



# EMAIL PROFIT SYSTEM SWIPE FILE



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# Introduction

When you have an effective email campaign, it's like having a blank check for unlimited profits.

But here's the problem...

Most business owners simply do not have effective campaigns. They have effective single emails here and there, but they rarely send out sequences or multiple emails that optimize profits.

Until now...

Because now that you own the Email carte package of 101 email templates, you're sure to find solo emails and sequences inside to ramp up profits by building relationships, motivating affiliates and generating more sales than ever before.

Indeed, over the next several 130+ pages, you'll find 13 sets of emails (with 101 templates in all), including:

- A proven gain-logic-fear sequence.
- The ascension sequence.
- An affiliate- motivation sequence.
- A conversion sequence.
- A set of direct-pitch emails.
- A set of "useful yet incomplete" emails for generating sales.
- 26 one-off emails to welcome new customers, generate more sales and more.

Plus a half a dozen other sets and sequences that are sure to help you grow your business. So without further ado, let's take a look at the template

# Set 1: Gain-Logic-Fear Sequence

Not everyone responds to every emotional trigger in the same way. That's why you should develop an email sequence that taps into different triggers, so that you can reach a wider audience. Here's a proven gain-logic-fear sequence that's sure to boost your conversion rates...

## Email 1, Gain: Here's how to [get a benefit]

The secret of getting [a benefit]

Want [a benefit]? Read this...

The truth about [some topic or benefit]...

The quick and easy way to [get a benefit]...

Hi [Name],

How would you like to [get a benefit], [get some other benefit], and [get still another benefit]?

Sounds a little unbelievable, right? After all, you've probably been trying to [get some result] for quite a while now. But it seems like every time you [make some sort of progress], [some common problem] happens and you end up back at square one. It's frustrating!

Until now...

Introducing [name of product] – the ultimate [type of product, e.g., app, guide, checklist] for [getting some great result].

Check it out here: [sales page link]

Just look at what [name of product] can do for you:

- You'll find out the best way to [get a benefit] – this one might surprise you!
- You'll get [some tool or feature] that makes it easier than ever for you to [get a benefit] – this is going to blow you away!
- You'll discover a surprising trick for [getting another benefit]!
- You'll finally find out how to [get still another benefit]!
- You'll learn an easy way to [get a benefit] – you'll wish you had known about this one before!

And much, much more. If you put this product to work for you today, by [some short period of time, such as "tomorrow" or "next week"], you could [be enjoying some specific benefit]. And in as little as [some longer period of time, such as next month or next year], you could [have an even bigger benefit].

So what are you waiting for? Go get [name of product] now to start enjoying these benefits. Click here to get yours now:

[sales page link]

[sign off]

P.S. You won't find a better way to [get some benefit], so click here to get started right now: [sales page link]!

## **Email 2, Logic: Does this make any sense to you?**

It's not your fault...

Why you can't [get a benefit]...

The surprising reason you're still [getting a bad result]...

Now it all makes sense...

Hi [Name],

If you look around, you'll see a lot of [types of people in the niche, e.g., "dieters" or "online marketers"] who are trying to [get some specific benefit].

But in almost every case, they're failing.

You know what I'm talking about, right? Maybe you can even relate...

You read everything you can get your hands on about how to [get a benefit]. You [do some other necessary step]. You even [do some other thing that's thought to be crucial to success].

But it just doesn't happen for you.

Sure, sometimes you [have a little success, e.g., "lose a few pounds"]. It's just enough to give you hope. But it doesn't last. And pretty soon you're frustrated because it seems like you just can't [get some good result].

Listen, it's not your fault.

Here's the problem...

Describe some logical problems about why people don't get results and how it's not their fault. E.G., people can't lose weight because "cookie cutter" diets don't work – you need custom diets. Another example: people can't make money online if they don't have the proper tools.]

It's no wonder you can't [get some good result]!

Until now...

Because when you use [name of product] to [get some result], [describe logically how the product gets results by avoiding the common problem you just mentioned above].

End result? You [get some really good benefit/result].

Pretty simple, right? And very effective.

But you don't have to take my word for it. See for yourself at [link].

[sign off]

P.S. Stop [chasing some result using some outdated method]. If you want to see REAL results, then you need to [do something different]. And this is the [type of product] that makes it all possible.

Check it out for yourself at [link]

### **Email 3, Fear: It's a scary thought...**

You probably don't even want to think about this...

Imagine [getting some undesired result]...

Don't let [bad thing] happen to you...

Warning: you're in danger of [having a bad thing happen]...

Hi [Name],

It's human nature to imagine a future that's better than what we're living today. We daydream about [getting some good results]. We think about [how we'll feel when we achieve some niche-relevant goal]. And all that daydreaming leaves us smiling and feeling good.

You know what happens when we're feeling good? We don't change what we're doing. We get into a rut. And we keep daydreaming about a future that's never going to happen.

That's a scary thought, isn't it?

Just imagine for a moment how you'd feel if you don't [get some result you'd been hoping for. E.g., "lose the weight" or "start making money online"].

It's pretty awful, right?

You'd [describe how the person might feel]. Other people would [say certain mean things behind your back, e.g., "Look at how fat she is!"]. And [describe some other way that the person would feel bad – you want them to feel some fear about their future if they don't take action].

Now here's the good news...

It doesn't have to be that way. Sure, if you keep doing what you're doing, then you're going to keep getting the same result. But if you make just one tiny change, then everything else will change too.

Make that one tiny change, and suddenly [you'll start getting some good result]. Make that one tiny change and [you'll get some other good benefit]. Make that change, and you'll finally [feel really good about getting some desired result].

What is that one tiny change?

It's this: [link to sales page].

Check it out – and say hello to a better future!

[sign off]

P.S. Did you know [state some scary relevant statistics -- e.g., "95% of businesses fail" or "610,000 people die of heart disease every year."]

Don't become a statistic. Don't [let some scary things happen to you]. Take back control by [getting a good benefit].

Get started now at [link

## Email 4, Proof: The results are in...

This really works! Here's the proof...

Seeing is believing!

Whoa – check out this [case study/proof]...

These numbers are incredible...

Hi [Name],

A lot of people are really excited about [name of product].

And no wonder...

It's quickly becoming the favorite way for [type of niche group members] everywhere to [get some result] and [get some other desired result].

Unless you've been hiding out on a deserted island with no internet connection, you've probably been hearing all these good things too. And it sounds almost too good to be true, doesn't it?

Here's the good news – [name of product] really works, and we've got the proof.

Check it out:

[Link to some rock solid proof, such as a detailed case study that supports your sales letter's claims.]

That's pretty amazing, right? And best of all, it's not an outlier. It's not an exception. There are people just like you from all over the world who are getting great results!

It just goes to show that what we've been saying is absolutely true: [insert some proven fact relating to how the product can get some benefit. Be specific here. E.G., mention how many pounds it's possible to lose with a diet, how much traffic one can get with a special tool, etc.]

*[SIDE NOTE: Just be careful to not promise that the prospect will get those specific results. Read the FTC.gov advertising guidelines for more information, or talk to an attorney about the right way to make claims.]*

Now the good news is that you can use this same [tool, type of product, etc.] to start [getting some good results] too!

Check it out: [link] – you'll be glad you did!

[sign off]



P.S. People everywhere thought they'd never [get some result], and now they're happier than ever because [they're getting a great result] using [name of product]. Find out what has everyone so excited by checking it out for yourself now at [link]

## **Email 5, Scarcity: Don't miss out!**

You'll kick yourself if you miss this...  
Act now to [get a special offer]  
Quick, get [this special offer] before it's gone...  
STOP: Open this now so you don't kick yourself later...

Hi [Name],

A lot of people are saying that [name of product] is one of the best [type of product, e.g. "dieting guides"] to come down the pike in a long time. And that's because [give a solid reason why it's a good product – e.g., list what sorts of results it can produce].

That's why it surprises me that you haven't jumped on this offer yet, [first name].

When I look around, I see a whole lot of your fellow [types of people, e.g.

"dieters"] raving about how [product name] [delivers some really great results].

I'd love for you to be getting [some sort of great results] like this too. And that's why I'm going to sweeten the pot and make this decision really easy for you...

If you act now, you'll [get some great offer such as a nice discount or a bonus gift].

I think you'd agree that this is a pretty hard deal to beat.

But there's a catch...

This offer is only good [for some short amount of time – such as the next 24 hours].  
And once it's gone, it's gone for good.

So if you've ever wanted to [get some good benefit] and [get some other good benefit], then now is your chance!

You're going to kick yourself if you let this great deal slip between your fingers.  
So get it now while you still can by clicking here:  
[link to special offer]

[sign of]

P.S. We've never offered a deal like this, and I doubt we'll ever do it again. So get it now while the getting is good at [special offer link]...

And remember, this offer ends [insert when it ends], so you need to move fast before it's gone!

# Set 2: An Indoctrination Sequence

When your subscribers and prospects first join your mailing list, they're going to be a little clueless (but hopefully curious) about who you are and what you can do for them. The indoctrination sequence welcomes your new subscribers and educates them about what you can do to help them solve their problems.

## Email 1: Welcome to [name of newsletter]!

I'm so glad you joined!  
You've made a great decision!  
Your [type of] success starts right here...  
Let's [get some good result] together...

Hi [Name],

Welcome to [name of newsletter and/or the name of your company]!

I'm so glad you joined us. And that's because you're [going to get some specific benefit by being a newsletter subscriber].

Over the coming hours, days, weeks and months, you're going to get the tools and information you need to [start getting some good results]. Here's a quick look at what you can expect in the very near future:

- You'll get [some specific type of information] to [help you achieve some specific goal].
- You'll discover the exact [tools/products/gears] the world's most successful [type of people, e.g., "dieters" or "copywriters" or "gardeners"] use to get great results.
- You'll get [some other benefit they'll get from your newsletter, such as access to a community, special discounts on popular products, access to free tools, etc. You may create several bullet points here and share one feature/benefit per bullet point].

Simply put, this newsletter is all about helping you [get some great result]!

There's something for everyone here. If you're new and don't know where to start, you'll get solid plans to set you on the right path. If you've tried to [get a result before] and it didn't work, then you're in the right place. If you're getting some results but you want to take it to the next level, we've got something to help you too.

So here's what to do next...

[Explain what they should do now, such as download a freemium or join your private community or take advantage of a special offer. Give them a good reason to take this step.]

Then keep an eye right here on your inbox, because [in a short time from now, such as “tomorrow” or “two days from now”] you’re going to get an email that shows you how to [get some good result]. Don’t miss it!

[sign off]

P.S. Once again, welcome aboard!

## **Email 2: Here’s something that might surprise you...**

Here’s the secret to my [type of] success...

Here’s how I [got a great benefit] and how you can too...

Ever wanted to [get a good benefit]?

Great [type of] results start here...

Hi [Name],

Welcome back!

Last time I shared with you the link [to whatever you shared with them—a freemium, a link to a community, a discount offer, etc.]. In case you missed it, here’s that link again:

[link]

I just wanted to follow up and make sure you were able to [download the freemium, access the community, or whatever action you requested]. And that’s because [give a good reason why they should take that action – e.g., what benefit does the freemium provide?].

Now before we get any further, I wanted to take a step back and introduce myself...

My name is [your name], and I’ve been [doing some niche-relevant activity, e.g., “making my living online”] for going on [length of time, e.g., “three years”] now.

I started off just like you. I [describe how you were like your prospects]. And you can bet that I failed, I stumbled, I messed up when I was first starting out.

Is this starting to sound familiar? If you’re like most people I talk to, you can relate.

But then I turned it all around in a very short amount of time.

And here's my secret: [describe what you did, that put you on the path to success – share some specific actionable tip to give your readers results].

After that, results came easy. [Describe what sort of results you achieved.] And now I've been getting great results for myself and others for [length of time].

Point is, I know exactly what it takes to [get some great result], and now I'm going to show you how to do it too. So stick with me, because you're going to like [how you get some specific result]!

See you next time...

[sign off]

P.S. Next time you'll find out [explain what's coming up], so stay tuned!

### **Email 3: Here's how to [get good results]...**

This worked for me – it will work for you too...

Want [results]? See inside...

A surprising way to [get a benefit]...

Need [a benefit]? Get this...

Hi [Name],

Over the last [amount of time you've been in the niche, e.g., "10 years"], I've helped [number] clients and customers [to get some good result].

And you know what I've heard countless times over the years?

How absolutely frustrated people are when it comes to [getting some good results]. By the time they arrive on my virtual doorstep, they've already tried dozens of [ways to get some good result] – and every single one of those [products/strategies/ etc.] failed them.

Now I'm going to let you in on the secret that I tell my clients and customers: if you want to start getting good results, then you need to [take some specific, surprising action that may even run counter to what your prospects are typically told].

There's a chance that you're cocking your eyebrow right about now. After all, most of what you've read tells you [to do the opposite].

But here's the thing...



All those other strategies you've tried don't work. That's why you're reading this newsletter. Nothing else has worked before – so now maybe it's time to toss the old wisdom aside, and try something that actually works.

If you'd like to get your hands on the [the complete solution, e.g., the complete diet] so you can [start getting some really great results], then look no further than right here:

[sales page link]

This [strategy/product/tool] worked for me, it's worked for countless others to [help them get some great result], and it will work for you too.

[sign off]

P.S. Keep an eye on your inbox, because in just [number] days from now you're going to [get some benefit – learn a secret, get a freemium, etc.]. Don't miss it!

#### **Email 4: Here's what [niche experts] do when [they want to get a good result]...**

Your [type of professional] has been lying to you...

Whoa – shocking [niche] insider secrets...

You might get mad when you read this...

[Type of professionals] don't want you to know this...<sup>[L]</sup><sub>[SEP]</sub>

Hi [name],

So last time you discovered a simple, maybe even counterintuitive way to [start getting some benefit]. If you put that tip to work for you, I'm betting you're already seeing the great results.

And here's something else you'll want to check out: [link to a freemium, video, article].

That [report, video, article, etc.] will show you [number] ways to [start getting great results]. And best of all, it's 100% free – so check it out now.

Now here's something else I want to share with you...

Professional [niche professionals] don't personally do everything they're telling you to do.

For example, your [professional – e.g., "personal trainer"] might tell you to [do some specific thing]. But when that same pro wants to [get some sort of result or benefit], he [takes some other specific action].

Here's why...

[Explain why the professional may tell people to do one thing, but then they personally do something else. For example, there are professionals out there who would be out of a job if all their customers and clients got good result].

That's why [you or your company] is different. Our #1 goal is to [get some great result] for our customers and clients.

That's not just talk. We put our money where our mouth is. If you're not 100% satisfied – if you're not getting great results – then we don't want your money. Simple as that.

So take a look at the [article, video, freemium etc.] mentioned above. Use it. Prove to yourself that it really works. And once you're convinced that this is the best way to [get some great result], then you'll want to [join a membership, become a client, buy a product, etc.].

Check it out: [link to that paid product]

[sign off]

P.S. Remember, there is no risk to you. If you don't [get a good result], then we don't want a penny from you. Learn more at [link]...

## **Email 5: You have questions? We have answers...**

Ever wondered [about some niche question]?

Get the [type of] help you need – see inside...

Big benefits are just a click away...

Want [a benefit]? Click here...

Hi [name],

If you're like a lot of people who are trying to [get some good results], then I'm betting you have plenty of questions. I'm talking questions like:

- [List a common question that your prospects and customers ask. E.G., "What is the best way
- to get free traffic?"]
- [List another common question.]
- [List still another common question.]

Any of these questions ever float through your mind? Or have you wondered how to [do some specific niche task] or [do some other thing]?



Good news: we have answers!

To get the solutions and answers to these questions and many more, all you have to do is [join, log into, "like" the business on some other platforms, such as joining a Facebook group, following a Twitter account, visiting a blog, subscribing to a YouTube channel, etc.].

You can do that right here: [link]

Click the link above, and you'll get instant access to an entire community of people just like you who are working to [get some result]. You can post questions, get support, and be held accountable.

There's no reason that you too can't start [getting some benefit], especially when you have a community of [number] other [types of people supporting you!]

Best of all, there are plenty of other benefits too. When you [join/subscribe/follow/visit] now, you'll also [describe other benefits, including what types of other information they'll get, discounts on products, access to freebies, contest and giveaway announcements, etc.].

Point is, there are a lot of reasons to [join/subscribe/follow], so do it now (it just takes a click) at [link]

I'll see you inside!

[sign off]

P.S. Keep your eyes on your inbox, because more good stuff is coming your way soon...

# Set 3: The Engagement Sequence

This sequence is all about giving your prospects some really good information, such as a set of tips, secrets or steps for completing some process. Each email will also promote a specific product that's related to the content. In essence, your emails will be "useful yet incomplete," so that prospects will take a look at your paid offers to solve their problems. Check out these templates...

## Email 1: Tip #1 for [getting a good result]

Secret #1 for [getting a benefit]

Step #1, [niche topic]

#1, How to [get a benefit]...

Here's the 1<sup>st</sup> step to [get a benefit]...

Hi [Name],

Once you learn the secret of [achieving some specific task or goal], then [achieving some overall desired result] becomes a lot easier. And that's why over the next few days I'm going to share with you five [tips/steps/tricks/etc.] for [getting a good result].

So let's start with the first one...

[Insert overview sentence of this first tip/secret/step.] [Insert description of how to take this step, complete this tip, etc.]

Sounds pretty easy, right?

But heads up...

A lot of people screw this up by [making some mistakes]. And most of the time they don't even realize they've done it wrong, because [reason why this mistake is so easy to make].

So let's avoid all of that. If you want to [get a good result with this tip/step/etc.], then you need to [do some specific thing to avoid this mistake].

It's easy, but very effective. But don't take my word for it – try it out for yourself to see what kind of results you get!

