launch Formula Email Series – Part 4 – Open Cart

On this page, you will find the fourth part of the email formula for product launch that will:

● Announce to your recipients that the checkout is open.

● Offer a discount to your prospects when they sign up for your product.

● Create urgency by giving the recipients a last chance to sign up.

This sequence is part of a 4-part series. View the other sequences here:

1. Part 1: Free Workshop Invite

2. Part 2: Free Workshop Attendance

3. Part 3: Waiting List Notification

4. Part 4: Open cart (<< You are here)

This is the list of emails you get in this sequence:

Email 1: Open cart. First announcement your checkout is open. Sent after the 3-part video series.

Email 2: Big discount. Tell the prospects about your offers and discounts.

Email 3: Closing soon. Creates some urgency for the prospects to sign up.

Email 4: Last chance. Make the prospects buy your product before it's too late.

Email 5: The second chance. Announce the enrollment is closed, but they can sign up for the core class.

Email 6: Absolutely last chance. Offer the biggest discount on the second chance class.

Email 1: The 'Open cart' Email

Introduction: This email is purely meant to announce that your checkout is open right now and people can buy your product. It should be triggered 24 hours after the third email in the Free 3-part Video Workshop Series.

Content tips:

● Tell your prospects that your product is live!

● Give them the link to the Sales Page.

● Tell them that you're giving them a good discount and extra bonuses if they enroll now.

● (OPTIONAL) Include a P.S. where you create urgency. Tell your prospects the class could be sold out very soon so they buy fast!

Sending moment: Day 1

Subject Line: WE'RE LIVE!

Aloha [First Name Recipient]!

It's launching day!

Which means…

{Product Name} is officially LIVE!

You can enroll by clicking this link >>> [Link to Sales Page]

Here's what you'll get if you enroll NOW:

A CRAZY discount

And…

A few pretty sick bonuses you will absolutely LOVE!

Will I see you on the other side?

Catch you later!

{Your First Name}

P.S. It could be that this class sells out VERY fast…

The last one sold out in a matter of hours!

I don't know how it'll go this time, but I don't expect enrollment to be open for long…

The waiting list is already pretty darn long.

So be sure you don't miss out >>> [Link to Sales Page]

Email 2: The 'Big discount' Email

Introduction: In this email, you emphasize the discount your prospects get when they enroll for your class. It should be triggered 24 hours after Email 1 in the Cart Open Series.

Content tips:

● Make your prospects aware of the amazing discounts and bonuses they'll receive when they enroll for your class right now.

● Give them the link to the Sales Page.

● Give them an extra reason why they should enroll for your class.

Sending moment: Day 2

Subject Line: [REMINDER] Huge Discount on {Product Name}

Hello [First Name Recipient]

Did you see this yet?

If you enroll for {Product Name} now, you'll get a ridiculous discount!

And on top of that…

Some great bonuses!

So grab this opportunity NOW >>>> [Link to Sales Page] <<<<

I assume you've been watching (at least one of) my trilogy of videos, right?

Then you know how to take the first steps to {Main Goal Recipient}.

In {Product Name}, I will provide you with an even more detailed, step-by-step guide on how to {Desired Outcome Recipient}

Believe me when I say, this really WORKS!

But this class isn't available forever…

So get in while you can!

>>>> [Link to Sales Page] <<<<

Email 3: The 'Closing soon' Email

Introduction: In this email, you emphasize that enrollment for your class is almost closing. This creates urgency. Note that if you're not closing your class, you shouldn't send any of the emails below.

Content tips:

●　　Make your prospects aware of the fact that your class is almost closing! amazing discounts and bonuses they'll receive when they enroll for your class right now.

●　　Give them the link to the Sales Page.

●　　Also let them know that you don't know when you'll be teaching this class again, so they are urged to buy immediately.

●　　Give them an extra reason why they should enroll for your class.

Sending moment: Day 3

Subject Line: [WARNING] Get {Product Name} while you can!

Hi there, [First Name Recipient]!

It's almost time to begin!

And just like high school, everyone in class starts and ends at the same time!

That's why I'm closing enrollment for {Product Name} tomorrow…

Boooooo hooooo. Yes. I know…

But it's not too late yet!

Click here if you don't want to miss out >>>> [Link to Sales Page] <<<<

To be honest with you…

I'm not sure whether I'll be teaching this class again.

And if I decide to teach it again, I absolutely don't know when that will be…

At least not in the near future.

So if you're still interested in learning how to {Main Goal Recipient}, I suggest you enroll while you still can!

Catch you later!

{Your First Name}

Email 4: The 'Last chance' Email

Introduction: In this email, you emphasize that enrollment for your class is closing TODAY.

Content tips:

● Make your prospects aware that this is their LAST CHANCE to sign up for your class!

● Give them the link to the Sales Page.

● Give them an extra reason why they should enroll for your class.

Sending moment: Day 4

Subject Line: LAST CHANCE!!! Don't miss out [First Name Recipient]!

[First Name Recipient]...

Today is your LAST CHANCE to be a part of {Product Name}!

I've been talking A LOT about this class over the last couple of days.

But today will be the last day.

Maybe that's a relief…

Or maybe you're panicking right now, wondering why you've waited so long to enroll for {Product Name}.

If you're panicking, don't worry! It's not too late!

Click on this link to enroll >>>> [Link to Sales Page] <<<<

I'm so sorry I have to close the enrollment already…

But it's better for everyone to start more or less at the same time.

I hope you understand.

If you never want to worry about {Main Problem Recipient} ever again, this is the time to sign up and start dealing with it!

>>>> [Link to Sales Page] <<<<

See you in class!

{Your First Name}

Email 5: The 'Second chance' Email

Introduction: In this email, you tell your prospects that enrollment for your class is closed. BUT, you can give them a second chance to enroll for your class anyway! It doesn't come with all the bonuses though…

Content tips:

●   Tell your prospects that you shut down the regular registration page for your class.

●   Apologise to the reader that they didn't make it to the first round and explain that you simply can't let everyone participate because you want to guarantee the quality of your class.

●   Tell your prospects that you have an alternative version of your class (that's less effortful and time consuming for you to manage), which is the same class but without all the bonuses.

●   Give them the link to the "Second chance" page.

●   Tell them that this "second chance offer" comes with a discount!

●   Tell them this offer is also limited to a time frame.

●   Give them an extra reason why they should enroll for your class.

Sending moment: Day 5

Subject Line: Too bad… (is it though?)

Hey [First Name Recipient],

I'll start with the bad news…

I just took down the registration page for {Product Name}.

cries a little

Luckily, the class is filled with fresh students who are eager to learn all about {Your Field of Work}!

I'm so excited to start this thing!

I'm sorry if you didn't make the cut…

Me and my team want to make sure that everybody gets the proper amount of personal guidance and attention they need.

And now the GOOD news!

There is an alternative version of {Product Name} that's still accessible!

>>> [Link to Second Chance Page] <<<

This version doesn't come with all the bonuses though…

But you'll get access to the core training!

And the best part is yet to come…

Since this alternative version doesn't require any additional effort from me or my team, I'm still able to give you a GREAT discount!

How great, you ask?

[Insert percentage] off!

So grab this second chance offer while you can!

Because this discount will also be available for a limited amount of time…

I really wish that I could accept every last person who wanted in…

But I hope the discount will make up for the fact that you didn't make it to the first round.

Wishing you a great day!

{Your First Name}

P.S. Seriously…

If you're truly interested in {Your Field of Work}, I would ABSOLUTELY check out this "Second Chance" offer!

>>> [Link to Second Chance Page] <<<

Email 6: The 'absolutely last chance' Email

Introduction: In this email, you tell your prospects that your second chance offer is closing soon. This is their last chance to get in on your class, so make this email count!

Content tips:

●   Tell your prospects that the regular enrollment for your class is closed.

