

# **Templates To Go (Emails)**

Ever sat down at your computer to write an email, but you ended up just staring at a blank screen for far too long?

That's pretty common – but it doesn't have to be that way! That's because you now have access to 20 fill-in-the-blank email templates for a variety of occasions. These email templates include the following:

- Email 1: The Welcome Email
- Email 2: The Free Trial Email
- Email 3: The Webinar Registration Email
- Email 4: The Motivate-Affiliates Email
- Email 5: The Discount-Coupon Email
- Email 6: The Direct-Pitch Email
- Email 7: The Overcoming Objections Email
- Email 8: The Upgrade Email
- Email 9: The Case Study Email
- Email 10: The Prelaunch Email
- Email 11: The "Hurry and Get It Before It's Gone" Email
- Email 12: The Testimonial Email
- Email 13: The Bonus (Add Value) Affiliate Email
- Email 14: The Product Review Email
- Email 15: The Special Offer Email
- Email 16: The Flash-Sale Email
- Email 17: The Free-Resource Email
- Email 18: The Feedback-Request Email
- Email 19: The Checklist Email
- Email 20: The How-To Email

You're sure to find a template in this pack to meet your needs. So, without further ado, here are your templates...

## Email 1: The Welcome Email

Thank you for joining [group/community/list]  
Welcome to [group/community/list]!  
You are now part of the best [group/community/list]

Hi [Name],

Welcome to [group/community/list]!

I'm so glad you joined, because [insert the big benefit of joining]. Not only will you [get some desired outcome], but you'll also [learn about some topic]!

We've got [type of people associated with the group, e.g., "dog trainers" or "dieters"] all over the world who are getting great [type of results] just by using the tips they're learning here [inside the group, list, etc.]. And it doesn't matter [if you're just getting started in this specific niche] or if [you're a seasoned pro/have years of experience/are an expert], there's something for everyone inside [the group, list, etc.].

Best of all, we're going to get started today as I share with you some of my best [type of] tips for [getting some specific result]. And over the next [timeframe, e.g., "week" or "month"], you're going to get a crash course in [topic] delivered right here to your inbox. Here's what you'll discover:

- You'll learn a nifty trick for [getting some benefit].
- You'll find out how to use [a common every day item] to [get some benefit].
- You'll discover a little-known way to [get a benefit].
- You'll learn [number] tips and tricks for [getting a benefit].

And much, much more. By the time you've finished [this crash course on a certain topic], you'll know exactly how to [get some desired outcome]!

So here's what to do next...

First, if you didn't already download the first [lesson, module, report, etc.], then you can do so right here:

[insert download link]

Secondly, you'll want to jump in and read it right away, because [give a good reason why – the strongest benefit people will receive by reading this particular lesson].

Once you're finished reading it, then be sure to [call to action – might be something like print off the associated worksheets, or put the content to work, etc.].

I'll leave you to it. Enjoy!

[sign off]

P.S. You'll get your next [lesson, module, chapter, etc.] [insert when they'll get it – tomorrow? In three days? Etc.]. Keep an eye on your inbox!

PPS. Again, thank you for joining [name of the group/community/list], and welcome to the group!

## **Email 2: The Free Trial Email**

Claim your free [type of trial] trial inside...

Get [product/membership] for [timeframe] – free!

[Timeframe] of [product name] for free?

Hi [Name],

You asked for it, and I'm delivering...

If you act now, you can get [timeframe, such as "one week"] [of the item – such as "access to [name of] membership site] absolutely free. But hurry, this offer expires [relatively short time frame, such as "in three days"].

Get it here:

[link to claim the free trial offer]

I've never offered this deal before, and I'm not sure if I'll ever offer it again. That's why if you've ever thought about [joining this membership site, purchasing a SaaS offer, etc.], you're going to want to grab this deal right away because it may not come around again.

Why am I doing this?