Now before I go, there's something else I encourage you to try out: [name of product]

A lot of people get stuck when they're first [trying to get some good result], but [the mistake mentioned above] is just one of the possible mistakes that could set you back. There are twelve other common mistakes that can cost you a lot of time, money and frustration down the road.

Do you want to avoid it? Then check this out: [link to sales page]... you'll be glad you did.

[sign off]

P.S. We're just getting started! Check your inbox [whenever the next email is set to arrive, e.g., "tomorrow"], because you're going to discover a really surprising way to [get some benefit]. See you then!

## **Email 2: Tip #2 for [getting a good result]**

Secret #2 for [getting a benefit]

Step #2, [niche topic]

#2, How to [get a benefit]...

Here's the 2<sup>nd</sup> step to [get a benefit]...

Hi [Name],

So last time you found out a nifty way to [get some benefit]. Now this time you'll find out [how to get some other benefit/complete a step/etc.].

Here's how it works...

[Describe this second step, secret, tip, etc.] [Give an overview of how to complete this step, secret tip, etc.]

Now here's something a lot of people don't know...

[Describe a little-known tip or variation on the information you just shared. For example, if you are sharing information about how to eat to lose weight, you might share some ingredient substitutions to make everyday meals healthier than ever.]

What's more, [describe something else related to this – an actionable tip that people can put to work immediately to get good results].

I think you'll find that this is a really easy way to start [getting some good results]. And here's another easy way: [join/buy/download] the [name of product].

Right now there are [number] people just like you who're snapping up their copies of [product] every day of the week. And they're getting great results, such as [examples of great results].

Just look at what [name of person giving a testimonial] from [city where they live] is saying about [name of product]:

[Insert one of your best testimonials.]

And here's another one:

[Insert another one of your best testimonials.]

If these folks are [getting great results], just imagine what [product name] will do for you.

Check it out now at [link], because it's the best way to [start getting some great result].

[sign off]

P.S. Next time you'll find out [whet appetite/arouse curiosity about the upcoming email], so keep an eye on your inbox!

### **Email 3: Tip #3 for [getting a good result]**

Secret #3 for [getting a benefit]

Step #3, [niche topic]

#3, How to [get a benefit]...

Here's the 3<sup>rd</sup> step to [get a benefit]...

Hi [Name],

Over the last few days you've been learning [how to get a good result] by [quick description of the steps or tips you've shared before].

Now this time you're going to find out [how to achieve some other good benefit].

But before we do that, let me remind you about [product name]. If you've been trying to [get some benefit] but not having much luck with it, then this is exactly what you need to turn things around.

That's because [product name] is different from all the other [similar types of products] that you've ever encountered. Instead of [trying to get some result

using an outdated traditional feature or strategy], [product name] helps you [get some specific result] by [doing things in a different, better way].

And you know what?

It works like crazy. Those who've tried it say [list common praise of the product]. They're saying it's the best way to [get some benefit]. And they're even saying that this is the [type of product] that's going to [deliver some other great result].

I know those statements sound like some pretty big claims. But you don't have to take my word for it that [product name] works. That's why I encourage you to watch the video on this page: [link to some sort of "proof" video, such as a case study]. There you'll see [describe what they'll see – give them a reason to click through and watch the video].

So check it out -- you'll be glad you did. Here's the link:

[link]

And now for today's [tip/secret/step]...

[Insert description of this tip/step/secret/.] [Insert overview of how to complete this step, tip, etc.].

That's it for this time. I'll see you [whenever you've scheduled the next email] with a great tip for [getting some results]. See you then!

[sign off]

P.S Don't forget to check out [product name] so you can start [enjoying some benefit]. Here's that link again:

[link]

## Email 4: Tip #4 for [getting a good result]

Secret #4 for [getting a benefit]

Step #4, [niche topic]

#4, How to [get a benefit]...

Here's the 4<sup>th</sup> step to [get a benefit]...

Hi [Name],

Welcome back!

Quick question for you: have you been taking the steps and implementing the tips and strategies you've been learning about over the last few emails?

If not, I strongly encourage you to put them to work for you today. That's because people who are using these tips are getting GREAT results. They're [getting some specific benefit], they're [getting some other benefit] and they're even [getting still some other really great benefit].

To learn more about the sorts of results others are getting (I bet you're curious), or to share your results, join the [Facebook group, forum discussion or other community platform] now at [link].

I look forward to hearing from you!

Until then, it's time for today's [secret/tip/step]. Here it is...

[Insert overview of the tip/step/secret.] [Describe the tip/secret/step in more detail.]

Now if all of that sounds like a lot of work, you'd be right. But there IS a way to shortcut the whole process without sacrificing [some desired feature/benefit, like quality].

How?

Simple: by [describe how to save time – basically, share an extra tip.]

And here's a second way to shortcut the process...

Get your hands on [name of product], which is the best way I know to [get some great result].

Even better, if you buy this product within the next 48 hours, you'll get a subscribers only discount where you'll save [\$ amount of money].

There's only one way to grab this deal, and that's by clicking this link right now:

[link to special offer]

Hurry, this offer is going to be gone in the blink of an eye, so order now!

[sign off]

P.S. You won't find a better way to [get some great result] at a better price, so check it out now at [link]...

## **Email 5: Tip #5 for [getting a good result]**

Secret #5 for [getting a benefit]

Step #5, [niche topic]

#5, How to [get a benefit]...

Here's the 5<sup>th</sup> step to [get a benefit]...

Hi [Name],

Welcome back!

So over the last several days you've been learning [how to get some good result]. If you've put this information to work for you, then you know it works. You know this is good stuff. And that's why I think you're going to really like this last email...

Here's why: I've saved the best for last...

You see, one big problem with trying to [get some type of result] is [describe what a common problem is].

You probably know what I'm talking about, right? [Explain in more detail why this problem is a problem.]

So imagine for a moment if that problem didn't exist anymore...

How much [faster/easier/etc.] would it be for you to [get some desired result]?

Here's the good news: you don't need to imagine it. And that's because [Name of Product] is [a type of product, such as an app, set of templates, etc.] that [gets rid of the common problem].

And that's not all...

[Name of Product] also [describe a benefit] and [delivers another benefit].

It's quick, it's easy, and you won't find a better way to [get some desired result]. That's why I highly recommend you check this [tool/solution/etc.] out right now at this link:

[link]

I use it and so do my colleagues. I think you'll really like what it does for you too.

[sign off]

P.S. Stop [trying to get some result] the hard way! Save yourself time and money by using the [product] that [makes it easy to get a result].

See why so many other [types of niche people] are excited by checking out this tool right now at:

[link]



# Set 4: An Ascension Email Sequence

Once you've turned a prospect into a cash-paying customer, your next job is to turn them into a repeat buyer. That's what an ascension email sequence does, as it leads your new customer to more offers and higher-priced offers.

## Email 1: Thank you for choosing [Name of Product]!

You made a great choice!  
You're going to love [Name of Product]...  
Download [Name of Product] here...  
[Name of Product] is just the beginning...

Hi [Name],

Thank you so much for choosing [Name of Product]. If you have any questions about it, please [drop by the help desk, send an email, call, etc.].

I think you'll really like what this [type of product] does for you. Once you start using it, you should [start getting some sort of immediate benefit]. You might even [get some other benefit].

While this [type of product] almost works like magic to [get some good results], there's a really slick way to get even more out of this product.

How?

By getting your hands on [Name of Backend Product]. Check it out at: [\[link\]](#)

You see, here's the thing...

When you put both of these products to work for you, they work even better together than they do if you use either one of them alone. And that means you'll [get some benefit] faster and easier than ever before.

It works like this: [explain why this second process makes it so much easier for prospects to get good results].

Makes sense, right?

So save yourself [time, money, frustration] and shortcut your success by investing in [Name of the Backend Product] right now. Check it out here:

[\[link\]](#)

Thanks again for your purchase!

[sign off]

P.S. Oh, I almost forgot! If you order [Name of Backend Product] within the next 72 hours, you can take advantage of a nice [number]% discount off the regular price. That means you'll save [\$ amount of money].

But hurry – when this offer is gone, it's gone for good. So take advantage of this exclusive customers only discount by using coupon code [insert coupon code] at this link:

[link]

## **Email 2: Here's something you're really going to like...**

Get [benefit] faster...

Take [type of success] to the next level...

The best way I know to [get a benefit]...

[Getting a benefit] just got easier...

Hi [Name],

We're in the business of helping people just like you [achieve some specific result]. And that's why we were really pleased when you ordered [Name of Product]. Simply put, it's the best way to [get some specific benefit].

Now we're going to let you in on a little secret...

The most successful [type of niche people] we know use [another product] when they're looking to get really great results.

Sure, you can [get some good benefit] using [Name of Product] alone. Plenty of people do. But there is one group of people who are really serious about [getting some specific result] – and those folks almost always buy this:

[link to another product]

You strike us as the serious type. You're not a dabbler, you're not a fly-by-nighter, you're not going to give up and stop [trying to get some benefit] tomorrow... am I right?

I thought so. And that's why we strongly recommend you get [Name of Backend Product]. Order now, and you'll get these benefits:

- Insert a benefit. E.G., "You'll discover an amazing way to lose weight while still eating all your favorite foods!"

- [Insert another benefit. E.G., "You'll get instant access to the ultimate list of 100 little-known advertising venues that deliver amazing amounts of targeted traffic!"]
- [Insert another benefit. E.G., "You'll get a set of proven copywriting templates to help you create sales letters faster, easier and better than ever before!"]

And much, much more – too much to list in this email. So check out what all this product can do for you at this link:

[link]

You'll be glad you did!

[sign off]

P.S. This is the exact same product [some influential person or group uses] when they want to [achieve some good results]. Just imagine what it will do for you. Find out now by clicking here: [link]...

### **Email 3: Heads up – grab this coupon now before it expires...**

Tick tock – here's an offer that won't last long...

Lock in big savings (see inside)...

Here's the lowest price we've ever offered...

Grab a [number]% discount inside...

Hi [Name],

Heads up...

Since you like [Name of Product that the reader already purchased], I know you're going to love [Name of Backend Product].

Here's why...

Simply put, this [type of product] give you a ridiculously [easy/fast] way to [get some benefit].

See for yourself here: [link]

That's huge, right?

Because if you're like most people I talk to, you're frustrated by [describe whatever they're frustrated by – some obstacle in their way]. And you're tired of trying to [get some benefit], only to [end up with an undesired result].

That's where [Name of Backend Product] comes in...

This [type of product] is designed to [give you some specific benefit] without [causing the problems that other products do].

How is this possible?

Easy – [Name of Backend Product] [explain the specific feature that enables the benefit you mentioned above].

Go ahead and look around – you won't find a better way to [get a specific result]. And best of all, you also won't find it at a better price... but ONLY if you act now and use coupon code [insert coupon code] at this [link].

Do that, and you'll enjoy instant savings of [number]% off the regular price. That's one deal you can't beat – but you'll need to beat the clock if you want to grab the savings, because this very special offer ends [explain when offer ends].

Here's that coupon code again: [insert coupon code] – use it now while you still can!

[sign off]

P.S. This coupon code is only available to our best customers like you, so this is one offer you're not going to see anywhere else. So take advantage of it now by using the coupon code mentioned above at [link] – you'll be glad you did!

#### **Email 4: People everywhere are going nuts...**

Why is everyone so excited?

If [testimonial giver] can [get a result], so can you...

Here's what people are saying about [product name]...

Get results! Proof inside...

Hi [Name],

You've already made a great decision to use [Purchased Product Name] to [start getting some benefit]. But now I have a question for you...

Are you ready to [take your niche-specific goals/results] to the next level?

If so, then you're going to want to check out this link:

[link to sales page]

Click on over there, and you'll find [Name of Product], which is designed to [help you get some really great benefit].

And you know what?

People everywhere are going absolutely nuts over this [type of product]. Just look at what they're saying:

[Insert a strong testimonial.]

Here's another one:

[Insert another strong testimonial.]

And here's another satisfied customer that can't stop raving:

[Insert another strong testimonial.]

You know what?

There is absolutely nothing special about the guys and gals listed above. They don't [have some special qualification... e.g., "good genetics" or "a college degree" or a "rich daddy."] They don't [have some other special qualification]. They don't even [have yet some other qualification].

Truth is, they are just like you. They are everyday people who were skeptical about whether [Name of Product] would work for them – and just look at the results they're getting.

They could be you. Next time I send an email like this, it could be YOUR name up there raving about the good results. You could be the one [getting a good benefit], [getting some other benefit] and [getting another benefit].

Let's make it happen, starting right now. Click here to get started: [link to sales page]...  
[sign off]

P.S. Go ahead and order [Product Name] right now. Put it to work for you to [get some desired result]. And then email me at [your email address] to tell me all about it. I look forward to featuring you as my next success story!

Get started: [link]

## Email 5: Now is a great time to stock up...

Buy more, save more...

Need [product]? Check this out...

Whoa – what a deal!

Going, going... (almost gone)...

Hi [Name],

If there's one thing we [type of niche specific person, e.g., "dieters"] need a lot of, it's [specific product or service... e.g., "support" or "traffic"].

Am I right?

There's not a [type of niche specific person] on the planet who says, "I wish I had [less/fewer] [specific product, object or service]."

No way. We spend our days pining, planning, and plotting ways to get more [product/service/object]. It consumes us. It keeps us up at night. We can never get enough, right?

And that's why you're going to absolutely love, love, LOVE this deal...

If you act now, you can get all the [product, object or service] you need for just [discounted price].

Read that again, because that's no typo.

I don't have to tell you that this is a fantastic deal. Regular pricing runs you at least [\$ amount] – and now you can get as much as you need for a fraction of the price.

This is something you won't find anywhere else. You're a good customer, and we want to reward you with the best discounts on all your favorite products and services.

But there is a catch...

This deal won't last forever. In fact, this deal is only good for the next [number] [hours or days] – and once it ends, it's done.

Get yours now by using this special customers' only link:

[link]

[sign off]

P.S. We've never offered a deal like this before, and I'm not sure if we ever will again. That's why now is a good time to stock up on all the [product, object, service] you need at the lowest price we've ever offered. You might even want to buy [one/some] for a friend.

Go get yours now at [link]...

# Set 5: A Segmentation Sequence

Want a simple way to start getting a higher response rate from your list? Segment your list by demographics, interest and behavior (such as which products they download or buy), and then write highly targeted emails to these different list segments.

Take a look at these email templates, which show you different ways to start segmenting your list...

## **Email 1: Free webinar: [topic]**

Grab a seat to the hottest ticket in town (free!)

It's free, but seats are limited...

Discover [how to get a benefit] – free!

You don't want to miss this...

Hi [Name],

Are you interested in [getting some benefit related to a sub-niche topic]?

If so, then you're going to want to join us for a free webinar on [date] at [time].

During this webinar we'll have a very special guest on hand, [name of guest], to discuss [topic] and answer your questions. [Name of guest] is known around [niche] circles as [describe how this guest is known, e.g., "the closing expert" or the "personal trainer's trainer"]. You've probably read about [list some of this person's other accomplishments to build credibility and excitement for the webinar].

[Name of guest] rarely does webinars, but you can see [him/her] for FREE on [date]. But seats are limited, so you're going to want to make sure you grab yours before they're all gone.

Register for free now at [link to the registration page, and be sure to segment your list according to those who take advantage of this free webinar].

I hope to see you there!

[sign off]



P.S. An opportunity like this only comes around once in a blue moon, so don't miss your chance to talk to [name of guest] live and ask all your [topic] questions! Register now to reserve your seat: [link]...

## **Email 2: Could you do me a quick favor, please?**

I need your help...

Let me ask you a question (or two)...

What do you want?

Help me to help you...

Hi [Name],

I'm wondering if you could do a quick favor for me – could you answer a super-short survey to help me better understand what you need?

Here's the survey: [Links to a survey where you segment subscribers based on how they answered the questions to the survey.]

There are only [number] questions, so it will take about [number] minutes to complete. It's very fast, but it will help me enormously.

Because you see, here's the thing...

Everything I do is aimed at helping YOU [achieve some desired result]. Every word I write in this newsletter, every product I create, every blog post I publish – it's all for you.

Now I've been working in [this niche field/arena] for a while now, so sometimes I don't always recognize the sticking points. That's where you come in. You let me know your sticking points, you tell me what interests you, and in the end I'll be able to serve you better.

Sound good?

Then take a quick [number] minutes right now to complete this easy survey:

[link]

Thank you so much!

[sign off]

P.S. Help me to help you –tell me what you want and need to [get better niche-relevant results]. Your opinion matters, so take this survey now: [link]

### **Email 3: Free gift – take your pick!**

Which free [type of product] do you want?

Get one of my most popular products for free...

Customers only: get a popular product for free...

Which of these problems do you have?

Hi [Name],

Here's something I've noticed...

It seems like a good chunk of people who're looking to [get some result] have questions about the best way to do it. And generally, these folks tend to all have the same questions. Specifically:

- [Insert common question #1... e.g., "What's the best way to lose 10 pounds fast?"]
- [Insert common question #2... e.g., "What is the best way to get free traffic?"]
- [Insert common question #3... e.g., "How do you get rid of aphids?"]

Chances are, one of these questions is nagging at you too. Maybe you've even read a bunch of books and blog posts on the topic, but it's still a little confusing. Too much conflicting information, right?

Today I'm going to offer a chance for you to get a CLEAR answer once and for all on the question that's most plaguing you. Simply pick the topic you most want to learn about, and I'll give you a FREE [type of product – ebook, video, access to membership site, etc.]. No strings attached.

All you have to do is visit the link below, and you'll get to choose one of three free [ebooks/videos/etc.] that's sure to help you [achieve some result]. Get started right here:

[Link to a page where they can choose a one of three gifts – then segment your list according to what they choose.]