●   Tell them that many people got left out, and you made a second chance offer especially for them to make up for it!

●   Give them the link to the Second chance page.

●   Tell them there's a discount and they shouldn't miss it.

Sending moment: Day 6

Subject Line: [ACT NOW!] "Second Chance" is closing!

Hey [First Name Recipient],

Maybe you missed my email from a few days ago…

I hope this isn't too much of a disappointment to you, but enrollment for my {Product Name} class is now officially closed.

Booooo hooooo…

It sold out in a matter of [Number of hours/days/weeks].

This left a lot of people who wanted the program empty-handed…

I feel guilty for that because I want everyone who's interested to be a part of {Product Name}!

That's why I created this "Second Chance" offer!

>>> [Link to Second Chance Page] <<<

This offer doesn't come with all the bonuses though…

And I also feel a little bit guilty for that...

So as compensation, the "Second Chance" offer comes with a CRAZY discount!

How crazy?

[Insert percentage] to be precise!

This is the absolute LAST chance to get in on this class!

So make sure you don't miss out again!

>>> [Link to Second Chance Page] <<<

Take a look at it right now, while it's still top-of-mind!

See you in class!

Have a wonderful day!

{Your First Name}

Free Trial Email Template

If you would like to give your prospects the most out of their trial period, use this free trial email sequence template!

By using this email sequence template inspired by Unbounce you can:

● Guide your user step-by-step through their free trial to discover the full value of your product.

● Re-engage the users that have not gone through the steps.

● Remind when the trial is ending and encourage users to buy the product.

- Collect survey responses to measure customer satisfaction.

You can just fill in the information on the right sidebar to customize your copy to fit your business. It takes less than 3 minutes!

A list of emails you get in this sequence:

- Email 1: Account Activation - Finishes setting up their accounts and make them move to the next step.

- Email 2: Success Path Step 1 (copy for each step) - Provides the steps required to use your product successfully.

- Email 3: Previous step not completed (copy for each step) - Reminds the user they still need to complete a step. Provides an informative video.

- Email 4: Reminder previous step not completed (copy for each step) - Shows supportive content to get the user back on track with the steps to achieve their goal.

- Email 5: End of Trial Reminder - Lets the user know their free trial is about to be over. Gives confidence and reassurance in the product to make them buy it.

- Email 6: Survey - Thank the user for trying your product and collect feedback.

Email 1: Account Activation

Introduction: In this first email you will be requiring them to continue their account activation and finish setting up their accounts. This will be done so that they can move on to the next step. Provide them with a deadline to do so. You will also provide a Login link.

Content tips:

- Require the customer to continue and finish setting up their account.

- State the deadline for doing so.

- Provide a link to your website

Sending moment: Day 1

Subject Line: Finish Setting up!

Hey [First Name Recipient],

Welcome to {Product Name}! We have temporarily activated your account, but we need you to confirm your [Email, Contact Details, etc]. Please click the provided link within [X] [Hours/Days] of receiving this email to get started.

Click Here to Activate Your Account

Go ahead and start creating. We can not wait to see what you do while using {Product Name}!

Kind regards,

{Your First Name}

Email 2: Success Path Step 1 (copy for each step

Introduction: In this second email you will be providing the steps required to use your product successfully. Explain each step in an easy to understand way. Provide any additional resources for e.g. links, videos, and pictures. End by linking your website.

Content tips:

● Provide steps for successful use of your product.

● Explain each step in an easy to understand way.

● Provide any additional videos, pictures, or links to assist.

Tip: you can re-use his email for each step.

Sending moment: Day 2

Subject Line: Step 1: {Step 1}

Hey [First Name Recipient],

Today we show you how to {Step 1} with {Product Name}

You will {Main Goal Recipient} faster if you follow these steps:

Today we are moving on to the second step your success path:

- Step 1: {Step 1} (<< You are now here)

- Step 2: {Step 2}

- Step 3: {Step 3}

- Step 4: {Main Goal Recipient}

Step 1: {Step 1}

[Add in a video, screenshots or picture to assist]

Here some tips on how to {Step 1}:

- [Break down Step 1]

- [Break down Step 1]

- [Break down Step 1]

Click Here To Get Started Now

Kind regards,

{Your First Name}

Email 3: Previous step not completed (copy for each step)

Introduction:In this third email you will be giving a reminder to complete the first step provided in the second email. You will also be providing them with an informative video with instructions to complete this step. You will end by providing your product link.

Content tips:

● Give a reminder to complete the first step.

● Provide a video containing the instructions to completion.

● Explain each step in a video in an easy to understand and follow way.

● Provide all additional videos, pictures, or links to assist.

Sending moment: Day 3

Subject Line: Did life get in the way? Let us help you get started…

Hey [First Name Recipient],

This is a quick reminder...

It looks like you have still yet to complete Step 1: {Step 1}...

If your goal is to {Main Goal Recipient} then this first step is crucial.

Do not miss out on great benefits like [describe product benefits that can potentially be missed out on]

We would like for you to watch this [X] minute video to get inspired and see what you can do by using {Product Name}.

In this video we will be showing you how to [Give a short description about the video]

[Add in a video]

Click Here Start Now and Watch This Video

If you would like to see some of what has been done by other users, then keep an eye out for tomorrow's email.

Kind regards,

{Your First Name}

Email 4: Reminder Previous step not completed (copy for each step)

Introduction: In this fourth email you will be sending supportive content to an inactive/ stuck user to help complete the first step described in Email 2. This email is to helpfully get them to do this step in order to move on and ultimately achieve their goal. You will also be providing them with an informative video with instructions. You will end by providing your product link.

Content tips:

● Provide helpful content as a push to get started and complete step 1.

● Mention and add in your instructional video.

● Provide all additional videos, pictures, or links to assist.

Sending moment: Day 4

Subject Line: Maybe this will help…

Hey [First Name Recipient],

Did life get in the way? If you want to {Main Goal Recipient}, here's how to get back on track…

It's absolutely no secret that the real power of {Product Name} comes after you have completed [Describe necessary step]

We couldn't help but notice that you have not done that yet. Life happens. If you are short on time, check out our Getting Started With {Product Name} Guide here.

This will provide you with an overview of the most common ways that you can use {Product Name} to {Main Goal Recipient}:

Step 1: {Step 1} (<< You are now here)

Step 2: {Step 2}

Step 3: {Step 3}

Step 4: {Main Goal Recipient} (Get here after completing all the steps above)

Watch this [X] minute explanation video to help you get started with your first step with using {Product Name}.

In this video we will be showing you [Give a short description about the video]

[Add in a video]

Click Here Start Now and Watch This Video

Kind regards,

{Your First Name}

Email 5: End of Trial Reminder

Introduction: In this fifth email you will be reminding this person that their free trial use of your product will soon be over. Give confidence and reassurance in your product to encourage them to get started and use it. Provide any additional resources for e.g. links, videos, and pictures. You will end by providing your product link.

Content tips:

● State the trial deadline.

● Be encouraging to get started and use your product.

● Provide all additional videos, pictures, or links to assist.

Sending moment: Day 5

Subject Line: Time is almost up on your trial!

Hey [First Name Recipient],

This is just a quick reminder that your time is almost up on your free trial from {Company Name}, and we want to make sure that you have gotten the chance to fully use {Product Name} before it ends.

We at {Company Name} are here to help you reach your goal to {Main Goal Recipient}.

You have until %%END_DATE%%, so get started now!

Here's a video to help you get started:

[Add in a video]

Start Creating Now: {Link To Website}

Kind regards,

{Your First Name}

P.S. If you need any help, our customer support team is always here for you. Click here to Visit Help Center

Email 6: Survey

Introduction: In this sixth and final email of this sequence, you will thank this user for using your product through this trial offer. You will also kindly request for them to fill in your customer satisfaction survey about your product and their experience working with your company. Provide all additional resources for e.g. links, videos, and pictures. You will also provide a link to your website and for your customer support service.