It's pretty simple – I know that if you try out [product/membership] for [timeframe] for free, then you're going to want to [become a full member/paying member/etc.]. That's why I'm giving you unfettered, unlimited access for the next [number of days].

This isn't stripped down or "lite" version of [product/service/membership site]. You're not getting a [bronze/basic/etc.] [membership/trial].

Nope, act now and you get [the full version/the platinum version/the diamond version/etc.]. This includes the following benefits:

- You'll get instant access to [some component of the offer, such as the private members-only forum].
- You'll get [another component of the offer, such as the ability to download X number of courses, reports, etc.].
- You'll also enjoy [some other component of the offer, such as group coaching, unlimited access to an app, etc.].

In total, there are [number] of [resources – such as courses, reports, modules, etc.] inside [the site] that are all designed to do one thing: [list the big benefit of this site].

You don't need any previous experience in [the niche] in order to start [getting some benefit], because [explain how this site has everything a beginner needs to get started in the niche and getting some desired benefit].

You don't need much time to start [getting some desired outcome], because [explain why they don't need much time. For example, do you share time-saving tips inside the site? Is it a quick and easy method to get some result? Does the site include some sort of tools for making the process quick and easy, such as a time-saving app, printable checklists and similar?].

And best of all, when you act now you don't even need a single cent to get started, because this offer is completely free...

If you purchased this offer, you'd pay [\$x amount that the trial offer is worth] – and it would be worth every penny and then some. By why pay when you can get it for [a length of time] for free?

Take advantage of your free trial offer right now by clicking here:

[link to free trial offer]

I'll see you inside!

[sign off]

P.S. Every day people ask me, "What's the best way to [get some desired outcome]?" And every day I share tips, tricks and strategies in my newsletter, free reports, social media and elsewhere.

Now for the first time ever I'm revealing ALL my best tips, tricks and secrets for [getting a desired outcome] FREE for [length of time]. It would be really smart if you took advantage of this free trial offer before I changed my mind or before this offer is gone for good on [date that the free trial offer expires].

Get it here:

[link to free trial offer]

### **Email 3: The Free Webinar Promo Email**

Have you ever wanted to [get some benefit]?

Free webinar: How to [get some benefit]...

Free [type of/topic] webinar for the first [number of people] who act now...

Hi [Name],

What are you doing [on date] at [time]?

If you're smart, you'll be joining us on the free webinar, "[title of the webinar]."

Here's why...

Every day, [large number of people – dozens/hundreds/thousands/millions] of people try to [get some desired outcome]. And every day, most of them fail. Maybe not at first, but eventually a majority of them will [get some bad result].

Maybe you can relate...

When you first start [trying to accomplish something or get some benefit], you're [insert how the typical person feels – motivated, excited, hopeful, etc.]. And for a while, things go really well.

You [get some small sign of success or a good outcome]. You [get some other sign of success or a good outcome]. If you're lucky, you may even [get some bigger type of success or good outcome].

You're riding high at this point, right? You're feeling [insert how they're feeling – enthusiastic, ecstatic, excited, like nothing can stop you, etc.].

And then it happens...

[The reader might see some sign that things aren't working as well as they should be. For example, if this is about weight loss, you might say "One day



you notice the scale isn't budging any longer. Maybe it even starts creeping upward.""]

So what do you do?

You redouble your efforts. You [take some specific, big steps].

But it doesn't help. You end up [back where you started/not getting any good results].

Now here's the thing you need to understand...

It's NOT your fault!

The real problem is that [insert what the problem is – something that isn't the reader's fault]. And once you understand this and use a workaround, then you'll [start getting the desired results].

Question is, how do you [use that workaround/achieve those results]?

That's exactly what you'll find out when you attend the free [name of] webinar. Here's what you'll learn:

- You'll find out how to [get a benefit] – even if [you don't have some common prerequisite or characteristic].
- You'll discover a slick way to [get a benefit] – you'll wish you had known about this years ago!
- You'll find out what [experts/authorities in the niche] do when they want to [get a benefit] – and how [you can do the same thing to get great results].