[sign off]

P.S. Go ahead and claim your free gift now, as this offer could disappear at any time...

## **Email 4: A great opportunity for anyone who wants to [get some benefit]**

Have you ever wanted to [learn about some sub-niche topic]?

Who else is interested in [a sub-niche topic]?

Attention [type of niche members]...

Do you ever [have a problem with a sub-niche topic]?

Hi [Name],

Everyday I spend time talking to and training people who want to [achieve some goal]. And every once in a while I run into folks who are particularly interested in [sub niche topic].

Sure, [main topic you talk about in newsletter] is important. But if you [have some qualifications or are missing some qualifications... e.g., "But if you have a small dog" or "But if you have trouble staying motivated..."], then you also need to learn about [sub-niche topic].

Does that sound like you?

If so, you're going to want to download and read my new free report, "[name of report]." Get it here:

[Link to a lead page – segment according to those who take advantage of this offer.]

Inside this eye-opening report you'll discover:

- As astonishingly easy way to [get some benefit].
- The one thing your [type of niche expert, e.g., "doctor"] never told you about [some sub-niche topic].
- How to [solve some problem] and [keep that problem solved for good].

And much, much more. If you've ever wanted to [get some result], then you'll want to download this free report right now.

Get yours now at: [link]

[sign off]

P.S. Don't let [lack of some pre-requisite, e.g., "a lack of motivation"] derail your success. Get back on track now by reading this report: [link]

## Email 5: If you could ask me any question...

Free group coaching session – you in?

Get the coaching you need for free...

What is your most pressing problem?

You have [niche] questions? We have answers...

Hi [Name],

Here's an offer that doesn't come around too often...

If you act now, you can secure a spot in my new free coaching program. Let me give you the link right away, because these spots will go fast:

[Link to registration page.]

Join now for free, and what you'll get is a month of free group coaching. Every week for the next four weeks I'll hold a live group coaching session where I'll field your most pressing questions about [niche topic].

I won't be able to answer every single question, because I expect to receive hundreds of them. So here's what I want you to do...

When you register for the group coaching, you'll see a list of ten popular [niche] topics. Pick all of the topics that most interest you. I'll then focus on answering the questions that most of you are interested in.

Here's that link again to register now:

[Link to registration page with a list of topics – then segment subscribers according to which topics they select.]

Hurry and register now before all the seats are gone – this offer won't last long! [sign off]

P.S. Hope to see you onboard – the first session starts [date], so get your questions ready and let's [achieve some result] together! Join now for free: [link]

# Set 6: A Re-engagement Sequence

Sometimes your list goes cold, such as if life happens and you weren't able to email for several weeks. In other cases, you may just have one segment of your list grow unresponsive, perhaps due to you not sending them anything to really engage them. This re-engagement sequence can help you warm up your list and get them clicking on your links again. Check it out...

## Email 1: It's been a long time, [name]

We miss you!

Get a free [niche product] – details inside... How are you doing with [niche goals/results]? [Get some undesired result]? Get back on track...

Hi [Name],

We were just looking over our subscriber rolls, and we've noticed it's been awhile since you've opened or read any of our emails. But we're as dedicated as ever to helping you [achieve some niche goal]. And if you're still dedicated too, then you're going to love this very special free offer...

All you have to do is click here [link], and you'll get instant access to "[name of product]," a free [type of product] that [describe the main benefit of this product].

There are no strings attached, no hoops to jump through, no funny business.

Just click the link to instantly access the product:

[Direct download link.]

Go ahead and take a look right now – I think you'll like what you see!

[sign off]

P.S. We really want to see you succeed, and this [type of product] will definitely help you get great results. Best of all, it's 100% free... so get instant access now by clicking here [link to direct download].

## Email 2: This could be your last email...

We hate to say goodbye, but...

You've been unsubscribed...

Have you lost interest in [getting some result]?

This is your last chance...

Hi [Name],

It's time to clean house here at [name of your business], and we're starting with our subscriber lists.

Here's the problem...

Your name is on the chopping block.

That's right, we've noticed you haven't been as active as you used to be on this list.

That's why you're in danger of being purged from this list, to make room for those who are interested in [niche topic or getting some result].

The good news is that you can still avoid elimination, and all you have to do is take a nanosecond to click this link:

[Link to show that person is still engaged/active.]

Clicking that link simply tells us you're still interested in [topic], so we'll make sure you stay on this list.

If you do NOT click the link within the next 72 hours, we'll assume you want to leave the list, and you'll be automatically unsubscribed. If that happens, you'll miss out on the following:

- [Insert first thing they'll miss out on, such as discovering some niche secret in an upcoming issue.]
- [Insert another benefit they'll miss out on, such as receiving freemiums.]
- [Insert another thing they'll miss out on, such as subscriber only discounts.]

I know you'll kick yourself if you miss out on all these great benefits, right? So make sure you get to stay on the list. All you have to do is click on the following link to let us know you want to stay:

[link]

Do it now so you don't forget!

[sign off]

P.S. Remember, if you do nothing you're going to get cut from the list. But all you have to do to remain is click this link right now: [link]

### **Email 3: Come back for another look...**

You qualify for a special discount...

Save [\$ amount] on your next purchase – here's how... A special coupon code just for you...

[Get some benefit] and a big discount too!

Hi [Name],

You are a valued customer, and that's why we'd like to extend to you a very special offer...

If you act now, you can get one of our most popular products, "[name of product]," for just [\$ specially discounted price]. All you have to do is click here:

[Link to special discount.]

You know a good offer when you see one, and you can tell this is a GREAT offer. This is one of our most popular products ever. People everywhere are raving about it. But until today, you couldn't buy it for anything less than [regular full price of product].

What has everyone so excited about the product?

Simple: [explain the benefits of this product, especially with regards to how it is different from the competitor products].

It's a great product at a great price.

And you know what? You're unlikely to see a great discount like this roll around again, which is why you'll want to take advantage of it right away. Hurry, this offer ends [in x amount of hours or days, or enter a specific date]. Don't let it slip away – click here to claim your discount:

[Link]

Here's to your [type of niche/results] success!

[sign off]

P.S. Sure, "[name of product]" is definitely worth the regular price – but why pay more when you don't have to? So take advantage of this once-in-a-lifetime opportunity to get [the type of product] now at an almost unbelievably low price.

Click here to claim your discount: [link] And do it now before this offer disappears!

#### **Email 4: Is it something we said?**

Are you mad at [me/us]?

What can we do to make this right?

Give us another shot...

This is a bribe...

Hi [Name],

Do you ever get the feeling that you've upset someone? When that happens, you'd do anything to make it right.

Well you know what?

That's how we're feeling right now about you. We've noticed you haven't been opening our emails or clicking on any links. You haven't been purchased anything lately either. You used to do that. Back then we felt like we had a good partnership. We felt like we were really helping you.

But things have changed...

We feel like we've upset you for some reason. Was it something we said? Was it something we did?

Tell you what, we're still committed to [helping you achieve some goal or good result]. And we want to get back in your good graces. That's why we're extending you a very special offer...

[Explain special offer, such as a limited-time discount, a bonus offer, or both. E.G., "Act now, and you can take 50% off any one of the products you see on this page..."]



Here's the link where you can claim this special offer: [link]

Okay, we admit it – we're trying to bribe you to come back. But hey, we miss you. And I'm betting you miss us too. So if you'd like to get started [getting some benefit or achieving some goal], then please take advantage of this special offer now.

Hope to see you again soon!

[sign off]

P.S. I almost forgot – if you want to take advantage of this special offer, you'll need to act fast. This offer ends [insert when offer ends], so it won't last long. Grab it now while you still can at [link].

## **Email 5: We want to win you back...**

You've been hand-selected for a special offer...

An offer like this only comes around once in a blue moon...

Take [number]% off – you deserve it...

This deal is going to make your eyes pop...<sup>[L]</sup><sub>[SEP]</sub>

Hi [Name],

You've been a good customer over the years, and we want to reward you. That's why we're given you a special coupon code that entitles you to [number]% off your next purchase on ANY of our products here: [link]

Here's the coupon code: [insert coupon code]

That's right, you can use this coupon code on any products and any size purchase. There is no minimum to buy. There are no restrictions on how many products you can purchase. There is no limit to the amount of money you can save.

You can save money on all your favorite products, including:

- [List one of your most popular products, along with a one sentence benefit statement of what this product does for customers.]
- [List another popular product.]
- [List still another popular product.]

And many more – you can use this coupon to purchase any one of the [number] popular products at [link].

The only catch is that this coupon expires soon – [insert date/time when coupon expires]. So if you want to take advantage of this great deal, you're going to have to move fast.

So go to [link] now and use coupon code [insert coupon code] to claim your [number]% off discount – you'll be glad you did!

Enjoy your savings, and welcome back!

[sign off]

P.S. This offer isn't available to the public. You've been hand-selected for this special discount. But remember, this offer ends soon, so use the coupon today so you don't miss out!

# Set 7: An Affiliate Sequence

If you want to have a high-performing affiliate program with affiliates who're constantly promoting your goods, then you need to stay in touch with your marketing partners. Here's an example affiliate sequence you can use to welcome new affiliates and motivate them to promote your wares...

## Email 1: Welcome to [Affiliate Program]!

Thank you for joining [Affiliate Program]!  
Are you ready to make some money?  
I can't wait to start sending you commission checks...  
Opportunity awaits – here's how to get started...

Hi [Name],

Welcome to [name of affiliate program]!

I'm so glad you joined the program. And that's because you're now set to take advantage of a very lucrative money-making opportunity. We have [number] products in our affiliate program with commissions ranging from [lowest commission] to [highest commission], so you have a lot of great opportunities to make money with our affiliate program.

To see the full range of products available simply log into your affiliate center here:

[affiliate dashboard link]

Here's what else you'll find inside your affiliate center:

- Your "copy and paste" affiliate link for all products.
- The commission rates and backend opportunities available for you.
- All the materials you need to promote these products, including [list all items, such as rebrandable reports, videos, blog posts, newsletter articles, social media blurbs, banner ads and more].
- The partner blog, where you'll find announcements about upcoming contests, new products and more.
- Coupon codes for you to offer to your prospects.
- A quick-start marketing guide to help you start making money immediately with this affiliate program
- A help desk where you can ask any questions, request new marketing materials, and more.

Our number one goal is to help you make as many sales as possible, because that way we both win. So log into your affiliate center now at [\[link\]](#), and grab all the materials you need to start generating sales!

Can't wait to send you that first commission check!

[sign off]

P.S. Keep an eye right here on your inbox, because we have an exciting special announcement coming up soon!

## **Email 2: Are you ready to win [valuable prize or cash amount]?**

Big affiliate contest starts soon – you in?  
Check out these amazing affiliate prizes...  
Will you top the affiliate leaderboard?  
I'd love to give you this [affiliate prize or big check]...

Hi [Name],

I have some exciting news for you. We're launching a new product called [name of product] on [date], and we're going to kick it all off with a weeklong affiliate contest. We'd love to have you onboard for this exciting event!

There are lots of great cash prizes up for grabs. Take a look:

- First prize (for the affiliate who sells the most products during the contest period): [insert prize or cash amount available]
- Second prize: [insert prize]
- Third prize: [insert prize]
- Fourth prize: [insert prize]
- Fifth prize: [insert prize]

Now here's the best part...

We also have some great random-draw prizes available to anyone who makes at least ONE sale during the contest period. That means you have a chance to win [some prize], [some other prize], or even [some other prize] – even if you're nowhere near the top of the leaderboard. All you have to do is make one sale between [start date] and [end date] to be qualified to win!

So here's what you do next...

Log into your affiliate center at [link] to get started. There you'll get all the details of both the product and the contest.

Plus you can pick up your affiliate links, ads, articles and more to promote the offer! The contest starts in just [number] days from now, so you'll want to get everything ready as soon as possible.

Hope to see you at the top of the leaderboard!

[sign off]

P.S. This is going to be a whole lot of fun, so I really hope to see you onboard!

Log in now at [link] to get started!

### **Email 3: [\$ amount] commissions per month?**

Have you ever seen results like this?  
This affiliate is rocking it! Here's how he does it...  
The secret of [\$ amount] commission checks...  
What the super affiliates do differently...

Hi [Name],

Have you ever heard of [one of your high-performing affiliates]?

Chances are, that name doesn't ring a bell. And that's because [name] doesn't like to be in the spotlight. Instead, he prefers to just quietly make a killing selling [name of your product or products].

How much of a killing?

Well let's just say it's north of [whatever dollar amount your high performing affiliate is making].

Pretty impressive, right?

But here's the thing...

[Name] isn't doing anything out of the ordinary. He doesn't have some super-secret ad venue. He doesn't even have a particularly big list.

So how is he doing it? Find out inside today's interview...

[Insert interview with affiliate that showcases his/her success and reveals some of his/her secrets.]

Until next time...

[sign off]

P.S. You could be my next success story! Log into your affiliate center now to grab your affiliate links and put these strategies to work for you! Get started here: [affiliate center link]...

#### **Email 4: Here's a chance to generate a lot of sales...**

Need sales? Use this coupon code...

Get your customers excited with this coupon code...

Whip your buyers into a frenzy with this coupon...

Share coupon. Make sales. Pocket commissions. Easy!

Hi [Name],

If there's one thing your buyers love, it's a coupon with a hefty discount on a popular product. That's why they're going to love getting [number]% off [name of product] – and you're going to love it too once you see all the sales this special offer generates!

To get started using this coupon code, simply [describe how to get their coupon – display it in the email if you're set up to do that, otherwise have affiliates log into their affiliate center to retrieve it].

Then go ahead and share this coupon code on your social media networks, on your blog, in your newsletter list, in your live events such as webinars, and anywhere else where you communicate with your prospects. The more people who see this discount offer, the more [\$ amount] commissions you'll pocket for every sale you make!

So go ahead and start using it right away – the coupon expires [date and time], so you have [number] [hours/days/weeks] to generate a whole lot of sales!

[sign off]

P.S. Conversions usually get a huge boost during a sale like this, so be sure to use the coupon right away to take advantage of that boost!

## **Email 5: New materials, new chances to make sales!**

New copy and paste ads you can put to work immediately!

Have you visited the affiliate center lately?

New ads converting at up to [percentage]...

Copy... paste... commissions!

Hi [Name],

I just uploaded a fresh set of marketing materials into your affiliate center to help you promote [name of product or products] – and some of these ads are converting at up to [percentage conversion rate]. And with [\$ amount] commissions for every sale, these new ads could put a lot of money in your pocket!

All you have to do is log into your affiliate center at [link] to put these new marketing materials to work for you.

Here's what you'll find:

- [Insert a bulleted list of the new marketing materials you've recently uploaded... e.g., social media blurbs, rebrandable reports, blog posts, banner ads, other graphical ads, videos, solo emails, pay per click ads, etc.]

It's copy and paste easy to start generating sales with these ads, so log into your affiliate center and get started right now!

[sign off]

P.S. Remember, there are a lot of other resources in the affiliate center to help you start making money. You'll find [describe resources they'll find, such as an affiliate training manual or video].

So log in now to get your hands on these resources, as well as the new ad: [link to affiliate center]

And let's start making some money together

# Chapter 8: How To Start Making Sales

Blasting your prospects with a steady diet of promotional emails probably won't produce the results you want. If you want to start converting more prospects to buyers, you need to use a conversion sequence like this one:

1. Presentation, which is where you present your prospects with some good information about how to solve a problem.
2. Problem, where you get prospects to self-identify and realize their problem is serious.
3. Persuasion, where you persuade prospects to use your product to solve their problem.
4. Proof, where you provide a case study to show your product really works as advertised.
5. Promo, where you make one last-ditch effort to get a sale by offering prospects a special deal.

Check it out...

## **Email 1, The Presentation: Did you know [some interesting fact]?**

Here's a clever way to [get some benefit]...  
Bet you've never heard about this [type of] trick before...  
A surprisingly simple way [to get a result]...  
How a [surprising thing] can [help you get a benefit]...

Hi [Name],

[Achieving some goal or getting some benefit] isn't always quite as easy as it looks on paper. If you've ever tried it, then you know it can be a little tricky, [and other bad things, like expensive or time consuming].

Until now...

Because once you know this clever little trick for [getting a benefit], then the whole process becomes [faster, easier, less stressful] than ever before!

Here it is...



[Explain some tip/strategy for completing a process and/or getting a benefit. This should be something instantly actionable – something that produces good results pretty fast. You want this information to really impress your prospect.]

Pretty amazing, right?

And the best part is that you can put this [tip/strategy/secret] to work for you immediately, starting today. Do that, and you too could start seeing some great results!

[sign off]

P.S. Stay tuned, because soon you're going to get an eye-opening email that's going to make you think twice about [some topic]. See you [in a certain number of days]...

## **Email 2, The Problem: Which of these [type of] [signs/symptoms] do you recognize?**

Do you ever struggle with this [type of] problem?

Who else is frustrated by this [type of] problem?

Plenty of people have this [type of] problem – and they don't even realize it... Is your [object/personhood/etc.] at risk?

Hi [Name],

This is scary stuff...

There are a lot of people who [have some problems] and don't even realize they have it. In some cases they're aware of it, but they don't realize how serious it is.

But I tell you what... [just because some problem isn't impacting you in a major way today doesn't mean it won't become a serious problem tomorrow].

Point is, [nipping a small problem in the bud today will give immediate benefits and/or prevent major hassles and headaches in the future. For example, fixing your low conversion rate today will put more money in your pocket right away. Another example: fixing a poor weight-loss diet will prevent plateaus and keep your goals on track.]

So that brings us to the next point: Do YOU have this problem brewing?

To find out, answer the following questions:

[Insert list of five to ten questions that specifically help people self-identify with having a problem or having the potential to develop a problem. E.G., "Are you using only one or two traffic generation methods?" Or, "Do you suffer from mid-day fatigue?"]