Content tips:

● Thank this user for using your product.

● Provide the link to your website for your survey.

Sending moment: Day 6

Subject Line:Thank you for your time!

Hey [First_Name_Recipient],

We know that we have been sending you lots of emails about {Product Name} and the opportunity to get it as well.

We are so appreciative of your patience with us the last few days.

With that said, today is going to be the last time that we email you about this offer.

We wanted to let you know, one last time, that you can get full access to a {Product Name} subscription all for just [Special offer].

Click here to join now:

{Link To Website}

Again, this is the very last time that we are going to email you about this.

Thank you again for your patience over the past few days.

And of course, we hope to see you inside {Product Name}.

We are so excited for you to begin your journey with us!

Wishing you the absolute best!

Kind regards,

{Your First Name}

Win Back Customer Email Series Template

Does your client have trouble with inactive buyers? Use our win back customer email template to reactivate former customers to buy again.

This win back customer email template will help you:

Introduce your new product features and their value.

Decrease any hesitation the recipient might have about your product.

Create urgency to trigger their fear of missing out and make them take action.

It can discourage you when your customers are getting less and less active with you. But that doesn't mean you should give up on them.

Did you know that it's much easier and cheaper to make a former customer buy from you again? Especially if they had a pleasant experience with the first sale. Then they are more likely to buy from you again. After you send them a customer winback email sequence, they are also more likely to open emails from you in the future.

By using our win back customer email template, you can remind your recipients why they bought from you before. It mentions your product and the new features that are now available. Which makes them want to try your new free trial.

Emails in this sequence:

● 	Email 1: New Features - Introduces the newly added features of your product to make them use the new free trial.

● 	Email 2: Remove Doubts - Further explanation about the fresh changes and benefits. Making them want to try it. Adds a deadline to create urgency

● 	Email 3: Urgency - Focuses on creating urgency to make the recipient take action.

Email 1 - (New Features/Send Day 1)

Subject Line: [First Name Recipient], you NEED to see this...

Hey [First name],

I am excited to announce that {Product Name} has added brand new product features to our product!

Our team at {Company Name} has added some brand new features to {Product Name} such as {Main Feature} which will help you to {Main Feature Benefit}.

We love this new feature so much, and we think that you will too! So, we are offering you a new 30 Day Free Trial to try it out - and many of our other {Product Name} features!

Your Free Trial will be available until {End Date}.

Start your Free 30 Day Trial

[OPTIONAL: Add in-depth explainer video about {Main Feature}]

So now you know that {Main Feature} is AWESOME... What else is new?

- [OPTIONAL: List other new features and short descriptions]
- [OPTIONAL: List other new features and short descriptions]
- [OPTIONAL: List other new features and short descriptions]

We would love to welcome you inside soon:

Start your Free 30 Day Trial

Kind regards,

{Your First Name}

Email 2 - (New Features/Send Day 8)

Subject Line: Open if you want to {Main Feature Benefit}

Hey [First name],

A lot has changed since you last used {Product Name} - including the changes to and the addition of some great new features that we just know you will enjoy. Including the addition of {Main Feature}.

What's so special about {Main Feature} you ask? Not only will it help you to {Main Feature Benefit}, it will also make sure you never have to {Main Problem Recipient} ever again.

We are offering you a new 30 Day Free Trial to try it out - and many of our other {Product Name} features! This Free Trial will be available to you until {End Date}.

Start your 30 Day Free Trial NOW by clicking the link below:

Start your Free 30 Day Trial

[OPTIONAL: Add in-depth explainer video about {Main Feature}]

Next to {Main Feature} we've also shipped these new features:

- [OPTIONAL: List other new features and short descriptions]
- [OPTIONAL: List other new features and short descriptions]
- [OPTIONAL: List other new features and short descriptions]

Wanna {Main Feature Benefit}? Then get the new and improved {Product Name} now:

Start your Free 30 Day Trial

Kind regards,

{Your First Name}

Email 3: (Urgency/Send Day 15)

Subject Line: [LAST CHANCE] This expires tomorrow...

Hey [First name],

Heads up, tomorrow is your LAST CHANCE: Start your 30 Day Free Trial NOW by clicking the link below!

Start your Free 30 Day Trial

We here at {Company Name} just wanted to send you a quick reminder that your last chance to test out our new and improved {Product Name} features - such as {Main Feature} - ends tomorrow.

If your goal is to {Main Feature Benefit} and don't want to {Main Problem Recipient} ever again, this is for you!

Click the link to get started:

Start your Free 30 Day Trial before {End Date}

[OPTIONAL: Add in-depth explainer video about {Main Feature}]

If you like {Main Feature}, you will love these also:

- [OPTIONAL: List other new features and short descriptions]
- [OPTIONAL: List other new features and short descriptions]

- [OPTIONAL: List other new features and short descriptions]

Forget needing to {Main Problem Recipient}. But hurry... this offer expires {End Date}

Start your Free 30 Day Trial

Kind regards,

{Your First Name}

Flash Sale Email Sequence

Email 1: (Flash Sale Announcement/Send Day 1)

Subject Line:Special discount starting tomorrow!

Hey [First Name Recipient],

Tomorrow I will be sending you an AMAZING deal on my {Product Type} called {Product Name}.

So be on the lookout for my email tomorrow!

However, if you have already been able to eliminate {Main Challenge Recipient} this might not be for you.

BUT…

…. if you still want to {Main Goal Recipient} then you will love what I've got in store for you.

{Product Name} will help you to ultimately {Product Benefit} by helping you to reach your goal FAST!

I am so excited!

This deal is just way too good to uphold, so we are having it for a LIMITED TIME ONLY..

And we definitely do not want you to miss out!

See you tomorrow.

Kind Regards,

{Your First Name}

Email 2: (The Big Sale/Send Day 2)

Subject Line: This is just for you!

Hey [First Name Recipient],

I recently received an email from a client that I really wanted to show you...

Because it's very common for {Your Audience} to be hopelessly trying to {Main Goal Recipient} for ages, and come up short...

And somehow this story just really got to me:

[Add in Testimonials describing the situation "before" they were successful]

Can you relate to this? Because I sure did..

But just look at how things drastically changed when they purchased and started using {Product Name}:

[Add in Testimonials describing the situation "after" they were successful - and how your product helped them achieve it]

I just love getting success stories like this because then I know that {Product Name} is really serving its purpose!

Which is why I'm thrilled to be able to offer you a HUGE discount on {Product Name}:

For a limited time only you will be able to get {Product Name} at {Discount} OFF making it just {Sale Price}!

CLICK HERE FOR MORE DETAILS AND TO GET {Product Name} TODAY

As previously mentioned, this promotion is for a LIMITED TIME ONLY and will be ending on {End Date}

You should not be missing out on this great deal!

Get {Product Name} NOW!

I would like for you to try it out and I hope it helps assist you with your goal.

Talk soon.

Kind Regards,

{Your First Name}

Email 3: (Discount Offer/Send Day 3)

Subject Line: Time is almost up!

Hey [First Name Recipient],

Have you ever felt that you are hopelessly trying to make something work but it just won't and you do not understand why as you have been doing everything you thought was right?

Continuously and tirelessly giving it your all, but success feels further and further away?

Frustrating, right?

Trust me, I have been in that exact position multiple times so I know all about that.

Especially after failing repeatedly with all the conventional and orthodox methods that we think will always work, but doesn't.

The secret is to discover a totally NEW way of doing things because only then will you truly figure out what has been going wrong throughout the process and what you need to do to fix it.

That is what {Product Name} is all about.

Because you know that if you stay on this path of doing the same conventional methods and techniques you're not going to {Main Goal Recipient}

How about trying something different, like the process I show you in {Product Name}.