Plus much, much more – in just [amount of time the webinar runs, such as "45 minutes"] you'll get a crash course in [getting a desired outcome]. You'll even get an opportunity to ask questions at the end of the session. By the time we're done, you'll know exactly how to [get a great result].

Best of all, this webinar is absolutely free. So keep your wallet closed, and just click this link to sign up now:

[registration link]

But do it now, because there are only [number] of seats available and they're bound to go fast!

[sign off]

P.S. Registering for this free event also lets you watch the webinar replay later on, as many times as you want. You won't want to miss out on discovering the secrets of [topic], so register now for free at:

[registration link]

## Email 4: The Motivate-Your-Affiliates Email

Hi [Name],

I just wanted to drop you a quick line to let you know the exciting things that are happening with [insert the name of your affiliate program/business], and how these announcements can put a lot of money in your pocket!

Take a look...

The first announcement is that we're launching an affiliate contest on [date], that runs until [date contest ends], and you could win any number of prizes worth [total dollar value of the prizes]. These prizes include:

- [Insert a bulleted list of the prizes for 1<sup>st</sup> place affiliate, 2<sup>nd</sup> place affiliate, etc.]

Not only will the top affiliates be awarded prizes, but everyone who makes at least one sale will be eligible to win a random-draw prize. These random-draw prizes include [insert a list or description of the random draw prizes].

To help you make even more sales during the affiliate contest, we're also giving you the option to distribute [percentage] off coupons for your customers. This is the biggest discount we've ever offered, so it's sure to create a flurry of sales for you.

To learn more about the contest, see all the details here:

[insert a link to a page with contest details]

Remember, this contest starts [date], so start planning your promotions now!

Which brings us to the next announcement...

Secondly, we've added a lot of new marketing content to the affiliate dashboard [let readers know for which product or products you've added new marketing content]. You'll find new:

- [Insert a bulleted list of all the marketing content you've added, such as rebrandable reports, social media blurbs, blog articles, emails, autoresponder series, videos, graphical content such as banner ads and more.]

In addition, I've cleared my calendar for the next couple weeks to give interviews, preferably via a webinar or teleconference. If you'd like to interview me on any topic related to [niche/topic] and promote [your product/products] using your affiliate link, just get in touch with me right now at:

[link to your help desk, or an email address, or even a scheduling app]

You can use this interview as a lead magnet, a bonus, or even freely distribute it across your platforms. Plus I'll help you promote it with a link to my newsletter, so you'll get even more exposure. This is a great way to make money with [insert the name of your affiliate program]!

Hope to hear from you soon!

[sign off]

P.S. Don't forget to mark [date of the contest] on your calendar, because that's the day the big affiliate contest starts. You could win up to [dollar amount for first prize] if you land at the top of the affiliate leaderboard, or [dollar amount] if you win one of the random draw contests!

Learn more at and pick up your affiliate link and promo materials now at:

[link to the page about the affiliate contest]

## **Email 5: The Discount-Coupon Email**

Who else wants [percent] off [product name]?

Save [dollar amount] now – details inside...

The lowest price ever offered?

Hi [Name],

People are saying this is absolutely crazy. They're asking me if I made a typo or some other mistake...

Nope, what you've heard is true – we're offering an unprecedented [percent off] coupon on one of our most popular products, [insert the name of the product]. If you've ever wanted to [get some specific benefit or outcome], then you're definitely going to want to get in on this great deal.

All you have to do to take advantage of these savings is go to: [insert link]  
And then use coupon code [insert coupon code] on the order form.

That's it – you'll automatically save [dollar amount]!

Is there a catch?

Yep, but just a small one...

This coupon is only good until [date when the coupon expires] – that's only [number] of [days or hours] from now, so you're going to want to act now if you want to scoop up a great deal for yourself.

If you're not familiar with [name of product], let me give you a quick overview...