If you answered "yes" to at least [minimum number] of the above questions, then you're at risk for [developing some problems].

The good news is that it IS possible to [put an end to this problem or prevent it]. Use these [number] tips as a good place to start:

- [Insert bulleted list of tips. E.G., "Install a good tracking tool so that you know what works."]

*Remember, This is an informational email that seeks to identify the problem and then give a few tips to prevent or reverse this problem – so this email should be useful yet incomplete.]*

Here's to your [type of success]...

[sign off]

P.S. Next time you're going to discover a simple solution for [solving this problem that you talked about in this email]. You won't want to miss it, so keep an eye right here on your inbox...

### **Email 3, The Persuader: To everyone who wants to [get a benefit]...**

Your [type of] problem, solved!

Finally, here's how to [solve some problem]...

[Bad thing/problem] go you down? Check this out... Say goodbye to [bad thing/problem]...

Hi [Name],

Last time we talked about [specific type of] problem, and how to recognize the signs and symptoms of this problem for yourself. You also [received some tips or other information] to [help you solve that problem].

Now in today's email I want to build on that...

You see, the [tips/information] you received are helpful when it comes to [solving a problem], but they're just a start. If you want to [solve this problem]

once and for all, then you need to [take some specific action—(note: this action will be related to the product you're selling)].

Here's why...

[Explain why taking this particular action is so important. Explain that people who don't take it are the ones who fail. For example, if you're selling coaching, you can explain how "cookie cutter" solutions almost never work – and that you need a personalized plan to get results.]

Now here's the good news...

You can start [getting a benefit/solving your problem] right away by [taking advantage of some specific product or service.] And this is the very best way to do it, because [explain the main benefits of this solution].

See for yourself at: [[link]

Here are the benefits of using [Product Name] to [solve your problem]...

- It's a fast and easy way to [get some benefit].
- It's the #1 way to [get some benefit], because [for some reason].
- It's a really good value for your money, because [justify the cost].

Point is, if you want to finally [start getting some benefit or get rid of a problem], this is your surefire way to do it.

See for yourself at [[link]...

[sign off]

P.S. You don't even need to say "yes" to [Product Name] today. All you have to say is "maybe." And that's because this offer comes with an iron-clad, money-back guarantee.

It works like this...

Buy it, try it and see if you don't agree that this is the best way to [solve your problem]. I think you're going to be very happy. But if you're unsatisfied for any reason, simply [tell us/return the product] within [time frame] and you'll get a cheerful, prompt refund.

That's our promise to you, so order risk-free right now at [[link]

## **Email 4: The Proof: [Product Name] [really delivers some benefit]...**

[Name] used [Product Name] and got some pretty spectacular results... Imagine if you [got some specific result]...

The numbers are in – and they're pretty eye-opening... Would you be happy [if you got some result]?

Hi [Name],

So last time you learned all about [Product Name], and how [it's the best way to solve some problem].

But you know what?

I'm betting you're a little skeptical. After all, you read some pretty bold claims in the last email. And while you'd love a [type of] product [that could deliver some great results], you're not sure if [Product Name] really can deliver.

It's okay – I was skeptical at first too. It seems almost too good to be true. But then the testimonials and case studies started pouring in. And that's when I realized this [type of product] is something special because [it provides some specific benefit].

And you know what? You don't have to take my word for it. Instead, just click over to my blog to read a pretty amazing case study. This is about [a guy/gal] who [got some very specific/amazing results using the product].

See for yourself at [link]

... and prepare to be amazed! [sign off]

P.S. Need more proof that [Product Name] [delivers some benefit]? Check out the testimonials here: [link to sales page]...

## Email 5, The Promo: Frankly, I'm a little puzzled...

Here's an irresistible [type of] deal...

I'll be surprised if you don't snap this up...

Special offer: [describe special offer]...

Get [Product Name] [at an incredible discount]...

Hi [Name],

I admit, I'm a little surprised that you haven't purchased [Product Name] yet. You've already seen how it can [solve your problem and/or deliver a benefit], and last time you even received irrefutable proof that [this type of product] [delivers some sort of specific benefit]. I've even told you about the money-back guarantee, so you know this is a completely risk-free purchase.

So I was thinking, you must be interested in the product. You know this would be a good fit

But there's something holding you back, right?

And my guess is that it's the price.

I'm sure you'd agree that [\$ amount] is an extremely fair price for [a product that can deliver a great benefit]. But maybe you're like me – you don't like to pay full price for anything, even if it is a fair price.

You're a savvy shopper – I respect. And that's why I'm going to offer you a deal you can't refuse. If you act now, you'll get [the product for some really good price].

Here's a link to grab this exclusive discount now: [link]  
[sign off]

P.S. This special offer is so good that I can only run it through [date and time]. So if you've ever thought about [getting some result], now is your chance. Order [Product Name] for just [\$ amount].

Click here to claim your discount now: [link] And hurry, because this offer ends soon!

# Set 9: A 90-Day Awareness Sequence

The idea behind this sequence is to send out a new email every nine days, each of which promotes a different product or service. This is an awareness sequence, as it introduces your prospect to ten of your top products or services. Take a look...

## Email 1: Have you seen this yet?

[Number] tips and tricks for [getting a good result]... If you want to [get a good result], check this out... The ultimate guide to [getting a good result]...

Invest [number] minutes reading this – could be the best thing you read all month...

Hi [Name],

Does this sound familiar?

You try to [get some result], but instead you end up [getting some undesirable result]. Maybe you even [try something else slightly different], but you still [get undesired results].

It's frustrating as heck. I know exactly how it feels, because I've been there too. It took me a long time to [start getting good results]. But then everything changed when I did one simple thing differently...

What was that one thing?

It was this: [succinct statement – preferably a teaser/curiosity-arousing statement – of what you did differently.]

Get the full details on my blog here: [link to blog post]

If you've ever [tried to accomplish some goal but didn't get the results you had hoped for], then this [type of] strategy is really going to help you out. If you're like me, you've probably already wasted a fair bit of time and money trying to [get a result]. Stop chasing useless strategies, and start using the one that works. That blog post will show you how!

[sign off]

P.S. Now if you want to use the entire [type of] [plan, product or resource] that I use to get great results, then you'll want to check this out:

[link to paid product or resource]

I've never found a better way to [get a good result], and I doubt you will either – so check it out right now.

## **Email 2: Download your free [type of] report inside...**

How to [get a result] (free report shows you how...)

Get your [Name of Report] report inside...

No strings, no hoops – just a [type of] free report...

The secrets of [getting a result] (download link inside)...

Hi [Name],

You've been waiting for it, and now it's here: your free report that shows you [how to get some good result].

You can download this report right now at:

[link]

Here's what you'll discover inside this eye-opening report:

- You'll get a surefire step-by-step method for [achieving some result].
- You'll learn a surprising trick [for getting a benefit] – you'll kick yourself for not thinking of this sooner!
- You'll get a [tool or resource such as a checklist, template, etc.] to make [achieving some goal] quicker than you ever thought possible.

And much, much more! By the time you finish reading this report, you'll know exactly how to [get some good benefit]. And you'll even find out the secret of [achieving some other result or getting a benefit].

You won't want to miss this, so be sure to check it out for free right now at:

[link]

And do it now – because the sooner you do, the sooner [you can get a good result]!

[sign off]

P.S. If you like [this free report], then you're going to love [Product Name], which gives you an in-depth look at how to [get a result].

Check it out at [link to paid product]...

### **Email 3: Read this [Product Name] excerpt for free!**

Get an exclusive sneak peek at [Product Name]...

Have you ever wanted to [get some benefit]?

Whoa – this [type of] tip is going to rock your world...

Bet you didn't know this secret for [getting some result]...

Hi [Name],

You've probably been hearing the buzz about [Product Name], right? Seems like everyone is saying [insert what people are saying about the product – what sort of main benefits does it provide?].

But up until now, you haven't jumped at the offer. Maybe you're not sure if [Product Name] is right for you. Maybe you're not sure if it can [provide the benefits] that you've been hearing about.

So here's the deal...

I'm saying that all the good things that you're hearing are true, but you don't have to take my word for it. In fact, don't take anyone's word for it. Instead, see for yourself. Here's an excerpt that [shows you how to complete some process, achieve some goal, etc.]. Take a look...

[Insert a really juicy excerpt, one that contains immediately actionable information. Don't hold back with the excerpt—share some of your best stuff. But leave the excerpt at a “cliffhanger” moment... in other words, leave your readers wanting to know more.]

So if you put this strategy to work for you right away, in as little as [some short amount of time] you should start seeing [some good results]. That's why I suggest you [start applying this strategy] today.

[sign off]

P.S. If you liked this excerpt, then you're going to want to get your hands on the complete product. And just to sweeten the offer, I'm going to give you a special discount link that entitles you to [insert what sorts of savings they'll get].



But heads up – this special link expires [insert when it expires, such as 48 hours or 72 hours from now] – so you're going to want to jump on this offer right away so you don't miss out!

Here's your discount link: [link]

Get it now while it's still good!

#### **Email 4: Did you get a chance to attend this webinar?**

Free webinar replay available for a limited time...

Special guest expert [name] explains [topic]...

How to [get a benefit] (free webinar replay)

Missed out? Here's your second chance...

Hi [Name],

You may have heard about the recent webinar we held, where viewers [discovered some secret or how to get a benefit]. And maybe you're kicking yourself because you totally missed it – heck, maybe you're just now hearing about it for the first time.

Well I have some very good news for you...

If you act now, you can catch the webinar replay for FREE. Just click this link to start watching: [link]

Here's a quick overview of what you'll discover:

- You'll get a surefire way to [achieve some result] – this is a lot easier than anything you've tried before!
- You'll discover an absolutely crazy way to [get some benefit] – and the results are going to blow you away!
- You'll find out [how to get another benefit] – plus you'll learn a surprising twist on an old method that you'll wish you had known about years ago!

And more! Here's that replay link again: [link]

Be sure to watch it while the replay is available, because this link will disappear [insert date and time when it will disappear]. And believe me, you'll be kicking yourself like crazy if you miss out while all your friends saw it!

Oh, and one more thing...

This webinar is going to cover [some important topic or tool]. If you're not familiar with it, you're going to want to check this out first: [link to paid product]. This [tool/resource] will shortcut your success and really help you [achieve some goal].

Check it out!

[sign off]

P.S. Remember, this webinar replay is only available for a limited time, so watch it now while you still can: [link]

### **Email 5: Watch this demo to find out how to [do some task]...**

Free video shows you how to [achieve a goal]...  
Wondering how to [complete some task]? See inside...  
Get the insider scoop on how to [do some task]...  
Best way to learn how to [do something] is to watch this...

Hi [Name],

If you've ever read about how to [do some processing], then you know that it's pretty hard to learn how to do it right away just by reading about it. If you want to do it right, you need to SEE someone else do it. And that's why I've created a free video, where you can look over my shoulder as I [perform some action].

Take a look right now at: [link to YouTube, a video on your blog, etc.]

The video is only [number] minutes long, but in that time you'll learn everything you need to know about [performing some task]. You'll see exactly how to [do some specific part of that task]. Plus you'll get an insider tip that hardly anyone ever talks about – but this [type of] tip will [save you time, money or give you some other big benefit]!

So check out the video right now: [link]

You'll notice in the video [that I'm using some tool/resource/etc.]. The reason I use that particular [type of product] is because [explain why this tool or resource works so well to perform that task]. I've tried plenty of other [tools/ resources], but this is simply the best one I've ever found to [achieve some specific result].

You'll want to use it too. Here's where to get it: [link]

Here's to your success!

[sign off]

P.S. Be sure to watch the video right away, because I'm thinking about taking it down and including it as part of a paid product. Why pay later when you can watch it for free? Here's that link: [video link]

### **Email 6: Free group [type of] coaching? Yes! (see inside...)**

Get [the type of] support you need inside this free group... Free private[type of] group – you in?

Only [number] people accepted into free coaching program – will you be one of them?

Get free [type of] coaching if you act fast...

Hi [Name],

If you've been [trying to achieve some goal] but repeatedly falling short, there's a good chance you just need a little extra personal help. And now you can get the help you need – for free!

Introducing my new private members-only [support/coaching/etc.] group for people who want to [achieve some goal].

Check it out: [link]

Inside this group you'll [describe what sort of help they'll get – support? Coaching? Will it be a peer group, where other members offer advice and support? Will you personally offer advice and support? Basically, describe how it works.]

At least, you'll get the help and support you need to [achieve some goal]. Plus you'll get your [topic] questions answered so you can get unstuck and start moving forward.

But there's a catch...

I can only accept [number] people into this exclusive group, so you'll need to move fast if you want to be one of the lucky ones. So click here to claim your spot right now:

[link to private group]

I'll see you inside... if you're quick!

[sign off]

P.S. Also – one more thing...

Virtually everyone in the group uses [some strategy/tool/product] to [achieve some result]. So if you're not using [this type of product] yet, you'll want to get your hands on it before you join the group.

Here's where you can get it: [link to paid product]

### **Email 7: Here's a very cool way to [get some benefit]**

Free app lets you [get a benefit] – details inside...

Here's the coolest [type of] app I've ever seen...

Crazy app [gives you some benefit]...

Let this free [type of] app do all the work...

Hi [Name],

This is so cool, I couldn't wait to tell you about it!

It's a free app called [Name of App], and [describe in a sentence or two what it does for the user].

Simply put, if you're interested in [getting some benefit or achieving some goal], then you're going to want to download this app. You can get it for your iPhone or Android right here:

[download link]

The really cool thing about this app is that you can [use some feature to do some useful thing]. It even [does some other cool and beneficial thing].

There are other apps on the market that do far less, and you'll pay upwards of [dollar amount] for them. This app is not only free, but it boasts of high ratings

from users who [are using it to get some benefit]. I'm sure you'll really like what it does for you too, so be sure to download your copy today.

Now here's a little tip...

If you're interested in making the most of this app and [getting some benefit], then you're going to want to pair the app with [some other product – for example, if this is a meal-planning app, then you could pair it with a diet book].

Here's the link: [link]

Check it out – I think you'll really like what you see!

[sign off]

P.S. [Product Name] works well on its own, as does the free [Name of App] app.

But when you use them together, you'll [get some amazing result].

See for yourself – I think you'll be amazed! Here's that link: [link]

## **Email 8: The interview that's going to change the way you think about [topic]**

[Topic] secrets straight from [the niche's] foremost expert... I spilled my guts – you can [listen/read it] for free... [Guest Expert's] #1 secret for [getting a benefit]... Download this interview now while you still can...

Hi [Name],

There isn't anyone in this business who knows more about [some niche topic] than [some guest expert]. So when [this guest expert] starts talking about [the secrets of some topic], the smart folks pay close attention.

That's why you're going to want to [read/listen closely to every word] of this interview: [link]

As soon as you click that link, you'll get instant access to this extremely rare interview, where [Name of Expert] shares with you these intriguing secrets:

- You'll find out which mistake nearly ruined [Expert's] [type of results] – and what one simple step he took to turn it all around.
- You'll get a surefire [number] –step formula for [achieving some result] – this works every time!

- Plus you'll discover [how to get some other benefit].

And much more – you'll find plenty of [topic] gold nuggets inside this interview! But you'll need to access it right away, because it may not be online for much longer (at least not for free).

Click here to start [reading/watching/listening]: [download link]

...And prepare to discover [some niche ideas/tips] that you never even knew existed!

[sign off]

P.S. [Guest expert] is the irrefutable expert when it comes to [some topic or getting some results]. For proof, you need look no further than [Guest Expert's Popular Product], which shows you [how to get some benefit]. Other [type of experts or professionals in the niche] agree that this [product] is the best way [to get some benefit].

Check it out for yourself and see if you don't agree at [link]...

### **Email 9: Get a sneak peek at [membership site, app, other product]...**

Claim your [product name] free trial offer inside...

Get [some benefit]? (Try it out for free...)

The easy [number]-step method for [getting a result]...

Try this free sample – and start [getting a benefit]...

Hi [Name],

Seems like every week I have the same question crossing my desk at least half a dozen times: “[Insert some popular question]?”

So let me share with you my [number]-step strategy for [getting a good result], along with the [tool/resource] that's going to help you get to where you want to be faster. Let's jump in...

[Insert step-by-step method for completing some task or achieving some goal. Ideally, one of the steps should include using the tool or resource that you're going to suggest later.]

In order to have any success with this method, what you're going to need to do is use [product]. This is the exact [tool/resource] I use to [complete the process]. And if you ask around [niche] circles, you'll quickly discover this is one of the most popular and trusted [types of products] on the market.

Now here's an extra bit of good news...

If you act now, you can get an exclusive FREE sneak peek at [this product or resource] for an entire [week/month or some other time frame]. That's right, you can test this [tool /resource] out to your heart's content simply by taking advantage of this free trial offer.

Here's the special link: [free trial link]

This free trial expires [date and time], so you need to move fast if you want to take advantage of this special offer. Enjoy!

[sign off]

P.S. [Product Name] is my go-to [tool/resource] whenever I [want to get a benefit], and I know it will become your favorite [tool/resource] too.

Get started now at: [link]

## **Email 10: The [type of person's] ultimate gear list...**

Here are the tools I use every day to [accomplish some task]...

Don't even think about [doing some task] until you check out this list... Shortcut your [type of success] with these [tools/resources]...

The [tools/gear/resources] every [type of person] ought to be using

Hi [Name],

The best way to [get some benefit or accomplish some task] is to make sure you're using the right [tools/resources/gear] to get the job done. And that's why I wanted to share with you my top-[number] list of [tools/resources] I use to [achieve some goal].

Take a look...