And for a limited time you can save BIG during the {Discount} OFF promotion.

The deadline is {End Date}, and we would really like for you to take full advantage of this offer before it's too late.

CLICK HERE TO CLAIM YOUR {Discount} OFF DISCOUNT

Kind Regards,

Email 4: (FAQs/Send Day 4)

Subject Line: The end is near...

Hey [First Name Recipient],

I just wanted to give you a quick reminder to make sure that you don't miss out.

The deadline to get your hands on {Product Name} with a {Discount} OFF discount is quickly approaching and will expire on {End Date}.

Use the link below to get it NOW before it's gone:

CLICK HERE TO GET {Product Name} TODAY!

I've also been receiving numerous questions from you about this product.

So I'd take a moment to answer some of the top/most frequently asked questions.

Let's get started shall we...

[Explain some of your FAQ's and their answers]

- [Add Q and A #1]

- [Add Q and A #2]

- [Add Q and A #3]

I hope that this helps.

My goal is to provide my audience with the best {Product Type} out there that they can can you to {Main Goal Recipient} FAST!

Here's where you can take full advantage of our current discount offer on {Product Name}:

CLICK HERE TO CLAIM YOUR {Discount} OFF

{Product Name} is backed by a [X] day, 100% money back guarantee,

This means that you can try out and use these resources for [X] days first before you fully commit to it.

It's that simple. And if you're still not convinced, these free bonuses will surely do the trick:

Try My Product Now For Just {Sale Price} And Get FREE Bonuses!

[Describe and explain your product website bonuses]

- [Break Down Bonus #1]

- [Break Down Bonus #2]

- [Break Down Bonus #3]

And more…

Join in on all the fun with our current limited time only {Discount} off discount before it expires on {End Date}.

If you like it? Keep it.

If not, all you need to do is contact us and let us know, and you'll receive your 100% refund.

Just remember that the price will in fact go up after this discount period expires.

So here's the link one last time:

CLICK HERE TO GET {Product Name} NOW!

Have a great day!

Kind Regards,

{Your First Name}

Email 5: (The Last Call/Send Day 5)

Subject Line: Get It Now!

Hey [First Name Recipient],

Today's the last day to get in on all the fun by getting my {Product Name} at {Discount} OFF for only {Sale Price}.

This HUGE deal expires at {End Date}.

After this deal expires {Product Name} will only be available at {Normal Price}.

So please jump on this deal now!

CLICK HERE TO GET {Product Name} NOW

What is there still to think about?

I know that you want it, and I have it for you.

However, if you still have some reservations regarding {Product Name}, let me clear some things up for you...

[Explain some of your FAQ's and their answers]

- [Add Q and A #1]

- [Add Q and A #2]

- [Add Q and A #3]

So try it out.

And {Product Name} isn't for you...

Simply contact us for a full refund, guaranteed.

And if you're still not convinced, these free bonuses will surely do the trick:

Try My Product Now For Just {Sale Price} And Get FREE Bonuses!

[Describe and explain your product website bonuses]

- [Break Down Bonus #1]

- [Break Down Bonus #2]

- [Break Down Bonus #3]

Here's where you can get your hands on {Product Name}:

CLICK HERE TO GET {Product Name} WITH {Discount} OFF RIGHT NOW!

Don't wait, get {Product Name} TODAY!

Kind Regards,

{Your First Name}

Email 6: (Last Call Reminder/Send Day 6)

Subject Line: REMINDER!

Hey [First Name Recipient],

The sign up deadline for {Product Name} is in about 9 hours.

I do not want anyone to be upset because they missed out on this AMAZING deal.

This is why I am sending out these reminder emails to you to make sure that that doesn't happen.

So consider this an official warning.

We both know that you want to be able to {Product Benefit}

So be sure to go grab your copy now of {Product Name} so you don't miss out on {Discount} OFF!

CLICK HERE TO CLAIM YOUR {Discount} DISCOUNT NOW!

Talk soon,

Kind Regards,

{Your First Name}

Email 7: (Urgency/Send Day 7)

Subject Line: Time is up!

Hey [First Name Recipient],

Final reminder about tonight's deadline...

If you've been procrastinating for the last few days, and haven't yet gotten your copy of {Product Name}...

Then this is me letting you know that now is your last and final chance to get {Discount} OFF and with it some free extra bonuses...

Because this offer expires in 3 hours - at {End Date}.

So you need to hurry and...

GET {Product Name} RIGHT NOW!

If you want to be able to {Main Goal Recipient}, pick up your copy of {Product Name} RIGHT NOW before the price goes up:

Get our special deal for {Product Name} and be able to {Product Benefit}

CLICK HERE TO GET {Product Name}

Remember, {Product Name} has only available at {Sale Price} for a limited time only so after this deal expires there is no chance of getting it at this crazy low price anymore.

Make sure and get yours RIGHT NOW before it's all gone!

Talk soon.

Kind Regards,

{Your First Name}

Email 8: (Feedback/Send Day 8)

Subject Line:Penny for your thoughts?

Hey [First Name Recipient],

We have received countless orders from customers wanting to get their hand on the {Discount} OFF sale on {Product Name} but…

… frankly I do not remember seeing your order in the mix.

Did you end up missing the deadline or did you end up deciding that it just wasn't what you needed?

I would like to know what happened.

Can you give me your feedback by clicking below?

CLICK HERE IF YOU JUST MISSED THE DEADLINE

CLICK HERE IF {Product Name} WASN'T FOR YOU

Thank you so much for doing this.

It will really help us know if we're offering our audience what they really want.

And also, to make the right changes for the future of {Product Name}.

Talk soon.

Kind Regards,

{Your First Name}

P.S. If you click that you missed the deadline, we will make sure to email you with the next promotion in the future (not sure when exactly that will be though)

Webinar Invitation Email Template

ou will find a webinar invitation template that will:

- Clearly explain important details about your webinar.
- Give direct call-to-action and make the recipient register.
- Let the receiver know why they should attend.

Email 1: Webinar Invitation - Give important details about the webinar and provide clear call to actions.

Email 2: Webinar invite reminder - Provide more information about the value the attendees will get for attending.

Email 3: Create urgency the hours before the webinar - Focus on creating excitement and urgency.

Email 4: Extra urgency the hour before the webinar - The last push to make recipients register for your webinar.

We structure our webinar invitation template to easily give your recipient an overview of the webinar. It also highlights all the benefits of your webinar to make them want to attend.

You can use this template for your webinar invitation to prove the value of your webinar for prospects. Then you need to make sure that the recipients are aware of the value of your webinar too. That will also make it easier for them to discover the value of your product during the webinar.

Email 1 - (Webinar Invitation/Send 4 Days Before Webinar)

Subject Line: Free training: {Main Goal Recipient}

Hey [First name],

You are invited to join {Webinar Host} for a special training session on {Webinar Date}.

During this webinar, you will learn how to {Webinar Subject}.

You can register for the event now by clicking this link:

{Link To register}

Here are just a few things you will learn during this free training:

- {Learning objective 1}.
- {Learning objective 2}.
- {Learning objective 3}.

And much more!

Don't miss out on this opportunity! Save yourself a seat now:

{Link To register}

Can't wait to see you at the training!

Cheers,

{Your first name}

P.S. There is a {Free gift} waiting for you after you register...

Email 2 - (Webinar Invite Reminder/Send 2 Days Before Webinar)

Subject Line: {Webinar title}: Free Access Until Tomorrow

Tomorrow Is The Final Day To Grab Your Spot

{Link To register}

If you've ever considered how to {Main Goal Recipient}, then there's no better time than now.

[Describe what problem your webinar or product will solve]

That's why you should attend this free training in how to {Webinar Subject} on {Webinar Date}.

I am going to share why it's a big advantage to {Main Goal Recipient} as soon as possible.