[Name of Product] is a [type of product, such as report, video course, app, etc.] that's designed to [insert the biggest benefits here].

What makes this [type of product] different from the others on the market is that [insert what makes it different and better than the competing products – i.e., insert your unique selling point].

People everywhere love [Name of Product] because [list the reasons why people love this product] – and you will too! If you've ever wanted to [get a benefit], [get another benefit], or even just [get some other benefit], then this is your chance!

All you have to do to take advantage of these savings is go to: [insert link] And then use coupon code [insert coupon code] on the order form.

That's a quick way to save [dollar amount], so order now before this deal ends [date and time when the deal ends]...

[sign off]

P.S. A deal like this hasn't come around before, and it may not come around again. That's why you're going to want to jump on this offer before it's gone...

[link to sales page]

## **Email 6: The Direct-Pitch Email**

Have you ever wanted to [get some benefit/outcome]?

The very best way to [get some benefit/desired outcome]...

This is my new favorite [tool]...

Hi [Name],

If you've ever wanted to [get some desired outcome], then you're going to want to read every word of this email.

Let me start with a story...

It was [year], and I had just [tried some method for achieving some result. E.G., "I had just started yet another low-calorie diet in an attempt to lose weight."]

As usual, things started off pretty well. [Insert a description of how things were going pretty well at first. In continuing with the dieting example, you might say something like: "I was enjoying the meals. I never felt deprived or hungry..."]

But you know what?

It wasn't working. Instead, [describe how/why it wasn't working. In the example of the dieting story, you might talk about how the scale wasn't budging and you weren't losing any inches off your waist.].

It was frustrating to say the least. I'd tried to [get some specific benefit/outcome] about [number of times] before, and they all seemed to end the same way...

[Quick one-sentence summary of how they ended in failure/disaster].

I kept thinking there's got to be a better way to [get some benefit]. Seems like other people can [get this benefit] just fine – so what was my problem?

That's when I stumbled into a marvelous discovery that instantly made it much easier for me to [get some benefit].

Suddenly, instead of [getting some undesired result or no results], I was [describe the good results you were getting]. And best of all, it was happening almost like magic. Yes, it felt THAT easy!

What was this discovery?

Simple – [insert the discovery – preferably, this should be some data-driven or scientifically based discovery. For example, if it's about dieting, then perhaps it would have something to do with speeding up the metabolism naturally through clean eating and increased exercise. Or if it's about traffic conversion, you might describe a case study of tweaking sales letters to boost conversions.]

Take a look at this proof:

[Insert proof – e.g., a screenshot, a photo, a chart, a clipping from a respected peer-reviewed journal, a quote from a respected expert in the niche.]

Since then, [a quick description of results you've achieved for yourself and others... e.g., "I've helped 239 people achieve similar results – this really works!"]

And now, for the first time ever, I'm sharing my entire [type of] [system/plan/blueprint]...

Introducing "[Name of Product]," your surefire solution for [getting rid of some bad thing or getting some good thing].

This [type of product] is the easiest way I know [for getting a good outcome]. Here's what you'll discover:

- You'll get a simple step-by-step plan for [getting a desired outcome].



- You'll find out which [niche method] will get you the best [type of] results – and which ones you should avoid at all costs.
- You'll discover [number] tips, tricks and hacks for [getting a good result/benefit] -- these work like crazy to help you [get a good outcome]!
- You'll get a proven [list of tools, resources, gear, etc.] that you can use to make light work of [some task] – you'll be surprised at how easy it is!
- [Insert any other top benefits.]

Plus much, much more!

By the time you [finish reading/viewing/etc.] this [type of product], you'll finally know how to [get the desired outcome].

Imagine not struggling with [bad thing] any more. Imagine how you'll feel when you [finally get some good result]. [Name of Product] can turn this into a reality!

If you like the idea of finally [getting a good result], then click here now:

[link to sales page]

[sign off]

P.S. I never thought I'd ever be able to [achieve some result], but I was wrong. I did it, and you can too.