*[Insert a list of both free and paid tools/resources/gear. For example, if this list is about setting up a blog, then you'd list the WordPress platform, an autoresponder, and the plugins you use.]*



*The key here is to promote your own resources as well as sell third-party services and products with an affiliate link... thus every item on your list is a chance to make a backend sale. Be sure to include a few lines next to each resource to let people know the top benefits of that resource and why you recommend it.]*

So there you have my favorite [tools/resources] for [achieving some goal or completing some task.] If you only pick one tool from this list, then I highly recommend you choose [highlight one specific tool]. That's because this [tool/ resource] [explain the benefits of the item].

So check it out today at [link], because I think you're going to like the way it [makes the job faster/easier/better]!

[sign off]

P.S. You can start using many of these [tools/resources] for free by taking advantage of their free trials and even their freemium versions. So give them a try and see if you don't agree that they really help you [achieve some goal]!

## Set 10: Direct Pitch Emails

Sometimes the best way to generate a sale is by directly pitching an offer. You might simply extol the benefits of a product, or you might give prospects a special deal. Use these templates as great starting points for creating your own direct-response emails...

### Email 1: The only \_\_\_\_\_ you'll ever need

If you want to [get a result], this is what you need...  
Forget about all the other [types of products] and look at this...  
You won't find a better [type of product] than this...  
Get [this type of product] and get results...

Hi [Name],

So let me cut right to the chase...

You want to [get some good result], right? Then you need [Product Name].

You see, over the last [number] [weeks/months/years] I've tried [estimate the number of similar products you've tried]. I've tried [similar product], [similar product 2] and even [similar product 3].

Sure, those top products all have their merits. They do a decent job. But once you try [Product Name], you'll see that it's hands down the best [type of product] to [get some desired result]... hands down

Here's why...

[Explain why this product is better than those on the market. Typically, this is where you'd explain the product's USP, or unique sales proposition. For example, "This diet guide is the best one on the market, because you get 30 new recipes every month for an entire year – you won't find an easier or more delicious way to lose weight!"]

[Product Name] is getting great results for people all over, and it will help you [achieve some specific goal or result] too. See for yourself at: [link]

[sign off]

P.S. You can spend [hundreds, thousands, etc.] of dollars and waste [weeks/ months/years] trying to find the best [type of product] – or you can save yourself a lot of time and money right now by getting [Product Name].

Check it out: [link]

## **Email 2: One of the craziest [type of products or results] I've ever seen...**

This [type of strategy or product] is crazy, but it works!

How can something so crazy work so well?

Am I the only one who thinks this is totally crazy?

I totally freaked out when I used this...

Hi [Name],

It's not every day that [a type of product or strategy] blows me away, but it just happened – and I'm still kind of freaking out!

So let me explain...

Recently a friend of mine told me I should try [this crazy product or strategy] to [get some good results]. I thought he was totally nuts, because [explain why the product or strategy is crazy].

I mean, everyone knows [that a product or strategy should have some specific characteristic], right? Right. That's what I thought too. So then I figured there was no way [this product or strategy] would work.

Boy was I wrong!

Not only did it work, it delivered better results than anything I've ever tried! In fact, [explain what kind of results you got].

That's pretty crazy, right?

These results are just too good not to share. If you want to start getting results like this for yourself, then you're going to want to get your hands on this:

[link]

I can't recommend it highly enough, so check it out today...

[sign off]

P.S. You're probably skeptical about [this product or strategy]. I was too. But this really works. And it comes with a rock-solid money-back guarantee, so there is no risk to you. You can try it out starting today, and it won't cost you a penny if you're not absolutely thrilled with your results.

So check it out right now at [link]

### **Email 3: Wanted you to know: [something exciting]**

Check out this [product or strategy]...

If you only read one of my emails this year, make it this one... Mind. Blown. (yours will be too...)

To anyone who [wants to get some result]...

Hi [Name],

I was going to wait until the next regular newsletter to tell you this, but you know what? I can't wait. This is just too important to you and [your specific type of niche goals or results].

Here's the big announcement: [insert announcement related to a product, such as: a new product launch, the re-opening of a membership site, a special discount, a special bonus, etc.]

Here are the details: [\[link to sales page\]](#)...

This is huge, right? Because when you act now, you can get [the main benefit of this product] for just [price or discounted price]. And [justify the price... e.g., "that's less than a small pizza.]

Think about it for a moment...

Where else can you [get some desired result] at such a great price? You can look high and low for a better deal, but let me save you some time – it doesn't exist. And that's why I strongly suggest that you check out this deal while you still can:

[link]

Simply put, if you want [to get a specific result], then this is [the type of product] that will help you do it. Check it out!

[sign off]

P.S. The best part is that [Product Name] comes with [insert some other big benefits – could be a benefit of the product itself, or an extra perk that goes along with the offer, such as a bonus.]

And with an iron-clad money-back guarantee, there's no reason to not check it out today. So take a look to find out what [Product Name] can do for you at: [link]

#### **Email 4: If [type of person] can do it, so can you...**

[Name] thought it was impossible. [He/she] was wrong... Others are [getting good results] – what about you?

If [type of person] [can get a result], just imagine what you can do... How [name] [got some great result]...

Hi [Name],

If you've ever wanted to [get good niche-specific results], but you're struggling, then you're going to want to read every word of this email...

You see, [name of person] was a lot like you. [He/she] [describe how the person was just an average person with no special qualifications to achieve extraordinary results. For example, if this is a story about someone starting a business and making a lot of money, then you might point out how the person had an average job before that happened. Or if the story is about someone getting great results with your weight loss program, you might describe the person's prior struggles with trying to lose weight.]

Point is, [name of person] didn't [possess any special skills, background, experience or qualifications]. [He/she] didn't [have some specific thing that most people think you need to get a niche-specific result, such as "a big advertising budget" or "a fast metabolism."]. And yet [name] [got some great result]...

How is this possible?

Simple: [Name] [used some specific product] to [get a benefit].

And best of all, you too can [use this product]. Check it out for yourself here:

[link]

If [name] can [get a really good result], just imagine what it will do for you! So check it out now to find out...

[sign off]

P.S. It doesn't matter if [you have certain negative characteristics or do not have specific positive characteristics] – [name of product] will work for you too! See for yourself now at: [link]

## **Email 5: Unbelievable [results]?**

[Some type of] results that you won't believe... What if you [got some amazing result]? [Result] – is it even possible?

It's hard to believe these [type of] results are real...

Hi [Name],

When you hear about most people who [are getting some sort of niche-specific result], they're generally [getting some low or average result, such as "losing five or ten pounds."] Tell you what, you almost never hear about someone [getting an almost unbelievable result]...

Until now.

Introducing [Name of Product], the [type of product] that's producing shocking and almost unbelievable results for [type of niche-specific people (e.g. "dieters")] around the world.

Just look at what [Name] from [City] says about this [type of product]:

[Insert a strong testimonial that shares some specific results.]

Or how about [Name] from [City], who couldn't believe just how well [Product

Name] worked. Here's what [he/she] said:

[Insert another strong testimonial.]

And then there's [Name], who thought [he/she] would never [be able to move beyond mediocre results to get really good results]. But look what happened:

[Insert another strong testimonial.]

Pretty amazing, right? And these aren't outliers. You'll see dozens of testimonials just like this if you check this page: [sales page link]

The question is, will YOU get results like this too?

There's only one way to find out – and that's to get your hands on [Product Name] right now. Click here to get started: [link]

[sign off]

P.S. Just imagine how you'd feel if you [got some really good result]. You'd [describe how the person might feel.] And you'd probably [elaborate some more on how they'd feel – you really want the reader to start imagining this].

Feels pretty good, right? So now stop imagining it and turn it into a reality. Click here to get started: [link]

### **Email 6: Do not do [some activity] without [this specific tool/ strategy]**

It's foolish to [try to get a result] without [using this tool/strategy]... Don't make this [type of] mistake...

Want [a great result]? Then you need [this tool/strategy]... The amazing benefits of [tool/strategy]...

Hi [Name],

Would you ever try to go deep-sea diving without scuba gear?

I didn't think so.

Then why would you ever [try to get some result] without [using some specific tool/strategy]?

You see, here's the thing...

There are a lot of people who don't use [tool/strategy] to [get some result], simply because they think [reason why they don't use the tool – for example, people don't outsource because they think it's "cheaper" to do it themselves.]

But that's not true.

Turns out, [explain why using the tool/strategy is MUCH better than not using it

– be specific here to make it clear why the prospect need the tool/strategy].

I should know – for [days/weeks/months/years] I tried to [get some good result] without [using this tool or strategy].



Tell you what, it was a disaster. A pure disaster. I wasted a lot of time and money [describe how you struggled], when all along [I could have done it faster/easier/cheaper/better] if I had just [used the tool or strategy].

Don't make this same mistake. Save yourself a whole lot of time and aggravation by [doing some activity] right, starting now. Go to this link to get started: [link]

Here's to your [type of] success!

[sign off]

P.S. You can struggle for [days/weeks/months/years] like I did. You can waste a lot of time. You can waste a lot of money. OR you can make the choice to start [getting good results].

I know what I would choose. And if you're smart like I think you are, I think you'll choose to use [tool or strategy] too. So get started now at [link] – you'll be glad you made this savvy decision!

## **Email 7: The results are in: [succinctly describe results in a few words]**

Check out these [type of] results...

You've been waiting for these results...

You'll never guess the results...

The results are in, and they are very surprising...

Hi [Name],

When I first started [using some product or strategy], I expected [to get very little to no results]. That's what usually happens.

But [Product Name] isn't your usual product. And what happened totally surprised the heck out of me...

[Describe the results.]

It's sort of eye-opening, isn't it?

As you probably suspect, I really like [Product Name], because [it delivered really good results]. But that's not the only reason why I recommend it so highly. There's a lot to love about this [type of product], including:

- You [get some benefit].
- You never have to worry about [some bad thing], because [this product helps you avoid it].
- You'll finally [get some desired result].
- You'll find out [how to get some other benefit].
- Plus you'll even get [describe bonus offers or other perks].

And much, much more – too much to list here. But you can read about every last feature and benefit here on this page: [link to sales page]

Bottom line: if you want a quick and easy way to finally [start getting some result], then look no further than [Product Name]. I've tried dozens of [types of products] over the years, and this is the only one that [provides some specific benefit].

You should check it out too: [link]

[sign off]

P.S. Sure, no one can guarantee that you'll [get some specific result] too. But I'm willing to bet that this is the BEST [type of similar product] that you've ever tried. You owe it to yourself to check it out. Click here to do so now: [link]















## Email 8: How, new trend [in some specific niche]

Are you a [niche-specific] trendsetter?

This trend is all the rage in [niche-specific] circles...

Be an early adopter with this exploding [type of] trend...

Are you [engaging in this trend activity] yet?

Hi [Name],

Well, it's official: [some type of trend] is taking [some niche circle] by a storm...

If you haven't heard about [this trend] yet, then I'm guessing you've been away from the internet for at least a couple weeks. Because right now you can't even step into a Facebook [niche] group or read a blog without people raving about [Product Name associated with the trend].

And no wonder...

This [type of product] is giving people the ability to [get some good result] like never before.

Even if you've tried to [get a result] before and failed, [Product Name] can help.

That's because this [type of product] [describe how it's delivering great results].

The end result is that there are a whole lot of satisfied customers who can't help but rave about [Product Name] and how [it is getting a great result].

Point is, your fellow [type of people, like "bodybuilders" or "dog trainers"] are using [Product Name] to [get a great result]. And if you're not using it too, then you're going to get left way behind. You'll be the one [who is getting some sort of bad result], while everyone else around you makes it look so easy to [get a great result].

Don't get left behind. Be an early adopter and start [engaging in this trend] too. Click here to get started: [link]

[sign off]

P.S. Your friends and colleagues are already using [Product Name]. You should too. Get started now at [link]...

## Email 9: Your new favorite [tool/resource]...

[Doing some activity] just got easier...  
Could this be your new go-to [tool or resource]?  
Here's my new favorite way to [get a result]...  
Here's the tool I use to get great results...

Hi [Name],

Picture this...

You [are trying to get some niche-specific] result, but [you keep running into the same problem or bad result] every time.

You tweak your strategy a little, maybe by [doing some part of the task a little differently]. Or maybe you even [do some other part of the process a little differently].

And still, nada. These tweaks don't seem to do anything. And you can't figure out why [you keep getting an undesirable result].

Guess what? There's a good chance that if you made one small change, then everything else would fall into place for you.

Here's that one small change: [link to tool or resource]

That's a [tool or resource] called [product name], and it's your solution to [getting better niche-specific results]. That's because it virtually eliminates the problem with [whatever problem is keeping most people from achieving success].

And that's not all...

This clever little [tool/resource] works like crazy to [get some other good result or benefit]. If you've ever [wanted a tool or resource with some benefit], then this is quickly going to become your new favorite [tool/resource].

But you don't need to take my word for it. Check out all the [demos, case studies, testimonials, and/or other forms of proof] right here: [link to sales page]

Then head on down to the order button and purchase [Product Name] before you leave that page. Because the sooner you [start using this particular tool or resource], the sooner you'll [be able to enjoy some specific benefit or result]!

[sign off]

P.S. This is seriously my favorite new way to [get results], and I know it will become yours too. So check it out now at [link].

## Email 10: Get [some good thing] without [having to experience or do some bad thing]...

No more [bad experience/thing]?

Wait – [good results] without [a bad experience]?

Yes, you can [get a good benefit]...

Kick [bad thing] to the curb...

Hi [Name],

Are you tired of [having some bad experiences related to trying to get a result... e.g., "feeling like you're starving whenever you go on a diet..."]?

If so, you're not alone. Almost every [type of person] suffers from this problem. And when it happens, it can be so [aggravating/frustrating/painful/etc.] that you just want to give up.

And that's where [name of product] comes in...

This [type of product] virtually eliminates the problem of [insert problem] by [explain how the product eliminates the problem].

But that's not all...

When you use [this product], you'll also [get some other benefit]. Plus:

- You'll discover a surprisingly easy way to [get some benefit].
- You'll learn what [the professionals in the field] do when they [want a benefit or want to solve a problem].
- You'll also get [some other benefit, such as a tool to help complete a process faster].

And now here's the best part...

If you act now, you can get [Product Name] for the special price of just [\$ amount]. This special deal is only being offered until [date and time], so you want to make sure you grab it now before it's gone for good.

Click here to get it now: [link]

And here's to your [type of] success!

[sign off]

P.S. It's true, you don't need to suffer [with some sort of niche-relevant problem] any longer. All you have to do is start using [Product Name], and you too will [get some result] without [having to endure some bad thing].

See for yourself at [link] – and do it today, while you can still get it at a special price!

# Set 11: “Useful Yet Incomplete” Emails

Some of my favorite types of emails are those that are part content and part pitch. This makes them “useful yet incomplete” – the content helps solve part of a problem, while the product you’re promoting solves the rest of their problem. End result? You build a good relationship with your prospects, solve their problems, and generate some sales for yourself!

## Email 1: The [type of, e.g., “PayPal”] slap is coming...

How to avoid the [type of] slap...

Don't let a [type of] slap ruin your progress...

This one is going to hit [type of people] hard...

Will you be able to weather the coming [type of] storm?

Hi [Name],

It's the worst case scenario that we've all thought about many times...

You are just happily going along [enjoying some product/service/strategy/ etc.],and all of a sudden...

BAM – you get slapped by [service/product/thing].

Most times you don't even see it coming. Maybe you don't think it can happen to you. Most of us don't prepare because we're all feeling a little invincible. Or maybe we prepare half-heartedly, but it's not really enough to [counteract the bad effects of the “slap”].

I don't want to scare the beddles out of you, but there is a good chance that this could happen to you. Ever notice how many people talk about [the product/service/strategy] slap these days? They're talking about because it's happening to more and more people... and you could be next.

But the good news is that you can prepare yourself. And I don't mean prepare yourself in the sense that you have a recovery plan for after [you/your possessions] have been slapped. I mean prepare yourself so that it doesn't even happen. At all.

How?

All you have to do to protect yourself is [insert an article or tips about how to avoid the slap].

Want to learn more? Then check out this surefire, slap-resistant strategy: [link]

[sign off]

P.S. If you get slapped, it may take you [days/weeks/months] to recover, and countless amounts of money. Or you can simply choose to click a link and get the resource that's going to protect you.

Choose wisely. Here's that link: [link]

## **Email 2: Are you making this [type of] mistake?**

Who else is making this common [type of] mistake?

Here's the #1 mistake that almost every [type of person] makes... Don't make this deadly [type of] mistake...

Save [time, money, etc.] by avoiding this mistake...

Hi [Name],

I've talked to a lot of [type of people] over the years who're trying to [achieve some result] over the years, and I'm betting the majority of them all made the same mistake at one point.

And you know what?

There's a really good chance you're making it too.

- So let me ask you a couple questions...
- Do you ever [experience some unpleasant side effects or undesired result]?
- Do you ever [feel like your progress is getting stalled]?
- Do you ever [have some other sign or symptom that something isn't working out]?

If you answered "yes" to even one of the above questions, there's a good chance that you're accidentally making a common mistake. It's this: [explain what the mistake is].

So listen, it's not your fault. That's because [explain why so many people make this same mistake, and why it's not the reader's fault].

Now the good news is that you can turn things around, starting right now. Here's how...

[Explain how to fix this mistake and start getting a better result.] That's all you have to do.

If you'd like an even easier way to [do the thing that people need to do in order to avoid the mistake], then check this out:

[link to related product]

This is a great way to [get some benefit and avoid the mistake], so you'll want to check it out right now.

[sign off]

P.S. Don't let [some bad thing that causes the mistake] get in the way [of your success] – click here: [link]

### **Email 3: The #1 way to [get some benefit]...**

The best way to [get some benefit]...

Looking for the best way to [get some benefit]?

If you want [to get a benefit], do this...

Hands down, the #1 best way to [get a benefit]...