I'll also explain why it's easier to overcome {Main Challenge Recipient} with some secret tips.

{Link To register}

But please be quick...

Today is the last day you can register to attend this free training.

{Industry or theme of webinar} has been growing and NOW is the time to take advantage of it.

Click the link below to join {Webinar Host} in this free webinar

{Link To register}

I'll see you there!

-{Your first name}

Here's a short preview of what you will learn during this free training:

● {Learning objective 1}.

● {Learning objective 2}.

● {Learning objective 3}.

And much more!

{Link To register}

P.S. There is a {Free gift} waiting for you after you register...

Email 3 - (Create Urgency The Hours Before Webinar/Send 4 Hours Before Webinars)

Subject Line: [GONE In 4 Hours] Free "{Webinar Subject}" Training

There are only a few hours left to register for my free webinar the {Webinar Date} about how to {Webinar Subject}

{Link To register}

If you've ever thought about how to {Main Goal Recipient} - then join me for this exciting webinar.

I will also show you my favorite tools to fight {Main Challenge Recipient}.

{Link To register}

{Industry or theme of webinar} is a really big deal right now

You've probably noticed that {Industry or theme of webinar} is really taking off now...

[Optional: Describe the situation in your industry]

Take advantage of the new opportunities and learn how to {Main Goal Recipient} with my upcoming webinar.

{Link To register}

There are only a few seats left! ALL registration will close in 4 hours.

See you at the training!

-{Your first name}

P.S. There is a {Free gift} waiting for you after you register...

[Optional: Provide more information about the free gift]

Email 4 - (Create Extra Urgency The Hour Before Webinar/Send 1 Hour Before Webinar)

Subject Line: FINAL NOTICE: Free Access To "{Webinar title}" Training

This is your last chance to register for my free {Webinar Subject}-webinar on {Webinar Date}.

{Link To register}

During this webinar, you will learn how to {Main Goal Recipient}.

And now, the timing couldn't be any better.

{Industry or theme of webinar} is really taking off... and you should take advantage of the opportunities!

[Optional: Describe the situation in your industry]

This training is 100% tailored to [Describe your audience].

Jump on the trends and learn how to {Main Goal Recipient} by attending this special training.Get access to powerful insights about {Webinar Subject} by registering here now:

{Link To register}

See you at the training!

-{Your first name}

P.S. There is also the last chance to get a {Free gift} by registering...

[Optional: Provide more information about the free gift]

Post-Registration Webinar Email Sequence

The typical goal of a webinar is to sell your product. But that also includes that you need as many recipients to attend as possible. And after the webinar has happened, you need to follow up to sell your product. You can do all this with emails.

A lot of emails go into hosting a webinar. This means you also need to do a lot of writing…

And that's exactly why we created these webinar email templates! They are all based on real-life companies that have hosted many successful webinars.

After studying their email sequences, we noticed a particular structure of these emails again and again.

Based on these structures, we could create these webinar email templates…

Also, after the webinar has happened, you have a few opportunities to sell the product that was pitched.

In our webinar follow up email template, there is one email dedicated to explaining your product. It will include a product introduction, a list of the product benefits, reviews, and more.

To improve your chances of selling your product, you will add some bonuses with a time limit. Then you can establish some urgency to make the recipient take quicker steps towards the sale.

The webinar follow up email template also has a way to cut any hesitation the recipients might have before buying your product. With a FAQ email, you will answer the most relevant questions. Choose the questions that are doubtful about the product so you can assure the prospect of the value of your product.

On this page, you will find a webinar follow up email template that will:

●   Follow up on your webinar so more people watch it

●   Explain your product to sell more of it.

●   Create urgency for the special offer to trigger the recipient's fear of missing out.

All the emails you get in this sequence:

● Email 1: Welcome + class details - Shows enthusiasm and welcomes subscribers to the webinar journey.

● Email 2: Before Class Reminder - Reminds the recipients the class is underway.

● Email 3 (not attended): Missed class + Product mention - A missed class reminder and mentioning the product.

● Email 4 (not attended): Webinar Replay - Offers a replay for the missed webinar.

● Email 5: Explain product - More information about the product, list of benefits, links to the sales page, reviews, risk-free, and urgency.

● Email 6: Bonuses - Offers a limited time bonus to establish urgency.

● Email 7: FAQ - Answers questions to decrease hesitations and doubts.

● Email 8: Special Offer Deadline Reminder (24 hours) - Creates urgency.

● Email 9: Special Offer Deadline Reminder #2 (12 hours) - Short and sweet reminder of the deadline.

● Email 10: Survey + Deadline Reminder #3 (6 hours) - Thanking the recipients and asking for feedback.

Email 1 - (Welcome + Class Details/Send Day 1)

Subject Line: [CONFIRMED] You are registered!

Hey [First name],

Congratulations! We have just reserved your spot for {Webinar Name}. We can not wait to see you there!

Our Masterclasses are best known for [Describe what is most interesting about your webinar]. And we are delighted that you will be joining us.

Your Class Details:

● What: {Webinar Name}

● When: {Webinar Date}

● Who: {Webinar Host}

● Where: Your webinar will play live here: Webinar Live Page

● Bonus: [OPTIONAL: Add in Bonus for signing up]

Here's is what a previous student had to say about the class:

[Add in a testimonial from a previous student/webinar attendee]

Would you like to share this class with a friend who you think will also considerably benefit from this class? If so then click here:

Send to a friend

We would love to welcome you inside soon:

Start your Free 30 Day Trial

Kind regards,

{Your First Name}

P.S. If you have any questions, please visit our Support Center for immediate answers or send an email via our Contact Email

Email 2 - (Before Class Reminder/Send 15 minutes Before Webinar)

Subject Line: [STARTING NOW] {Webinar Name}

Hey [First name],

I hope that you're prepared and on this page ready for our training session, because…

Webinar Starting Now: Click here to start the training

[Add in a VIDEO screenshot of the webinar with a PLAY button]

Enjoy the class!

Kind regards,

{Your First Name}

P.S. If you have any questions, please visit our Support Center for immediate answers or send an email via our Contact Email

Email 3 - (Not Attended/Missed Class + Product Mention/Send Immediately After Webinar Has Ended)

Subject Line: [First name], you NEED to see this...

Hey [First name],

We noticed that you signed up for {Webinar Name}, but you had not shown up for the scheduled broadcasting.

Well, since you missed that one we have some great news. We announced the new {Product Type} will allow you to {Main Goal Recipient}...

It's called {Product Name}.

Get all the details here >>>

[Optional: Add in a product video, screenshots or picture]

{Product Name} will allow you to:

●   [Describe product benefit #1]

●   [Describe product benefit #2]

●   [Describe product benefit #3]

This is why it is no surprise that we are seeing so many of our customers storming to reserve their spot!

If you are interested in joining,

All the details are here >>>

Kind regards,

{Your First Name}

P.S. If you have any questions, please visit our Support Center for immediate answers or send an email via our Contact Email

Email 4 - (Not Attended+Webinar Replay/Send 1 Day After Webinar Has Ended)

Subject Line: [REPLAY], here is what you missed...

Hey [First name],

Perhaps you were too busy to attend the webinar: {Webinar Name}

So, we wanted to provide you with the replay! This link is available until [Deadline]

WEBINAR REPLAY: Watch the Webinar replay here >>>

[Add in a VIDEO screenshot of the webinar with a PLAY button]

Here are some of the highlights:

●   [Describe interesting subject/insight #1]

- [Describe interesting subject/insight #2]

- [Describe interesting subject/insight #3]

There were so many incredible moments in this webinar.

I know that you missed out on this, BUT…

You can replay it here >>>

Kind regards,

{Your First Name}

P.S. This replay is only available until [Deadline] so hurry!

Email 5 - (Explain Product/Send 2 Days After The (Live) Weibar Ended)

Subject Line: Let's do this!