Click here to find out how:

[link to sales page]

## **Email 7: The Overcoming Objections Email**

Thinking about buying [product name]? Read this first...

For people who think [product name] [insert biggest objection, e.g., "doesn't work"]...

The surprising way [product name] [gets a good result]...

Hi [Name],

People everywhere are really excited about [Product Name]. The whole [type of niche] is buzzing about it. You've probably heard about it too on social media, blogs, and just about everywhere else.

It looks good. It looks like just what you need to [get a good result]. And yet you haven't taken the plunge yet, even though so many other people have.

I'm betting it's because you still have a few questions about [Product Name]. You're in luck, because we have answers! Read on...

*What makes [Product Name] different than other [competing products on the market]?*

This is a really good question.

At first glance, [Product Name] may seem really similar to competing products on the market. But when you take a closer look, you'll find [describe how the product is different and better than competing products on the market].

What does this mean for you? It means [describe in more detail how this benefit helps the user].

*Does it really work?*

In a word, yes.

You've probably heard some pretty big claims, and you've wondered if those claims are true. The answer is yes. Here's proof:

[describe or link to some sort of irrefutable proof]

If you're still not convinced after reviewing [that proof], then you'll be pleased to know it's GUARANTEED to work or you get your money back.

Download [Product Name] today, and you'll get a full [length of time, e.g., "60 days"] to fully review this product and try it out.

If you're unsatisfied for any reason, simply contact me within [the guarantee time period] for a full and prompt refund. No questions, no quibbles, no hoops to jump through.

*What are others saying about [Product Name]?*

If you're one of the few folks who hasn't heard the buzz, then you may be wondering what others are saying about [this product].

Take a look:

[Insert any endorsements or testimonials. Focus on showcasing your STRONGEST testimonials – typically, these are the ones that talk about results or otherwise provide proof that what you say is true. If you have strong testimonials or endorsements from well-known people in the niche, be sure to showcase those as well].

*Why [does it cost so much or cost so little]?*

When you first saw the price tag of [amount], you may have wondered why [it costs more or less] than similar products.

Here' why: [give a reason why the product is priced the way it is – whether it's high or low, you need to justify the price].

As you can see, it's worth every penny (and then some). This is a great deal no matter how you slice it, and it's guaranteed to [provide great results].

That's why you're going to want to order now at:

[link to sales page]

[sign off]

P.S. I can't think of a better way to [get a good result], so order now:

[link to sales page]

## **Email 8: The Upgrade Email**

Upgrade now and snag yourself a great deal...  
Ready to take [some activity] to the next level?  
This is the best email you'll read all day...

Hi [Name],

I've got some marvelous, unexpected news for you...

If you act now, you can upgrade from your current [level/status] membership to a [higher level] membership and snag yourself a really great deal in the process. Upgrade today and you can lock in the low price of just [low monthly price, annual price, etc.].

Here's the link to get your upgrade:

[sales page upgrade link]

Here are three good reasons to upgrade today:

Reason #1: This is a great deal.

When you upgrade now, you're going to save [dollar amount] every month on membership fees – that works out to an annual savings of [how much money they save annually by taking advantage of this offer]!

Reason #2: You're ready to [take it to the next level – e.g., "Take your business to the next level" or "Lose the weight and keep it off for good" etc.].

Your [current level membership] helps you [get some benefit]. When you upgrade to [the higher level] membership, you'll [learn some advanced information, get access to advanced tools, etc.].

End result? [Insert the main benefits of upgrading – what is the desired outcome?]. And that makes this offer irresistible to anyone who wants [to get a desired outcome]!

Reason #3: Your [higher level] membership includes a lot of great features and benefits.

Membership has its benefits. When you upgrade now, you'll start enjoying the following:

- [Insert a bulleted list of benefits that are offered in the higher-level membership but not at the member's current level. For example, list access to a private members only group, access to any special tools, list of all the resources not available at the lower level, group coaching, etc.]