Hi [Name],

It's no secret that if you're [some type of person, e.g., "a marketer" or "an organic gardener"], then you want [to get some sort of benefit]

Problem is, [achieving this goal] has probably eluded you so far. And no wonder

- there is so much conflicting advice about how to [get this benefit], that you end up chasing all the wrong ways to do it.

So let me make this very easy on you...

If you want to [get some benefit], then the very best way to do it is by [describe the best way to do it]

[Explain further how to achieve this benefit, being sure to include tips and examples.]

So why does this method work where so many others fail?

Simple: [Explain why this method is the best way to get the benefit.]

I know this works because this is exactly how I and countless others [have achieved a good result].

Now let me share with you another secret...

If you really want to [accelerate your results/improve your results/etc.], then you need to [do some other thing or use some other product]. And the very best way to do that is by [using this product]: [link to a useful tool or resource]

Here's to your success!

[sign off]

P.S. You only need ONE good [product/tool/resource/strategy] to [achieve some result] – and the very best way to do it is right here [link to the useful tool or resource].

Check it out!

#### **Email 4: Swipe this [tool/resource]**

Want great [type of results]? Steal this [tool/resource] This [tool/resource] is yours free... [Download/Get] [this tool/resource] inside – free! Get [a benefit] using this free [tool/resource]...

Hi [Name],

If you want to start [getting a benefit] faster and easier than ever before, then there's no better way to do it than by [using a proven tool/resource].

And here's the best part: you can swipe my personal [tool/resource]... for FREE!

Just use this link to get instant access:

[download link]

This is the exact same [tool/resource] I use when I want to [get a benefit or complete a task], so I know it's going to work really well for you too. That's



because [explain how this tool/resource makes it faster/easier/better to complete a process].

Simply put, if you want fast results, then download this [tool/resource] now and put it to work for you today.

Here's how to use it...

[Explain the best way to use the tool/resource to get great results.]

Now, you might be a little unfamiliar with [some step of the process... for example, if this is a set of Facebook advertising templates, then you might explain how to set up a Facebook ad campaign here in this email].

If you don't know how to do it, no worries. You can learn all about how to [complete this step of the process...or how to hire someone else to do it... or how to get a tool do it for you] by clicking here: [link]

If you combine [this paid resource] with [the free tool/resource], you're [going to enjoy great results]!

[sign off]

P.S. Don't waste time and money trying to figure out [some process or how to get a benefit] all on your own. Instead, do it the easy way by clicking here: [link]

## **Email 5: The ultimate [type of] checklist...**

Use this checklist to [get a great result]...

This free checklist makes [some activity] [simple/easy/fast]... Struggling to [complete some activity]? Use this free checklist... [Completing some task] doesn't have to be [hard/painful/etc.]...

Hi [Name],

If there's one thing I wished I had the first time I ever [completed some task], that would be a complete, step-by-step checklist that walked me through the entire process.

I didn't have anything like that, and so I made a lot of mistakes. I wasted an incredible amount of time [describe what sorts of mistakes you made that wasted time]. And I spent way too much money [describe how your mistakes cost you a lot of money].

I want to help you avoid those same problems. And that's why I've created a step-by-step checklist that you can use to make [some process go faster and easier than ever]. And best of all, it's yours free when you click this link right now:

[download link]

There are no hoops to jump through, no strings, no funny business. Just click the link and your [Name of Checklist] Checklist will start downloading automatically.

But there is one catch – this free offer won't last long. That's because this checklist is actually part of a paid product called [Name of Paid Product]. You can see it for yourself here:

[link to paid product]

It's not really fair of me to offer this checklist for free when others have paid for it, so it's only going to be available until [date and time] – and after that, you won't ever see it free again. So be sure to download your copy now and put it to work for you!

[sign off]

P.S. I'm pretty confident that once you see the checklist, you're going to want to get your hands on the entire [product associated with the checklist]. So if you act now, I'll extend a special [number]% discount your way. Claim your special price now right here: [link to paid product]

## **Email 6: My [type of] formula...**

Here's a surefire formula [for getting a good result]... Check out this proven [type of] system...

Here's a high-performing system for serious [type of people]... Want [some result]? Use my proven [type of] [formula/system]...

Hi [Name],

Have you ever noticed that some people seem to almost always [get a good result]? It's like they have the magic touch. They just think about [getting a good result], and boom it happens...

Well here's the thing...

While it may seem all magical, the truth is that there is nothing mysterious or magical about it. Instead, nearly everyone who [gets some good result] is using a [type of] [system or formula].

Sure, they may not call it a system. They may not even be aware that they're using a system. But if you break down their step-by-step process, then it becomes clear as day that every successful [type of person] uses basically the same system [to get great results].

So that begs the question, what IS this system?

Take a look...

[Insert your step-by-step system for performing some task/process. For one of the steps, include using a product or service. For example, if you're telling people how to housetrain a puppy, you might include a link to a kennel.]

Pretty simple, right? So go ahead and put this system to work for you!

[sign off]

P.S. Don't forget to check out [the product you mentioned in one of the steps], because [reiterate benefit]. Here's that link again: [link]

## **Email 7: The [faster/easier/better] way to [get some benefit]...**

This is the [fastest/easiest] way I know to [get a benefit]...

You won't find a better way to [get some benefit]...

Want to [get a benefit] quickly and easily? (See inside...)

Here's a secret for quick and easy [benefit]...

Hi [Name],

Ever notice that trying to [get a benefit] can end up being a tortuous, slow process? I mean no one ever said it was going to be super easy, but you sure didn't expect it to be this dang hard. Am I right?

Listen, you're not alone. Most [type of people] have grumbled a time or two in their lives about [struggling with some problem]. And most just keep slogging along [doing some process in a traditional way], figuring they'll eventually [get some benefit].

Heads up...

What would you say if I told you there was an [easier/faster/better] way to [get some benefit]. I bet you'd be interested, right?

Good news – that strategy exists! And you're about to learn all about it.

[Explain a faster, easier and/or better way to get some result. One final tip...

If you want to make it even easier on yourself, I highly suggest you look into [Product Name]. This [type of product] [provides some sort of benefit]. Plus, [describe another major benefit].

So make it easy on yourself and [get a benefit even faster, easier and better]. Go to [link] now to get started...  
[sign off]

P.S. Who'd have thunk [getting a benefit] would end up being so [fast and easy]? Join other savvy [type of people] now who're using [Product Name] to [get a benefit]. Follow this link right now: [link]

### **Email 8: Save time and money while [getting a benefit]...**

Who else wants to save time and money?  
[Get a benefit] without wasting any time or money...  
[Get a benefit] while saving tons of time and money?  
Can you [get a benefit] fast and affordably?

Hi [Name],

There's a common misconception floating around [niche] circles. And that misconception says that you need to spend a lot of time and/or money if you want to [get some good result].

It makes sense. After all, we've all seen someone who spent [weeks/months/ years] and [hundreds/thousands/tens of thousands] of dollars trying to [get a good result].

But here's the thing...

Just because some people spend a lot of time and money [trying to get a result] doesn't mean YOU have to. In fact, all you have to do is read on to discover a surprising way to quickly get the [type of results] you want... without spending a lot of your hard-earned cash. In fact, you can do it for as little as [some small dollar amount, maybe even free] in just [some small time frame, e.g., "three days"].

Here's how...

[Insert explanation for fast and cost-effective way to get some good result.]

Pretty simple, right?

Heads up: the reason why so many others spend entirely way too much time and money [trying to complete a process or task] is because [explain what they're doing wrong]. But you can avoid this by [explain how to avoid this costly mistake].

Now the second reason people end up wasting time and money is because [explain another reason... e.g., "they don't have any support" or "they don't have the right tools to get the job done right the first time"].

The good news is you can fix that right here and right now. All you have to do is get your hands on [Product Name], which will [provide some benefit and save time/money].

Go get it here: [link]

[sign off]

P.S. Can [Product Name] really save [days/weeks/months/years] and [hundreds/thousands] of dollars? You bet it can. See what others are saying about it here: [link to sales page]

## **Email 9: Use what the pros use [to get a great result]...**

Here's what [type of professionals] use when they [want to get a result]...

What [type of] insiders use to [almost always get fantastic results]...

Are these guys magic? Or do they use [product/strategy/resource]?

What if you use the same [tools/resources] as top [pros in the niche]?

Hi [Name],

Imagine what [kind of great results] you'd get if you could use the exact same [tool or strategy] the pros use when they want to [get a benefit]...

How [much of a benefit would you get... e.g., "How much weight would you lose?" or "How much traffic would you get?"]

Whatever it is, it probably would probably be a pretty significant [result], especially compared to [your current results]... right?

Here's the good news – you don't have to wonder anymore. And that's because you're about to get your hands on the exact same [strategy/tool/resource] the pros use when they want to get a good result.

Check it out here: [link to a paid tool or resource]

So here's how it works...

[Insert an article about the best way to use this resource to get great results.]

So use what the pros use when they want [to get a benefit] – use [Product Name]. Click here to get started now:

[link]

[sign off]

P.S. I use [Product Name] too whenever I want to [get a good result], and [describe specifically what sorts of results you get using it].

If it works for me and countless [types of pros in the niche], I know it will work for you too. Get yours now at: [link]

## **Email 10: Are you [at risk of something]? Take this quiz...**

Do you have [some bad things]? Find out inside...

Which of these [signs/symptoms] of [something bad] do you have?

Will you be a good [type of person, e.g., "dog owner"]? Take this quiz to find out...

Take this [type of] quiz – the results may surprise you!

Hi [Name],

Have you been concerned about [some problems – e.g., low conversion rates, a health problem, a puppy-training problem, etc.]? But maybe you're not sure if [you are at risk or you are experiencing this problem]. To find out for sure, all you have to do is take this [number]-minute quiz...

[Insert the quiz questions. The idea here is to create questions that help people self-identify as having a specific problem, which your product recommendation at the end will solve.

For example, you might have questions pointing to the "signs and symptoms" of problems with low conversion rates, such as: Do you receive a decent

amount of traffic, yet your subscriber list isn't growing very fast? Do your affiliates write their own sales pages because yours doesn't provide good results? Do you feel like you're wasting your advertising dollars because of a low ROI? And so on...]

If you answered "yes" to at least [number] of the above questions, then [you have a specific problem].

The good news is that this is fixable. And the fastest way for you to [start getting better results] is by [investing in some paid tool or resource]. I highly recommend this one:

[link]

When I had the same problem as you, I used [Product Name] to [get some better results – be specific]. Plus, [describe another benefit].

I think you'll enjoy good results too – get started now at [link]...  
[sign off]

P.S. You don't need to [suffer/struggle with some sort of problem] any longer. Use the [type of product] that so many others use to [get good results]: [link]

# Set 12: Five Special-Offer Emails

Sometimes you want to extend a very special offer to your prospects and customers to drum up sales. These special offers might be “no brainers” to turn prospects into customers, or they might be special offers to turn customers into repeat buyers. Either way, you’re sure to find a template here to suit your needs...

## Email 1: All our best products in one package!

[Number] awesome products – one surprisingly low price!  
Get this [type of] package now while you still can...  
You won't even believe this deal...  
A deal like this almost never comes around...

Hi [Name],

I have some great news for you...

We've bundled up [number] of our top-selling [type of products], and we're offering them this package for a fraction of their value. But this special deal is only good through [date and time], so you need to act fast if you want to take advantage of it.

Here's the special offer link: [link]

Here's what you'll find inside this amazing package...

[Insert a list of what is included in the package, along with a statement sharing the benefit of each product. If there are a lot of products in the package, then list the top five and link to the sales page for more information.]

Now here's the best part...

If you purchased each of these products separately, you'd pay [\$ amount]. But act now to snag this deal, and you'll pay just [\$ amount] for the whole shebang. That's a savings of over [\$ amount or percent] – you can't beat this deal!

So go get yours now at: [link]

And hurry, because this offer is ending soon!

[sign off]





P.S. Even if you already own one or two of these products, you're still saving a massive amount of cash on the others. And that means it's well worth your investment. So get it now while you still can. Click here to grab this package before this deal disappears for good:

[link]

## **Email 2: [Product Name] just got more affordable...**

Get [Product Name] in [number] easy payments...

Your favorite products... now with payment plans!

Now anyone can afford [Product Name]

Today is your lucky day...

Hi [Name],

If you're like a lot of people we talk to, you're very interested in [Product Name]. You like the idea that it [explain its big benefit]. And you really like [another benefit of the product].

Point is, you really like what you're seeing... but something is holding you back. You know the price tag is worth every penny and more, yet you haven't pulled the trigger yet. That's why I'm going to offer you a deal that you can't refuse...

From now until [date and time], you can get [Product Name] with just [number] easy monthly payments of [\$ amount] each.

There are no extra fees. There are no interest charges. We're not tacking on any convenience charges or any of that other nonsense.

Instead, we're making it easy and affordable for anyone to get their hands on [Product Name].

If you've been thinking about [getting some benefit], then you're going to want to snap up this deal before it's gone. Get it here:

[link to payment plan]

[sign off]

P.S. There's never been easier or more affordable way to invest in your future, so act now before this special offer is gone! Click here to get started: [link]

### **Email 3: Buy [\$ amount] today, get [\$ amount] off your next purchase...**

Special offer: order [Product Name] now and receive [\$ amount] off your next purchase...

The special deal that keeps on giving...

Order today to receive a matching credit...

Here's a deal that's going to make you smile...

Hi [Name],

It's time to put a big smile on your face with a very special deal we've never offered before... (I know you're going to love this)...

If your order [Product Name] today, you'll get a matching [\$ amount] credit to use on your next purchase. And with over [number] of products to choose from in our store, you're sure to find plenty of items to use your discount credit.

What's more, you can use it on any purchase. You can get a [credit \$ amount] item for free, you can get multiple [items that are less than the credit amount-for free, or you can even get a [credit \$ amount] discount on a larger purchase. It's your choice!

Plus, you're going to love [Product Name], because [explain the main benefits of the product]. You can use it [to get some benefit], and [to get some other benefit]. Plus you'll never again [have to worry about some unpleasant result, because this product helps users avoid that unpleasant thing].

Point is, this is a great deal. You get a great product today to help you [achieve some goal], and you get a matching [\$ amount] credit that you can use on a future purchase of ANY product in our store.

But there's a catch...

This offer is only good through [date and time], so you're going to need to jump on this fast before the offer disappears for good. So get [Product Name] and your matching credit now at:

[link]

[sign off]

P.S. It's not very often that a deal like this rolls around. That's why you'll want to grab it now before this link expires: [link to special deal]

## Email 4: This is your last chance to get [Product Name]

[Product Name] is retiring – which is good news for you... Here's a great deal if you move fast...

Get the biggest discount we've ever offered...  
Don't let this one slip through your fingertips...

Hi [Name],

We're having a bittersweet moment here... Why?

Because we're retiring [Product Name] – but that's VERY good news for you. (More on that in a moment...)

You see, there's a touch of sadness that such a great product has reached the end of the line. After all, so many customers have told us [insert what customers have said about the product, especially the benefits]. Seems like everyone loved this product because [insert another major benefit]. And it was consistently one of our bestselling [types of] products for [number] [weeks/ months/years].

But in just [number] days from now, [Product Name] is being retired and removed from the shelf forever to make room for our [new products, similar replacement-type products, etc.].

Now here's the good news for you...

If you act now, you're going to get one last chance to purchase [Product Name]

– and we're going to sweeten the pot with a surprisingly low price of just [\$ amount]. That's a whopping [\$ amount] discount off the regular price!

Check it out here: [link]

This is a great deal on a trusted [type of product] that's been helping people all over the world just like you [get some great benefit]. Chances are, some of your closest friends and colleagues already own [Product Name], and now you can join them to find out for yourself why everyone raves about [Product Name].

But remember, this special deal ends [date and time], and then this product is going to go off the market for good. So be sure to take advantage of this opportunity right now by ordering here:

[link]

[sign off]

P.S. [Number] satisfied customers can't be wrong. Join them in [getting some benefit] by ordering [Product Name] now using this special discount price link:

[link]

## **Email 5: A special bonus and a discount?**

This offer seems almost too good to be true...

Get an extra gift... get a discount... get BOTH!

This deal is gonna knock your socks off...

If you like getting a good deal, you're going to LOVE this...

Hi [Name],

Ready to have your mind blown? Because you're about to get your hands on an absolutely insane deal...

If you purchase [Product Name] today, we're gonna throw in [a bonus product]

– and then we're going to top it off with a [some amount or some percent] discount!

That's right...

You're not just getting a jaw-dropping discount. You're not just getting an knock-your-socks off bonus. Because when you act now, you get BOTH!

Check it out for yourself at [link].

It's crazy, right?

Because smart folks know that [Product Name] is worth every penny at full price, simply because [explain the main benefits of the product]. In fact, people snap it up all day long at the full price. But if you act now, you get to keep [savings \$ amount] extra in your pocket!

Plus you also get [bonus product], which [explain the benefits of the bonus offer].

Listen, Facebook is lighting up right now. People are calling this an amazing deal. They're saying it's a "can't miss offer." I think you'll agree.

That's why you'll want to grab this offer now before it's gone. Click here: [link] But hurry, because this offer ends [date and time] [sign off]

P.S. Search the archives. Ask your friends. Ask Google. We've never offered a deal this good, and it's unlikely we do so again in the near future. So grab yourself a sweet discount and an awesome [type of bonus] right now by clicking here:

[link]

And do it now, because you'll totally kick yourself if you miss out on this amazing offer!

## 13. A Set Of 26 One-Off Emails

So far, we've talked about various sequences and email strategies to help build relationships and create more sales for you. Sometimes, however, you just need one quick email to send out to your prospects, customers, affiliates or other lists. That's what you'll find inside this collection. From abandoned-cart emails to special offers to emails to motivate affiliates, you're sure to find several templates to meet your needs.