Hey [First name],

As mentioned in a previous email, we are extremely excited for this new {Product Type} called {Product Name}

It's really one-of-a-kind because {Product USP}

If you are interested in enrolling in this {Product Type}...

You can find all the details here >>>

But there is also another reason as to why we are so thrilled about this:

- [Describe product benefit #1]

- [Describe product benefit #2]

- [Describe product benefit #3]

Wondering if this will really work? You can

read some of our success stories here >>>

And it's all completely risk-free with our [Describe your guarantee / trial]. This way you can determine if {Product Name} is a good fit for you without having to worry about a thing!

Here is the link to get started >>>

Hope to welcome you inside soon [First name]

Kind regards,

{Your First Name}

P.S. This offer will only be available until [Deadline] so hurry!

Onboarding Email Template

If you want to give your new customers a great experience with your product, use this onboarding email template!

By using this template, you can:

● Step-by-step guide your new users to reach the full value of your product.

● Re-engage inactive users that have not gone through the steps.

● Highlight and upsell an upgrade of your product.

!

Here are all the emails you get with this template:

● Email 1: Welcome + First Step On Success Path - Welcomes and shows the customer the first step to get them to the "Aha!"-moment.

● Email 2: Second Step of Success Path - Informs the next steps on the path.

● Email 3: Third Step of Success Path - Informs the next steps on the path.

● Email 4 (inactive users): Previous step not completed - Sent to the users who have not completed one of the previous steps. It explains why the steps are important.

● Email 5 (inactive users): Reminder previous step not completed - Points out the importance of doing each step to reach the "Aha!"-moment.

● Email 6 (active users): Highlight Key Feature(s) - Highlight key features to make the recipient fall in love with the product.

● Email 7 (active users): Upsell email - Offers the prospect the opportunity to upgrade to a more expensive plan.

Email 1: Welcome + First Step On Success Path

Introduction: In this first email you will welcome the customer and show them the first step of their Success Path is that they need to take to experience the full value of your

product (The "AHA" moment). Also, you will provide them with helpful information/links to get started.

Content tips:

● Welcome the customer on board

● Describe the first step on the Success Path they need to take in order to experience the full value of your product

● Insert an explainer video how to complete this step

● Insert a clear button with call to action

● Provide any additional links, videos, screenshots / pictures

Sending moment: Day 1

Subject Line: Welcome to {Product Name}

Hey [First name],

On behalf of our entire team, we would like to welcome you to {Product Name}! We are so glad that you are here.

We want you to get the FULL value of {Product Name}. That's why we've outlined your success path for the next couple of days:

● Step 1: {Step 1} (You are now here)

● Step 2: {Step 2}

● Step 3: {Step 3}

● Step 4: {Main Goal Recipient}

Let's start with Step 1: Showing you how to {Step 1}:

● [Break down Step 1]

● [Break down Step 1]

● [Break down Step 1]

If you need a hand at any point, I would recommend watching this Getting Started With {Product Name} video.

And if you are still in need of some extra support, I would like to refer you to our Help Center. It has everything that you may need.

We hope that you find your experience using {Product Name} enjoyable. If you outgrow your plan and want our Plus plan with advanced features, feel free to upgrade your account at any time.

One more thing. You'll want to bookmark your account link, so here it is: Link to Account

Kind regards,

{Your First Name}

P.S. If you want to learn more about how {Product Name} can help you achieve your goals Click Here.

Email 2: Second Step On Success Path

Introduction: In this second email you will be providing information on what the next step on the success path will be. Provide an instructional video and the steps to proceed. Add any applicable links, videos, screenshots / pictures. You will also provide a Login link.

Content tips:

● Describe the second step they need to take in order to experience the full value of your product

● Insert an explainer video how to complete this step

● Insert a clear button with call to action

● Provide any additional links, videos, screenshots / pictures

Sending moment: Day 2

Subject Line: Next Step - {Step 2}

Hey [First name],

Well sweet! We see that you have already gotten started in your account.

Today we are moving on to the second step your successpath:

● Step 1: {Step 1}

● Step 2: {Step 2} (You are now here)

● Step 3: {Step 3}

● Step 4: {Main Goal Recipient}

Yessss, it's all about how to {Step 2}. Here's some tips:

● [Break down Step 2]

● [Break down Step 2]

- [Break down Step 2]

You can see how to do this exactly in this video:

[EXPLAINER VIDEO STEP 2: Add in video screenshot with play button]

Ready to start?

[Add in Button with Call To Action]

Kind regards,

{Your First Name}

P.S. Need a hand? Visit the Help Center

Email 3: Third Step On Success Path

Introduction: In this third email you will be providing information on what the next step on the success path will be. Provide an instructional video and the steps to proceed. Add any applicable links, videos, screenshots / pictures. You will also provide a Login link.

Content tips:

- Describe the third step they need to take in order to experience the full value of your product

- Insert an explainer video how to complete this step

- Insert a clear button with call to action

- Provide any additional links, videos, screenshots / pictures

Sending moment: Day 3

Subject Line: How to %%STEP3%%

Hey [First name],

With {Product Name} there are endless possibilities to what you can achieve!

Today we are moving on to the next step your successpath:

- Step 1: {Step 1}

- Step 2: {Step 2}

- Step 3: {Step 3} (You are now here)

- Step 4: {Main Goal Recipient}

Today you will discover how to {Step 3}. Let's break it down for you:

● [Break down Step 3]

● [Break down Step 3]

● [Break down Step 3]

You can see how to do this exactly in this video:

[EXPLAINER VIDEO STEP 3: Add in video screenshot with play button]

Ready to take it to the next level?

[Add in Button with Call To Action]

Kind regards,

{Your First Name}

P.S. Need a hand? Visit the Help Center

Email 4: (Inactive Users): Previous Steps Not Completed

Introduction: This email is meant for inactive users: It is meant to be sent only to users who haven't completed one of the previous steps and is only important if they can not continue using your product without completing this step. You will be explaining why completing this step is important, and provide them with any applicable links, videos, screenshots / pictures to complete this step.

Content tips:

● Explain why completing the previous step is important

● Give information on how to go forward with the next steps

● Offer some more helpful content to complete this step

● Provide any additional links, videos, screenshots / pictures

Sending moment: 5-7 days before trial completion

Subject Line: You did not (previous step)?

Hey [First name],

It looks like you haven't completed [Describe uncompleted previous step] yet.

It's really important to complete this step so you can {Main Goal Recipient}. And we don't want to miss out on [Describe the benefits & results they will miss out on]!

Watch this video for quick step-by-step instructions on how to fix this:

[EXPLAINER VIDEO: Add in video screenshot with play button]

It will only take 1 minute to complete this step:

[Add in Button with Call To Action]

Kind regards,

{Your First Name}

P.S. Need a hand? Visit the Help Center

Email 5: (Inactive Users): Previous Steps Not Completed (reminder)

Introduction: This email is meant for inactive users: people who still have not completed all the necessary steps to realise the full value of your product (the "AHA" moment). In this email you will be attempting to regain their interest in your product. You can provide them with more helpful content + links.

Content tips:

●	Explain why completing the previous step is important

●	Give information on how to go forward with the next steps

●	Offer some more helpful content to complete this step

●	Provide any additional links, videos, screenshots / pictures

Sending moment: 3-4 days before trial completion

Subject Line: Did life get in the way?

Hey [First name],

Did life get in the way? If you want to {Main Goal Recipient}, here's how to get back on track...

It's absolutely no secret that the real power of {Product Name} comes after you have completed [Describe necessary step].

We couldn't help but notice that you have not done that yet. Life happens. If you are short on time, check out our Getting Started With {Product Name} Guide here.