Plus you also retain all your current membership benefits, including [remind users of the benefits they're getting at their current level of membership – e.g., list some of the top tools and resources currently available to them].

Right at this moment, dozens of your fellow members are making the jump to the [higher level] level membership. Join them now by clicking here:

[link to the upgrade page]

And do it now, while you can still lock in the low price of just [dollar amount and time frame, such as "\$15 per month"].

I'll see you inside!

[sign off]

P.S. We've got members all over the globe who've upgraded and they're really glad they did. Take [name of person who gave the testimonial], who went from [lower level] membership to a [higher level] membership:

[Insert a strong testimonial from someone who went to a higher membership level. This testimonial should focus on the benefits of the higher level – what made the higher level better? What sort of tools and resources were they able to take advantage of? How did these tools and resources help them achieve great results in the niche?]

If [name of person who gave testimonial] can [get some great result], just imagine what a [higher level membership] can do for you.

## **Email 9: The Case Study Email**

A surprising [Product Name] case study...  
How [a person] [got a really good and specific result]...  
[Get some really good result]? PROOF...

Hi [Name],

You've probably been hearing a lot about [product name] over the last several [days/weeks/some other time frame].

It sounds good, right? It seems like the perfect solution for [getting some good result].

And yet maybe it also seems a little too good to be true. Perhaps you're wondering if it REALLY [provides some benefit that's been the focus of advertising].

I'm here to tell you YES, it really does [deliver a good outcome]. And you don't even have to take my word for it. That's because we just wrapped up a case study that absolutely proves [product name] [delivers good results].

How well does it work?

We're talking [give a specific measurable result – e.g., how fast did it work, how well did it work, etc.].

Here are the details...

The subject of this case study was [name of person], who [describe how this person is just like your target audience – mention any demographics or other characteristics that are important.]

Like many [people who are looking to get a good result], [Name of Person] tried [a variety of ways to get a good result]. But this was the first time [Name of Person] actually [got some good result – especially a result that was replicable or one that didn't disappear].



How?

Simple: [Name of Person] used a little-known [tool/strategy/etc.] called [Name of Product].

Let me show you the numbers:

[Insert starting numbers, along with any sort of proof of these numbers, such as photos, screenshots, etc. For example, if this is for a dieting product, you'd mention starting weight, measurements, and clothing size. You'd then also provide a "before" photo.]

Here's what happened next...

[Explain the actual case study. Be sure to answer how long it was conducted (e.g., two days, six weeks, six months?). Explain exactly what the case study subject did – what steps they took.]

After [time period of the case study], the results were in – and they blew us away. Take a look...

[Explain the results. Be specific with measurable details. Once again, provide some sort of visual proof if possible.]

What you need to know is that [Name of Person] wasn't the exception when it comes to [getting good results]. [He/she] is just one of [dozens/hundreds/thousands] of people around the world who've purchased [Name of Product] and are using it to [get a desired outcome].

Now just imagine for a moment what [Product Name] could do for YOU. If you like the idea of [getting a good result], then click here to learn more:

[sales page link]

[sign off]

P.S. We've got a whole page full of people sharing their amazing results. See how [Product Name] is [changing lives/getting good results] and how it could be doing the same thing for you:

[link to sales page]

## **Email 10: The Prelaunch Email**

Mark your calendar for [date]...

Big news from the world of [niche]...

Exciting news for [type of people, e.g., “marketers” or “dog owners”]...

Hi [Name],

Mark your calendars for [date] at [time], because something VERY exciting is going to happen!

That’s the day [Name of Product] launches, which is [quick description of what it is]. And from everything I’ve seen, this is going to be HUGE!

Let me explain...

[Name of Product] is the newest [type of product] by [Name of Product Creator]. If you don’t know who [Name of Product Creator], let me clue you in...