### **Email 1, Abandoned Cart: You forgot some great items in your cart!**

Did you mean to leave these items in your cart?

Come back for a second look...

Still interested in [name of items sitting in the cart]?

Just a couple clicks left to order [name of items]...

Hi [Name],

Thank you so much for shopping with us at [Name of Your Site]. We noticed you left some really great items in your shopping cart, so we wanted to remind you to come back to complete the purchase.

Just click here: [link]

You're only about two minutes away from completing the order, and then [describe what happens next – do they get instant access to a downloadable order? Do you rush their shipment by mail?].

So come back and finish your order. You'll be very glad you did!

[sign off]

P.S. [Optional – one thing you may test is offering a discount coupon here in the postscript if the shopper comes back to complete their order. E.G., "I almost forgot – if you complete your order within the next 48 hours, you can take 10% off! Just use coupon code [insert coupon code] on the order form. That's just one more great reason to finish your order, so get started now at [link]..."]

## **Email 2, Flash Sale: Get big savings if you act now! (Hurry!)**

Flash Sale Alert – save [percentage] off your purchase through [flash sale end date]!  
Huge savings for the next [number] hours – details inside... Save big on [products] –  
today only!

Our biggest sale ends [in X number of hours or by some end date]...

Hi [Name],

I know you like [types of products] and you like saving money, which is why you're  
going to LOVE this sale!

If you act now, you can save [number]% off [a specific product, or all your products –be  
clear about what's eligible for this flash sale].

To get started, just click this link now:

[Insert flash sale link.]

But here's the catch – this is a flash sale, so it's going to end soon – [insert when it  
ends]. You don't want to miss these big savings, so order now while you still can!

[sign off]

P.S. A flash sale like this only comes around [insert some time frame, such as "once a  
year" or "every three months"]. So take advantage of these big savings now while they're  
still good!

Click here to claim your savings now: [link]

## **Email 3, Welcome: Welcome to [Name of Site, Newsletter, Etc.]**

You've made a great decision to join [Site or Newsletter]!  
Membership has its privileges (see inside to get yours)...  
You are now a member of [the "inner circle" or similar]...  
You are going to love this...

Hi [Name],

Welcome to [Name of Newsletter or Site]!

You've made a fantastic decision to join. And that's because this is a great place to  
[get some benefit or desired result].



Here's just a sneak peek at what you'll get now that you're a [member/ subscriber]:

- You'll get tips, tricks and strategies to [help you get some desired result].
- You'll find out the exact tools and resources the [type of niche professionals] use to [get great results].
- You'll get access to [some sort of resource to help them achieve a goal].
- You'll also get [list other perks and benefits they get].

So here's how to get started...

[Insert a description of how to receive these benefits. For example, if it's a newsletter, then provide a download link to a freemium or other resource that helps them solve their problem. Or if it's a membership site, give them a "quick start guide" to help them make the best use of the resources.]

And finally, take note that you can reach out to me any time by [describe how they can reach you – email, phone, help desk, etc.]. I'm here to help you [describe what sort of specific help you provide through these communication channels – e.g., if you're offering an app as a freemium, you might offer technical support. Point is, don't leave it completely open-ended, unless you are prepared to offer free coaching through your help desk.].

Once again, I'm so very glad you joined. I know you're going to really enjoy [getting some benefit], so get started now by [reiterate how they can get started].

See you again soon!

[sign off]

P.S. Here's that link again: [link to download a freemium, access a membership site, etc.].

## Email 4, Motivate Passive Affiliates: Are you ready to pocket some big commissions?

Here's an easy way to start making money with [Name of Affiliate Program]... Where should I send your commission check?

Products that practically sell themselves? These commissions are yours for the taking...

Hi [Name],

I'm so excited that you're a member of our [Name of Affiliate Program] team! That's because this affiliate opportunity gives you the chance to generate commissions of up to [insert your highest commission dollar amount that's possible] per sale! And believe me, with our high-converting sales letters, those commissions really add up fast!

If you'd like to start generating some of these commissions for yourself, then listen up – we have some great resources on hand to make it easier than ever for you to do so!

All you have to do is log into your affiliate center, and you'll get instant access to all the ads, tools and other resources you need to start making some really good money. Here's what you get:

- You'll get copy and paste marketing materials, including: [insert all the types of materials you have on hand, such as reports, graphic ads, text ads, solo emails, etc.].
- You'll get [insert any training resources you offer to help affiliates make sales, such as a day-by-day planner that tells them exactly what to do each day for a month to make money with your affiliate program].
- You'll also get [insert any tools you offer to help affiliates make sales, such as a WordPress plugin that rotates banner ads, or something similar].

Point is, you have everything you need right at your fingertips to start earning big commissions with [Name of Affiliate Program]. And with [number] different products to choose from, there's sure to be something in this product suite that your prospects are visitors are sure to love.

So log into your affiliate center now at [link] to get started.

I can't wait to send you a commission check next month!

[sign off]

P.S. Heads up: You can even make money by giving away something for free – all you have to do is distribute a ready-made rebrandable report to your blog readers, social media followers and newsletter subscribers.

Nothing could be easier! So log into your affiliate center now to get your hands on this report and much more: [link]...

## **Email 5, Transactional: Thank you for your order!**

Here's your download link...

Get access to [Product Name] inside...

Thank you for choosing [Product Name]...

Order confirmation – thank you!

Hi [Name],

Thank you for choosing [Product Name]! If you haven't already downloaded your product, you can get it now at:

[link]

(Take note that this link is good for the next [number] [hours/days] only, so be sure to download it right away.)

I encourage you to start using this product immediately. And that's because [give an overview of what this product does – the point here is to reduce buyer's remorse, which in turn reduces refunds.].

And that's not all! Here's what else [Product Name] does for you:

- [Insert a bulleted list of the top three or so benefits customers will get when they use the product.]

I'm sure you're really going to enjoy [getting some benefit]. And if you have any questions about [Product Name], please don't hesitate to contact me at [insert how to contact you].

Now before I let you go to start using your new [type of product], I wanted to give you a heads up on something else...

Once you start getting results with [Name of Purchased Product], you're probably going to want to [get some other benefit] as well. And that's where [Name of Backend Product] comes in. Check it out here:

[link]

This [type of product] [explain succinctly what it does for the prospect, e.g., “accelerates weight loss by naturally boosting your metabolism”].

Here’s what it else you’ll get when you order now:

- You’ll discover a simple way to [get some benefit]!
- You’ll find out the #1 mistake that you may already be making – and how to avoid it.
- You’ll get [explain other benefits customers get when they order now].

But don’t take my word for it – see for yourself at [link]. Thanks again for your order!  
[sign off]

P.S. This really is a great way to [get some benefit]. Check it out [link to backend product]...

## **Email 6, Social Media: Follow us on [platform]...**

Contests, special discounts and more for [platform] followers... Have you checked us out on [platform] yet?

Here’s why so many others are following us... We’re talking about [topic/issue] – join us?

Hi [Name],

Have you followed us on [platform] yet? If not, you’ll want to take a moment now and do so at:

[link]

Here’s why so many others are following us on [platform] and why you should too:

- You’ll get to participate in our best contests, which are only held on [platform]. There are always great prizes up for grabs, including [list some of the best prizes you’ve offered or intend to offer].
- You’ll get a chance each week to show off your [type of] chops – [explain how you get people to participate, such as by answering questions].
- You’ll get [platform]-followers-only discounts on some of our most popular products, including [list some of the top products where you offer discounts from time to time]
- You’ll be the first to know about [niche] news and announcements.

- You'll enjoy [the type of content you post, such as information tips, motivational articles, etc. to help followers achieve some specific goal].
- You'll get to play "stump the expert" – [explain how you field questions from followers on specific days of the week].
- Plus you'll get a laugh at [the type of humorous content you post, such as memes, videos, etc.].

And much, much more. Our followers are [getting some benefit] – you should join them! Click here to join now:

[link]

See you over there!

[sign off]

P.S. In just [number] days from now we'll [be sharing some tip, starting a contest, or providing some other benefit] over on [platform]. The only way to get your hands on it is by following us now for free.

Click here to get started: [[link]]...

## **Email 7, Referral: Here's how to make money by telling others about us...**

You're already telling others about us – now you can get paid for it... Get rewarded when you tell your friends about us...

Be a hero to your friends and pocket some cash too...

Earn up to [\$ amount] simply by telling your friends...

Hi [Name],

If you're like most customers we encounter, you've probably already mentioned [Name of Business or Product] to a few of your friends – or at the very least you've thought about it. Now here's some very good news...

You can get paid for telling your friends about [Name of Business or Product]! Here's how it works...

You simply join our affiliate program at [link], and you'll get a special tracking link to use to tell others about [Business or Product]. When your friends buy [products/services] through your special link, you'll earn [number]% commissions.

For example, if your friends buy [Name of Popular Product] through your special link, you'll earn [\$ amount they'll earn for the sale].

Think about it for a moment – those cash rewards are going to add up fast! If just ten people buy through your link, you'd earn [\$ total amount]. And all you have to do to earn this money is the thing you were already thinking about doing – telling your friends about how much you like [Name of Business or Product]!

It's quick, easy and a fun way to make a little money – so join now at [link] -- you'll be glad you did

[sign off]

P.S. Telling your friends is easy. Just post your special tracking link on Facebook, blog about it, tweet it out, tell [niche] group or forum members about it and more. You can even directly tell your friends the next time you get together with them. They'll think you're a hero, and you'll love the commissions!

So join now at [link] – and let's get you started making money!

## **Email 8, A FAQ: Your most pressing [type of] questions, answered...**

The Ultimate [niche topic] FAQ...

Ever wondered about [popular niche question]?

Do you have questions? We have answers...

Get the [niche] answers you need here...

Hi [Name],

If you're like a lot of [niche members, e.g., "dog owners"] I talk to, then you have a few niggling questions about [niche topic]. Many of you have been sending me your questions by email, posting them on [a social media platform] and asking them on the blog. And today I've collected your frequently asked questions all in one place, along with answers.

Take a look...

Question 1: What is the best way to [get some specific result]?

Answer: This is an excellent question, because you've probably read quite a few conflicting answers as you've researched this topic. Here's what I consider the best way [to get a result], and why...

[Insert answer.]

Question 2: How do I [complete some technical process]?

Answer: The good news is you don't need to be a technical wizard to complete this step – you just need to follow these instructions...

[Insert answer.]

Question 3: Where's the best place to start when you want to [get some result]?

Answer: This may surprise you, but the best place to start is [describe answer briefly]. Let me explain...

[Insert full answer.]

Question 4: I'm trying to [get a result], but I keep [getting some other undesired result]. What am I doing wrong?

Answer: You're certainly not alone when it comes to [getting an undesired result]. Let me explain why it keeps happening, and how you can prevent it in the future...

[Insert answer.]

Question 5: What [types of tools/resources] do you use to [get some result]?

Answer: Excellent question, because the right [tools/resources] can make or break your [type of] success. Here's what I use...

[Insert answer – include links to paid products, either yours or affiliate links.]

[sign off]

P.S. More of your top question are coming in the next email – keep an eye out for it!

## Email 9, Freemium Giveaway: Get [benefit] for free (download link inside)

For those who always wanted to [get a benefit] but didn't know where to start...

Free for a limited time: [type of product, e.g., "dog training secrets report"]

Discover [how to get a benefit] –(free!)

Put your wallet away and download this [type of freemium]

Hi [Name],

Have you always wanted to [get some good result], but you [don't know where to start or you keep getting an undesired result instead]?

If so, I have some very good news for you...

We've just released a brand-new [type of product – e.g., report, video, app, etc.] that's sure to [help you achieve some niche-specific goal]. And if you act now, you can get it for free!

Get yours now at [link]

Download now, and in just moments you'll discover:

- [Insert bulleted list of benefit statements. E.G., "...a clever way to turn back the clock 10 years... in just three days!"]

And much, much more! This [type of product] is a great way to [get some specific benefit]!

Download yours now at: [link]

It's my gift to you. Enjoy!

[sign off]

P.S. You'll want to jump on this free offer right now, because I can't promise it will last forever. Here's that link again: [link]



## Email 10, Event Announcement: What are you doing [date and time]?

We're talking about [niche topic ] – you should join us!  
Free webinar [provides some benefit] – details inside...  
Grab your webinar seat while you still can (it's free)...  
Free webinar with special [niche] guest – you'll never guess who!

Hi [Name],

It's not very often you get a chance to learn about [niche topic] directly from [a niche expert] – but your chance is coming on [date and time]. And best of all, this live webinar is absolutely free to attend.

Here's the link to join:

[link]

But here's the rub...

There are only [number] seats available for this very special free webinar, and they're sure to go fast. That's because everyone is clamoring to [get some benefit], and that's exactly what we'll cover during this exciting event.

Here's a sneak peek at what we have in store for you:

- You'll learn about a [number]-step strategy for [getting some benefit]!
- You'll find out which common [type of] mistake could be wreaking havoc with your results – and how to avoid it once and for all!
- You'll find out which surprising [tool, resource or item] you can use to [get some result] – this has been sitting under your nose the whole time and you didn't even know it!
- You'll get a surefire strategy for [getting some benefit] – this one is really going to save you a lot of time and money!

And much more...

Plus you'll even get a chance at the end of the webinar to ask questions. Tell me, how often do you get to grill a [type of] expert

A chance like this doesn't come around very often, and these free seats won't last long. So register for the webinar now to reserve your seat!

Here's the link: [link]

[sign off]

P.S. Clear your schedule for [date and time], because you won't find a better way to spend an hour than by [learning about some niche topic or how to get some niche result]. But this exciting event is only available to the first [number] people who register now, so grab your seat while you still can!

Here's where to register (it's free): [link]

## **Email 11, Feedback Request: Can you do a favor for me, please?**

What do you think about [business]?

Your opinion is important...

We'd like to know your thoughts...

How can we better serve you?

Hi [Name],

Can you do me a quick favor, please? We'd like to know what you think about [business name], so we've created this very quick survey for you to complete. It only takes [estimated number] of minutes to fill out, so you can have it done fast – but it will REALLY help us out.

Here's the link: [link]

You see, our business exists to help you [achieve some specific result]. We live and breathe [this niche or topic]. And so we're always striving to do better and trying to find ways to make it faster and easier for you to [get some desired result].

We can't do it alone. And that's where you come in.

All we ask is that you tell us how we can do a better job of helping you [achieve a result]. Where can we improve? What do you like about what we do?

To answer these questions and others (it's fast) just go to:

[link]

Thank you so much! We look forward to continuing to serve you...

[sign off]

P.S. [Optionally, you can give respondents a gift and mention it above as well as here in the postscript. For example: "As our way of saying thank you for completing the survey, you'll receive instant access to [a desirable gift] as soon as you've finished answering the questions. This [type of product] will help you [achieve a result], and it's yours free when you complete the survey now at: [link]. Thank you!"]

## **Email 12: Product Survey: Help us help you...**

What would solve your problems?

What would you like to see [in a type of product]?

Could you spare two minutes, please?

Quick favor...

Hi [Name],

We're doing some research to find out what [types of niche people] really want and need to solve their problems, and you'd really help us out if you took two minutes to answer these questions:

[link]

You see, our business is all about serving you, which is why your opinion is so very important to us. We want to know what sort of features you're looking for in a product to help you [achieve some goal]. We want to know how you'd design [a type of product] to perfectly solve your [type of] problem. And we even want to know what sort of price range best fits your budget.

So help us create better [type of] products to help you. It only takes a couple minutes, and you'll get a chance to see your ideas come to life in upcoming products! So go ahead and complete the survey right now at:

[link]

Thank you so much!

[sign off]

P.S. Everyone who fills in the survey will be automatically entered to win a prize in a random prize drawing, where we'll be giving away five of our top-selling products! So complete the survey now for your chance to win!

Here's that link again: link

## Email 13, New Blog Post: How to [get a benefit]...

This may be the best blog post I've ever written...

What's the secret to [getting a benefit]?

You've been waiting for this...

New blog post up – link inside...

Hi [Name],

Lately a lot of subscribers have been asking one really good question:

“How do [I get some good results or complete some niche-specific process]?”

That question is so important, because it could literally make or break the success of your entire [niche specific activity]. It's true. People who get this step wrong often can't recover – and they eventually quit [trying to get some good result].

That's why I thought it was so important to give you a good and thorough answer. And I just finished it and put it up on my blog. It's called [Name of Post], and you can read it here:

[link to post]

Inside this eye-opening blog post you'll discover:

- A proven, step-by-step process for [getting some good result].
- A simple trick that makes [getting some benefit] faster and easier than you ever thought possible!
- A [checklist/template/other set of tools] to help you [achieve some goal].

If you've been confused about how to [get some result], then you'll want to read this post. If you've gotten frustrated with all the conflicting information out there, then you'll want to read this. And if you've tried to [get some result] but it feels like you're not really getting anywhere, then you'll definitely want to check out this post.

Here's that link again: [link]

[sign off]

P.S. I'd love to know what you think about [Name of Post], so be sure to post your comments on my blog at the end of the article!

## **Email 14, Special Offer: If you like [type of product or getting some result], you're gonna love this...**

Amazing deal: [insert brief description of the deal, e.g., "50% off \_\_\_\_"]

Grab this special offer while you still can...

The lowest price ever offered on [name of product]... Have we lost our minds? (See special offer inside...)

Hi [Name],

If you've ever wanted to [get some good result], then you're going to want to take advantage of this very special offer on [Product Name].

Here's the scoop...

If you act now, you'll get [describe offer – a discount? A bonus? Both a discount and a bonus? A free trial offer? Etc.] But you need to hurry, because this offer ends [list when offer ends].

Here's how to claim yours now:

[Link to special offer.

You won't find a deal like this come around very often, so you'll want to jump on it now so you don't miss out!