This will provide you with an overview of the most common ways that you can use {Product Name} to {Main Goal Recipient}:

●	Step 1: {Step 1}

●	Step 2: {Step 2}

- Step 3: {Step 3}

- Step 4: {Main Goal Recipient} (Get here after completing all the steps above)

[EXPLAINER VIDEO: Add in video screenshot with play button]

It will only take 1 minute to complete this step:

[Add in Button with Call To Action]

Kind regards,

{Your First Name}

P.S. Need a hand? Visit the Help Center

Email 6: (active Users): Highlight Key Feature(s)

Introduction: This email is for active users who completed the first steps (and hopefully experienced the "AHA moment". We want to highlight key features so that they fall in love with the product even more. You can use this template for each key feature you have

Content tips:

- Highlight key feature(s). If each feature needs a lot of explaining, seperate them into multiple emails (one email per feature)

- Describe the outcomes of using the feature. Help them visualize what this feature will do for them (avoid pain, get result)

- Provide any additional links, videos, screenshots / pictures

Sending moment: After completing the first onboarding steps (email 1-3)

Subject Line: Get [Benefit of feature]

Hey [First name],

Do you feel like your [Important Metric / End Result] could be better? But everytime you try to fix it, you [Describe painpoint]

Fear not my friend! Because with [Key Feature #1] you can [Key Outcome #1]

This [Key Feature #1] will get you:

- [What you get #1]

- [What you get #2]

- [What you get #3]

- and lots, lots more!

You can see how to do this exactly in this video:

[EXPLAINER VIDEO FEATURE #1: Add in video screenshot with play button]

Go [Important Metric / End Result] now!

Kind regards,

{Your First Name}

P.S. If you want to learn more about how {Product Name} can help you achieve your goals Click Here.

Email 7: (active Users): Upsell email

Introduction: This email is for active users. After we have highlighted key features, we want to offer them the option to upgrade. If your upsell is a more expensive plan with more features, focus on the benefits of that plan. If your upsell is a yearly plan, focus on the savings that plan offers (like the template below)

Content tips:

- Describe the benefits of the upgrade

- Detail the steps (so they know what to expect)

- Insert a clear call to actions (button and/or link)

Sending moment: 1-2 days after receiving the highlighted features email(s)

Subject Line: Save 25% With Our Yearly Plan

Hey [First name],

Did you know you can [Key Benefit of the Upgrade] by upgrading your current plan?

Upgrading is really easy:

- [Step 1]

- [Step 2]

- [Step 3]

Upgrade Now

Questions? Check out our Help Center for more information

Kind regards,

{Your First Name}

Cold Email Sequence Template

On this page, you will find a cold email sequence template that will:

- Help you build rapport with your recipient.

- Give direct call-to-actions.

- Explain how your product can help the prospect with their challenges.

This is the list of emails you get in this sequence:

Email 1: Reaching out. Explains how you found the recipient and builds rapport.

Email 2: Show credibility. Mention some work you have done for a major client.

Email 3: Dream scenario. Uses images to explain the product benefits.

Email 4: The continuation. Related to the previous email and focused on the problem and the solution.

Email 5: Problem-solving. Makes the recipient think about their dream scenario and their obstacles. Then give them a solution.

Email 6: The recipient's industry. Mentions the competitors and how to be better.

Email 7: Quoting the target audience. Use a quote from the target audience.

Email 8: The product benefits. The last push to explain all the product benefits.

Email 9: The break-up. The email to give them the recipient the last chance to reply.

Email 1: Reaching Out + Introduction

Introduction: In this first email it's important to mention how you found the recipient, for example Linkedin. Show the prospect that you have done your research before reaching out.

Content tips:

- Be relevant to the recipient.

- Let them know how you found them.

- Clearly explain who you are and what you work with.

- Focus on building rapport.

- Give a clear call to action, for example a phone call, link, reply, etc.

Sending moment: Day 1

Subject Line: {Name of the recipient}, your [social media] profile...

{Name of the recipient}, how is the [recipient's industry] treating you?

I just came across your profile on [social media] and decided to reach out to you.

I'm with {Company Name} - a [type of company] that helps {Your Audience} to {Main Goal Recipient}.

I thought you might be interested, so I hope you don't mind the cold outreach.

[OPTIONAL: give a link to try your product]

Let me know what you think.

Talk soon {Name of the recipient}.

{Your First Name}

[Provide your signature with full name, title, website, address, sign off, etc.]

Email 2: Showing Credibility

Introduction: In this email you are introducing a major client of yours, and how your product helped them. You will also include more information about the challenge your target audience is dealing with.

Content tips:

- Use a question in the subject line to make the recipient think.

- Focus on a big client of yours to show credibility.

- Mention the goal, but also the challenge.

- use a clear call to action.

Sending moment: Day 7

Subject Line: Turn [Recipient's company name] into the next [a major client of yours]

{Name of the recipient},

We're releasing the {Product Type} that powers [a major client of yours] for {Your Audience} to use and I think you might be interested for [Recipient's company name].

Basically, this means that you could {Main Goal Recipient}, without {Main Challenge Recipient}.

[Give some information about how well your major client is doing using your product]

[OPTIONAL: Give a link for them to try the product]

Would this be of interest to you?

{Your First Name}

[Provide your signature with full name, title, website, address, sign off, etc.]

Email 3: Dream Scenario

Introduction: In this email you will be tell your recipient how they can achieve their dreams. By using images, you can better explain your product and its benefits.

Content tips:

●   Make the recipient think with a dream scenario.

●   Use images to visualize your product.

●   Use a clear call to action.

Sending moment: Day 14

Subject Line: New {Company Name} Customer

{Name of the recipient},

Imagine you woke up this morning and [Describe the recipient's dream scenario]

[OPTIONAL: Show an image of your product, benefits, etc.]

When you use a {Product Type} like {Product Name}, you could easily {Main Goal Recipient}.

[OPTIONAL: Explain the image]

{Name of the recipient}, would this be of interest to you?.

[OPTIONAL: Give a link for them to try the product]

{Your First Name}

[Provide your signature with full name, title, website, address, sign off, etc.]

Email 4: The Continuation

Introduction: This email serves as a continuation of the previous one in this sequence. It focuses on planning a call or asking for a reply. It also quickly refreshes the goal, the challenge, and the product name.

Content tips:

● Quick summary of the previous email.

● Friendly and offers a chance to call or email.

● Add in all the necessary links

Sending moment: Day 21

Subject Line: RE: New {Company Name} Customer

Hey {Name of the recipient},

The other day I sent you an email about how [Recipient's company name] could {Main Goal Recipient}, without {Main Challenge Recipient} by using {Product Name}.

[OPTIONAL: Give a link for them to try the product]

If it makes sense to plan a call, how does your calendar look for a quick chat this week or the next?

If you prefer email, that's cool too!

Thanks {Name of the recipient}.

{Your First Name}

[Provide your signature with full name, title, website, address, sign off, etc.]

Email 5: Problem Solving

Introduction: This email focus on solving problems with your product. It makes the recipient think about their dream scenarios and their obstacles. You will offer a solution to those obstacles and even mention how a major client of yours reached their dream.

Content tips:

● Describe the goals.

● Talk about dealing with their challenges.

● Ask to plan a call.

● Mention a major client of yours.

● Add in all the necessary links.

Sending moment: Day 28

Subject Line: {Main Goal Recipient} without {Main Challenge Recipient}?

{Name of the recipient},

To {Main Goal Recipient} sounds amazing, but having to deal with {Main Challenge Recipient} does not...

What if you could make sure [Insert the recipient's dream scenario] could happen without [the obstacles the recipient's face].

Do you have a quick 15 minutes to chat about how we can make that happen?

Thanks {Name of the recipient}.

{Your First Name}

BTW - [a major client of yours] is using our {Product Type} to [Describe some of the goals your major client has reached with your product]

[OPTIONAL: Give a link for them to try the product]

[Provide your signature with full name, title, website, address, sign off, etc.]