Now if you're familiar with [Name of Product], then you already know this is a fantastic deal. But for those who aren't familiar with the [type of product], let me explain...

Simply put, [Name of Product] [delivers some really good benefit or result].

Here's why: every day, [dozens/hundreds/thousands/whatever] of people around the globe try to [get some good result]. And every day, a large chunk of them fail because [reason why they fail].

Now here's the good news...

[Name of Product] solves that problem by [explain how the product works so solve the problem]. And that means you can [get a good result] more quickly and easily than ever before. Plus with this special offer going on, there's never been a better time to start [getting a benefit or some good result]. So claim your [type of special offer] right now at this link:

[link]

And do it now, before this offer disappears for good!

[sign off]

P.S. Remember, this offer ends [date when it ends], so you need to move fast if you want to snag this great deal!

## **Email 15, Holiday Offer: Celebrate [holiday] with these savings...**

[Holiday] isn't [holiday] without [this type of product]... Treat yourself this [holiday] with [special offer]... [Holiday] sale: [describe sale, e.g., "50% off everything"] Spectacular savings this [holiday] (details inside...)

Hi [Name],

It's that time of the year again when [people celebrate some specific holiday]. And we'd like to make this [holiday] extra fun by extending you this very special offer...

If you act now, you can get [explain what they get, e.g., "50% off all of our top-selling products"]. And all you have to do to take advantage of this holiday offer is visit this link right now:

[link]

This is one of your biggest sales of the year, so you don't want to miss it. You can use this special offer to take advantage of a wide variety of products and services, including:

- [Insert a bulleted list of what is included in this offer, such as a list of top-selling products along with one-line descriptions of each.]

And many more – with this special holiday offer you get to choose from among [number] of bestselling [type of products]. There's something here for everyone to help you [achieve some specific goal or get a benefit]. And with prices this low, you'll want to take advantage of these savings by grabbing multiple products.

Check out all the deals here: [link]

But hurry, because this very special [holiday] sale ends [insert when it ends]! [sign off]

P.S. With prices this low, you'll want to share these savings with a friend too! Be sure to pass this email along to them so they can use the following link to [take advantage of this special offer, e.g., "get 50% off everything..."]:

[link]

## **Email 16, Upgrade Email: Get more [benefits] by upgrading now...**

Take your [type of success/activity] to the next level...

Upgrade to a [next level, e.g., "platinum level membership"] for just [low price]... If you like [current level], you're going to love [upgrade level]...

Here's what serious [type of people] do when they want to [get some benefit]...

Hi [Name],

You made a smart choice when you decided to [join/buy] [the type of product/service/membership site]. And that's why I'm confident that you're going to be really interested in getting even more [types of benefits] by upgrading to [the next membership site level, next product "package" level, next service level, etc.].

Here's why...

When you upgrade now, you'll get instant access to [the product, membership site, service level], where you'll [get some benefit]. Plus you'll get

- [Insert a bulleted list where you list all the benefits of upgrading – be specific about what benefits they receive. E.G., "You'll get 15 new low-calorie recipes every month. These recipes are not only heart-healthy, they're also so delicious that even the pickiest member of your family will love it and beg for more! Losing weight and getting healthy has never been more delicious!"]

Now here's the best part...

When you upgrade now, you get all these features for just [\$x] more per month.

Here's the upgrade link:

[upgrade link]

As you can see, you'll be getting [double/triple/quadruple/etc.] the features for just a teeny bit more money [insert "per month" if this is a membership site].

Simply put, you won't find a better or more affordable way to [get some benefit], so you're going to want to upgrade now to start enjoying all the benefits!

Here's that link again: [upgrade link]

Here's to your success!

[sign off]

P.S. Do you know what separates the dabblers from the serious [type of people] who are [getting some sort of specific results]?

It's this: the serious people know they need to [do some specific thing or use some specific products] in order to get great results. And if you upgrade now, you too can [do that specific thing or use that tool]. So get started right now at:

[link]

You'll be glad you did!

## **Email 17, Testimonial Solicitation: What do you think of [Product Name]?**

Who else loves [Product Name]?

We'd love to hear from you...

Everyone is raving about [Product Name] – are you?

Please tell us what you think about [Product Name]...

Hi [Name],

I have a very quick favor to ask you...

Would you please submit your testimonial for [Product Name]? All you have to do is reply to this email and tell us what you think about the product.

Very simple, right? And it just takes a couple minutes. But that two-minute investment of your time will help us immensely. It shows your fellow [type of person] why this is the best [type of product] to help them [achieve some specific goal].



Simply put, [Product Name] has done a lot of good for you and really helped you [get some benefit]. And now you can help others get that same benefit by sharing your honest opinion of how it's helped you [achieve a result]. The more specific you can be about what you really liked about this product, the better.

So all you have to do to help out is reply to this email, or [insert some alternative instructions for ways to submit a testimonial].

Thank you so much! We really appreciate you!

[sign off]

P.S. We know you have a lot of options when it comes to [some type of product], which is why we're so happy and honored that you chose [Product Name]. We think it's the best way [to get some result]. If you think so too, then please send us a testimonial that we can post on your website. And once again, thank you!

## **Email 18, Personal Story: Did I ever tell you about [some personal story]?**

Here's something about me that may surprise you...

Would you believe that I used to [be just like your prospects]?

This changed my life (and maybe it will change yours too)...

Step into my shoes for a few minutes...

Hi [Name],

Several times a week I try to get in touch with you to talk about the [niche-specific] issues that matter to you the most. I share strategies, tips, product recommendations and news. But there's one thing I haven't shared very much

– and that's a little bit about me and how I [got a good result in the niche... became a leading expert in the niche... etc.].

Imagine this for a moment...

It's [date or number of years ago], and I [am struggling to get a good result]. Seems like every time I make a teeny, tiny bit of progress and start to [get a good result], something happens and [all my good results are wiped out].

Now this went on for [weeks/months/years]. I was beginning to think that maybe I'm too [stupid/old/etc.] to ever [get some good result].

And then one day the light went on...

It wasn't me. I wasn't failing because [of some personal characteristic].

Instead, the problem was [name the problem].

BOOM, everything changed the day I had that epiphany. Soon enough, [describe how everything changed].

Now fast forward to today, and [describe how you're getting good results]. And that's why I started working to [get good results for others too].

So let me be clear...

There is nothing extraordinary about me. I'm just an everyday [guy/gal] who likes [describe some of the things you like to do – humanize yourself by connecting with your audience]. So if I can [get some good result], I know you can too.

And you know what? We're going to do it together. So stick with me, and I'll show you [how to start achieving a good result].

[sign off]

P.S. I'd love to get to know you too. Let's connect [on a social media platform, like Facebook]. Click here to get started: [link]

## **Email 19, Stealth Offer: Bet you never tried this [type of] trick before...**

Steal my [niche-specific templates, checklists or other tools]... [Big results with specific data, e.g., "110 pound weight loss"]? The best way I know to [get a benefit]... The quick and easy way to [get a benefit]...

Hi [Name],

I'm going to share with you something that's really going to have an impact on [some niche specific activity or other thing. E.G., "...really going to have an impact on the speed of your metabolism..."].

Listen up...

Most people who [try to get some good result] approach it the wrong way. But the problem is, they don't know that it's the wrong way. In fact, a lot of so-called experts have taught them this incorrect method.

So what is this incorrect method? It's this: [explain the correct method].

You've probably heard of that too. Maybe you've even tried it. And if you aren't [getting the type of results you want], then you probably already have a suspicion that this method doesn't work.

So here's what to do instead...

[Explain how to correct the mistake and do it the right way.]

Here's why this works: [Explain why it works – remember, people have been doing it wrong because they were taught wrong, so they need to know why they should try this other method.]

Of course you don't need to take my word for it. Try it for yourself today to see just how well it works. I think you're going to be pretty shocked at your results!

[sign off]

P.S. Would you like to get your hands on more useful tips, tricks and strategies like the one you just learned? Then check out this [type of product], which will show you the truth about [getting some result].

Here's the link: [link]

## **Email 20, Exclusive Offer: A special invitation**

This is for your eyes only...

For [type of/name of] [subscribers/readers/customers] only...

An exclusive offer: [describe exclusive offer]

By invitation only: [describe special offer]...

Hi [Name],

You've been a very valued [customer/subscriber/member], which is why we've hand-selected you to receive this very special offer...

If you act now, you can [describe your special offer. E.G., "...lock in a low monthly price in [type of membership site] for half-off the regular price..."]

Plus, you'll even get [insert other benefit, such as an extra bonus offer].

Anyone who wants to [get some benefit] will love [Product Name]. And that's because [describe why this is such a good product/membership site/service]. Not only will you get [some specific benefits by using this product], but you'll also [get some other major benefit from using this product].

Learn more at [link]

But while everyone can enjoy these [types of niche-specific benefits or good results], only people like you who received this exclusive offer can get [Product Name] [with some special discounts or other offers]. This offer won't last long, so go get yours now at:

[link]

[sign off]

P.S. Thank you for being such a valued [customer/subscriber/member]. I do hope you'll accept this very special invitation as our way of saying "thank you" for your [patronage or similar].

Here's where to take advantage of these savings: [link]

## **Email 21, Digest Mailing: Did you see these [type of, e.g., "blog" or "social media"] posts this week?**

Here are the top [number] [type of] posts this week...

How [to get some benefit] + four other eye-opening posts...

Here's what you need to know this week...

In case you missed it...

Hi [Name],

Whew! Lots of interesting things happened this week, and I wanted to make sure you don't miss any of them. That's why I've compiled the [number] best [type, such as "blog" or "social media" posts for the week. Here they are in one place for your reading pleasure:

1. [Name of Post]: You'll want to read every word of this post, because [name the top couple benefits of this post]. Check it out here: [link].
2. [Name of Post]: Have you ever wondered [how to get some benefit]? That's what this post will show you how to do. Plus, you'll even [get some other benefit]. You can read it here: [link]

3. [Name of Post]: Nearly every [type of beginner] makes at least one of these common [niche-specific/types of] mistakes. Find out what these mistakes are, and how you can avoid them so that you can start getting good results. Read all about it here: [link]

[Continue on with however many posts you've compiled for this newsletter.]

Next week there is even more good stuff coming up, and you'll want to read it as soon as it drops. That's why I encourage you to [follow me on a social media platform, subscribe to my blog, etc.] by clicking here:

[link]

Clicking that link now means you'll get notification of all the good stuff as soon as it drops. And that includes the upcoming post, [Name of Upcoming Posts], where you'll [discover how to get some benefit]. Don't miss it – [subscribe/join/ like/follow] now at [link]...

[sign off]

P.S. There are lots of other good reasons to [subscribe/join/like/follow] now, such as [describe one or two other perks of following]. So take advantage of these perks and more now by clicking here: [link]

## **Email 22, Case Study: [Amazing results]: a case study**

How [a type of person] [got some good result] Case study: [brief description of result]

Does [product or strategy] work? See this case study...

These [product or strategy] case study results will surprise you...

Hi [Name],

You've heard about [product or strategy]. Maybe you've even thought about trying it. But you can't help but ask yourself the question, does this REALLY work?

The answer: yes. And you'll find the proof below in this [length of time, e.g., "two-week"] case study. Take a look...

[Describe who is doing the case study. Is it you? Someone else? Does this person have experience with this particular product, strategy or even niche? You'll want to describe the person and the "setting" as much as possible so that readers know if they can compare the case study results to the sorts of results they might be able to achieve.]

[Describe starting data. For example if this is a weight loss case study, then provide the "before" weights and measurements of the person doing the case study. Or if it's a traffic case study, let readers know if this website currently gets any traffic. Also provide other proof, such as "before" pics or screenshots.]

Now that you have the background, here's what happened:

[Day/Week 1]: [Succinct statement of results – new data and pics where applicable.]

[Elaborate on what happened during this first day or week.]

[Day/Week 2]: [Succinct statement of results – new data and pics where applicable.]

[Elaborate on this week's results.]

[Insert other results for each day/week of the case study.]

The Final Result

So as you can see, [product/strategy] [delivered some type of result]. [Add in any notes or caveats to this conclusion.]

If you'd like to start getting these sorts of results for yourself, then check out [the product that creates these results]. Click here to get started:

[link]

[sign off]

P.S. [I/name of person doing the case study] got good [type of] results, and you can too. Click here to check out [product/strategy]: [link]

**Email 23, Product Review: Don't even think about buying [Product Name] until you read this...**

Does [product name] work?

Surprising facts about [product name]...

An expert reviews [product name]...

A surprising review of [Product Name]...

Hi [Name],

You've no doubt heard the rumbling on social media and blogs about [Product Name]. There have been lots of big claims, some might even say wild claims. So the question is, is this [type of product] really all that and a bag of chips?

To answer that question, we've put it through its paces. We've reviewed [every page, every second, every inch] of it so that you don't have to. Here's what we found...

### *The Good*

One of the things we liked the most about [Product Name] is that [describe best feature and associated benefit].

But that's not all. Here's what else really made this product stand out from the competition...

[Insert other features and benefits of the product.]

Sounds good, right? But that doesn't mean this product is perfect. Read on...

### *The Bad*

We did find some room for improvement on this product. Namely, [insert the major weakness of the product].

In addition, [describe other potential weaknesses].

However, these aren't deal breakers. That's because [turn these perceived flaws into assets if possible – explain how to “get around” these perceived problems. In other words, handle objections.]

### *The Verdict*

As you can see, there is a lot to really like about [Product Name], and that's why we give our hearty endorsement.

[Explain if this product is best suited to one particular segment of the population. E.G., “This diet is best suited for those who have at least 50 pounds to lose...”]<sup>4</sup>

Check it out now at [link]...

[sign off]

P.S. You won't find a better way to [get a benefit] – and believe us, we tried! – so check out [Product Name] now at [link].

## **Email 24, The Template or Checklist: Steal this high-performing [type of checklist or template]**

Use this [type of checklist or template] to get great results... Ready to [perform some activity]? Use this [template or checklist]... [Performing some activity] made simple... Shortcut your [type of] success with this [template or checklist]...

Hi [Name],

If you're getting ready to [perform some specific activity] and you want great results, then you're going to want to swipe [this template or checklist].

This is the exact same [checklist or template] that I use when I [perform some activity], so you know it works. For best results, print off the [checklist or template] so you have it at your fingertips when you're ready to [get some result].

You can access the [template or checklist] right now at: [link]

Go ahead and put it to work for you today, because I think you'll like the results! [sign off]

P.S. If you like this [checklist or template], then you're going to LOVE [this related product]. That's because [explain why someone would love the related product by highlighting the top benefits].

Check it out for yourself at [link to related product]...

## **Email 25, The Surprising Discovery: The craziest [type of] discovery you've ever seen...**

You're not going to believe what I just discovered...  
How [surprising item] [delivers surprising result]...  
Could a [surprising item] help you [get a desired result]?  
You've got to see this to believe it...

Hi [Name],

Shocked. Appalled. Stunned.

These are just a few words that describe how I felt the day I made a surprising [type of discovery]. Even now I'm still reeling from it all. And I'm betting this discovery is going to surprise the heck out of you too.

So let me explain...



You know how everyone says [you should do some niche-specific activity in a certain way]?

Yeah, you've heard that a million times. Chances are, that's exactly the way you're doing it. And you're probably even getting some decent results.

But what if I told you there is a way to [get even better results – be specific here]?

Good news – that way exists, and it [describe how it improved your results. E.G., "...doubled my conversion rate..."].

Here's how it works...

[Describe how you came upon your shocking discovery, how it works, and what sorts of results you got.]

Pretty amazing, right?

Now, I've shared this information with my closest colleagues and friends, and it's worked for them to [get some good results], so I know it will work for you too.

But don't take my word for it – [perform the action just described above] to see for yourself just how well it works [to get some result]!

[sign off]

P.S. Would you like to see all my discoveries, case studies, strategies and tips in one place? Then you're going to want to check this out: [link to a product, blog or similar].

There you'll discover everything I do to [achieve some result]. If these strategies work for me to [get some specific results], just imagine what they'll do for you!

## **Email 26, The Questions Email: [Number] questions every [type of person] must ask – and how I answer them**

Do you know the answer to these [number] [type of] questions?

The [number] questions that could make or break your [type of] success... Want to [get a good result]? Answer these questions first...

Don't even think about [doing some niche-specific activity] without answering these questions...

Hi [Name],

Are you interested in [getting some result]?

If so, then there are [number] questions you need to ask yourself before you even think about [starting this particular activity]. And if you don't know the answers to these questions, then you're going to struggle [to get good results].

Take a look...

[Insert the important questions, explain why these questions are important, and then tell people how to get the answers.

*For example, if this email was in relation to writing a sales letter, one of the questions might be, "Who is your target market?" You'd then explain to readers how to research and profile the target market.*

*Another example: if this email was in relation to losing weight, one of the questions might be, "What is your target daily calorie requirements?" You'd then provide a formula for people to help figure out how many calories they need to eat each day to lose weight based on their height, weight and activity level.*

*One more example: if this email was about creating a product, then one of your questions might be, "What does your target market want?" You'd then explain to readers how to do market research to find out what people are already buying.]*

So there you have it – the [number] questions you need to answer before you [start on a specific task].

Now if you need a little extra help to [achieve a good result with that particular task], then you're going to want to check out [Product Name]. This [type of product] [helps people accomplish some specific task]. Plus, [list another benefit or two of the product].

Check it out here: [link]

[sign off]

P.S. Save yourself a lot of [time/money/heartache/etc.] by [doing some specific niche activity] right the first time. [Product Name] helps you do exactly that. Check it out now at [link]...

# Conclusion

So there you have it – 101 email templates to generate sales, build relationships, motivate affiliates and much more. This is one package of templates that you're sure to use every week in your business, so be sure to keep it handy at all times.