Email 6: The Recipient's Industry

Introduction: In this email you talk more about the environment your recipient does business in. First you describe clearly what your solution is. Then you let them know how they can be better than their competitors.

Content tips:

- Explain your solution clearly and shortly.

- Make the recipient want to stand out from their competitors.

- Have a clear call to action.

Sending moment: Day 42

Subject Line: Want to {Main Goal Recipient}?

[Describe the solution you offer]

{Name of the recipient}, the best {Your Audience} of tomorrow won't be the ones [Describe what the typical companies in the client's industry do that doesn't stand out].

Do you want to have a quick chat about how you can be much better than the rest?

[OPTIONAL: Give a link for them to try the product]

Thanks {Name of the recipient}.

{Your First Name}

[Provide your signature with full name, title, website, address, sign off, etc.]

Email 7: Quoting The Target's Audience

Introduction: This email includes a quote from someone in your target audience. It gives some insight into why you started with your product and what problems you are solving.

Content tips:

● Show credibility by using a quote from your audience.

● Let the recipient know why you started with this product.

● Use clear call to actions.

Sending moment: Day 56

Subject Line: {Name of the recipient}, cut your {Main Challenge Recipient} and {Main Goal Recipient}

{Name of the recipient},

"[Insert a quote that you typically hear your target audience say and you help with]"

{Your Audience} tell me this a lot...

That's why we made {Product Name} to support {Your Audience} who want to {Main Goal Recipient}.

[OPTIONAL: Give a link for them to try the product]

Thanks {Name of the recipient}.

{Your First Name}

FYI, we can also plan a short call if you want? Let me know.

[Provide your signature with full name, title, website, address, sign off, etc.]

Email 8: Product Benefits

Introduction: In this email you give the most information about your product. You will describe the main challenge as well as the main goal. Then you will include any other benefits the recipient gets from using your product. This is the last email before the break up.

Content tips:

● Mention the challenge you help deal with.

● Talk about how your product can get the recipient to reach their goal.

● Mention the challenge you help deal with.

Sending moment: Day 70

Subject Line: {Name of the recipient}, how is [recipient's work] going?

{Name of the recipient},

With {Product Name} you never have to worry about {Main Challenge Recipient}.

The other day I sent you an email about how {Product Name} allows you to {Main Goal Recipient}.

[Explain what other benefits the recipient gets from using your product]

[OPTIONAL: Give a link for them to try the product]

Thanks {Name of the recipient}.

{Your First Name}

[Provide your signature with full name, title, website, address, sign off, etc.]

Email 9: The Breakup or is it?

Introduction: The last chance for the recipient to reply to your emails. Used to get them to take action before it's too late.

Content tips:

● Give them option on how to proceed.

● Shortly explain the product, the goal, and the challenge.

Sending moment: Day 84

Subject Line: {Name of the recipient}, which number describes you?

Hey {Name of the recipient},

I sent you an email the other day about how {Product Name} can help you to {Main Goal Recipient} without {Main Challenge Recipient}.

I never heard back, maybe you could let me know how to process by replying the number that suits you.

1. You're all good and I should stop emailing you.

2.   You're interested, but just haven't replied yet.

3.   I should send you another email in a few months.

For the time being, this will be my last email. Should you ever want to connect in the future, I am happy to pick up the conversation then.

Thanks {Name of the recipient}.

{Your First Name}

[Provide your signature with full name, title, website, address, sign off, etc.]

Success Story Email

On this page, you will find a success story email to help you sell your product.

This template will:

●   Show your trustworthiness and make you more reliable to new customers.

●   Increase engagement as the success story is more relatable for your recipients.

●   Provide social proof of the positive impact you had on your client's business.

●

Email 1: Selling With A Success Story

Introduction: This email tells the story of a successful client you've had. First, an introduction of the client and their work. Then explain some of their results and how they got them with your help. Last, drive sales towards your product.

Content tips:

●   Introduce your client in a relatable way.

●   Mention the results they have gotten.

●   Talk about how they achieved them.

●   Use a call to action to drive more sales.

Sending moment: Day 1

Subject Line: How a rookie landed [Amount of money a month. For example "$4K"] a month

Say hello to {The client's first name}. Normally {his/her/their} work is focused on [Explain the client's work]. [OPTIONAL: Include some fun information about the client to make it more relatable.]

I worked with {The client's first name} as part of {Product Name}.

I'm so impressed with {his/her/their} results...

Considering the fact that {he/she/they} had so little experience beforehand.

In just [Amount of time. For example, "a couple of months"] {he/she/they} managed to:

● {Main Goal Recipient}.

● [describe a second client goal related to your product. Use numbers for more impact.]

● [describe a third client goal related to your product. Add more to the list if needed.]

Imagine the results {he/she/they} will have a year from now!

Here's how {he/she/they} did it...

[Tell the story of your successful client in short. Remember to mention that it's a result of your work too.]

I am determined to help others to {Main Goal Recipient}.

Visit my page to learn more:

{Link To Website}

Excited to hear from you,

{Your First Name}

[OPTIONAL: Use a deadline to create urgency.]

Testimonial Email Template

On this page, you will find a testimonial email template to collect success stories from your customers.

This template will:

● Show your appreciation to your customers.

● Collect success stories for you to use in your marketing.

● Learn how to improve your product.

Strategy Email 1: The Customer Experience

Introduction: This strategy aims to learn more about the customers' experience with your product. It has multiple benefits, such as collecting success stories for you to share and researching ways to improve your products.

Content tips:

- Express your appreciation of the customer.

- Tell them how to share their experience.

- Explain why you want their testimonial.

Sending moment: Day 1

Subject Line: [Recipient's first name], how was it?

Hey [Recipient's first name],

Just wanted to let you know how happy we are that you decided to get {Product Name}.

We work hard to give the best {Product Type} to our customers...

That's why we would love to hear more about your experience with us.

We want to know what you like about {Product Name} and how you use it.

Feel free to share anything else about it too.

[Explain how you would like to receive their testimonial. For example, a review, email, video, go to our site, etc.]

Your feedback will help us improve your and other amazing customers' experience with us.

Do not hesitate to reach out with any questions you might have.

Thank you!

{Your First Name}

Strategy Email 2: After Cooperation

Introduction: This email is for people you have cooperated with. It shows the appreciation you have for working with them. It also offers them an opportunity to be included on your site, if you want them to.

Content tips:

- Thank the customer for the work.

- Tell them why you are asking for a testimonial.

- Explain how they can share their experience.

Sending moment: Day 1

Subject Line: Penny for your thoughts?

Hi [Recipient's first name],

Just wanted to thank you for the pleasure of working with you.

After working with amazing clients, we like to ask for a testimonial.

So we were wondering if you would like to tell us more about your experience with us.

[OPTIONAL: Tell them you want to include their testimonial on your site and/or link them to find other customers' testimonials.]

[Explain how you would like to receive their testimonial. For example, a review, email, video, go to our site, etc.]

Many thanks for working with us.

Sincerely,

{Your First Name}

Strategy Email 3: Offer A Gift

Introduction: This strategy uses a gift to make more people give their testimonials. They will be more willing if they get something out of taking their time to review you.

Content tips:

- Explain the gift you are giving away.

- Tell the recipients' how they can claim it.

- Let them know why you are asking for testimonials.

Sending moment: Day 1

Subject Line: Claim your free gift now

Hi [Recipient's first name],

We are currently giving away [A gift related to your product. For example, discount, 1-month free subscription, whitepaper, etc.] to our amazing customers.

It's super easy to claim... we only ask for a few minutes of your time to tell us about your experience.

Go to this page to claim:

{Link To Website}

We can use your input to improve our product and our customers' experiences with us.

We truly appreciate your help!

Thanks,

{Your First Name}