[First Name of Product Creator] is a [type of person/expert – e.g., blogger, author, coach, veterinarian, registered nurse, etc.] who can boast about [quick description of this person’s big accomplishments – for example, if the person is a bestselling author, then talk about hitting the New York Times bestseller list and selling millions of copies].

And that’s not all. [Name of Product Creator] also:

- [Create a bulleted list of accomplishments – anything that’s relevant and compelling, such as working with big names, getting some eyebrow-raising results, winning relevant awards, years of experience and a proven track record. Build credibility – answer the question, “Why should I listen to this person?” with this list of accomplishments.]

That’s why whenever [Name] says anything about [topic], people drop everything and pay attention. Many would agree that [he/she] is the

[niche's] top authority when it comes to [some specific topic that's also the topic of the product].

And that brings us to [launch date] at [time] – that's the day [Name] is dropping [Product Name].

This is big news for anyone who's [involved in this specific niche]. That's because [product name] [describe what makes this product so much different and better than similar offers – does the creator offer something comprehensive? Does he/she reveal all their secrets for the first time ever? Does it include something really special such as personal coaching as a bonus? Etc.].

This package includes:

- [Create a bulleted list of the benefits of this package – what all does it include? What bonuses?]

Here's a pic of what all you get:

[Insert ecover graphic.]

More details on this exciting product launch is coming soon. I'm thumbing through the package as fast as I can and am totally blown away. Tomorrow I'll share with you some of the best tidbits I've discovered inside [Product Name].

Stay tuned, because I'm betting you've never heard anyone talking about the tips you're going to learn tomorrow!

See you then...

[sign off]

P.S. Mark it on your calendar now: [insert date and time]. If you're one of the first [number] to order [Product Name], you'll get [describe what they

get – a discount? A special bonus package? Both a discount and a valuable, in-demand bonus?]

You don't want to miss this product launch... or you're going to kick yourself later!

## **Email 11: The “Last Chance” Email**

Last chance – get it while you still can...

This deal is closing soon – you in?

This offer is gone in 3...2...1...

Hi [Name],

If you want to save [dollar amount] on [Product Name], then you need to act fast. That’s because this special discount offer ends TONIGHT at midnight.

Here’s the link so you can grab it quick before the savings disappear:

[Link to sales page]

Why are [type of people] everywhere jumping on this offer? Here are three good reasons:

Reason 1: [Product Name] shows you the best way to [get some benefit].

If you’ve ever wanted to [get some desired outcome], then using [Product Name] is the best way to do it.

But don’t take my word for it. Check out what one happy user says:

[Insert a strong testimonial.]

He’s not the only one. We’ve got [dozens/hundreds/thousands] of testimonials just like this from people who are [getting some specific type of result]. You can read them here:

[Link to testimonials.]

Reason 2: This is the lowest price ever offered.

[Product Name] is worth every penny when it’s full price, but why pay more when you don’t have to? Keep that [savings dollar amount] in your pocket – you’ll be glad you grabbed this offer before it disappeared!

Reason 3: Your satisfaction is guaranteed.

We've got a lot of great testimonials and case studies from people all over the world who are [getting some great result]. It's worked for so many others, and we know it will work for you too.

In fact, we're so confident that we're putting our money where our mouth is. Order now, and you'll enjoy a full [number of days in the guarantee period] days to fully review and use [Product Name]. If it's not everything we say it is – if you're not convinced that this is the BEST way to [get some benefit] – then just drop me an email for a full refund.

Fair enough? Then order risk-free today, and get [discount or savings] now if you act fast:

[link to sales page]

[sign off]

P.S. This is gone at midnight EST – order now so you don't forget!

## **Email 12: The Testimonial Email**

Amazing: [insert a good result, e.g., “37 pounds gone!”]  
If these people can [get a good result], then you can too...  
Wow – [desired outcome]!

Hi [Name],

The results are pouring in from all across the [country/world] – [Product Name] really works to [create some desired results for users]!

If you’ve been opening my emails, then none of this is a surprise since I’ve been telling you this for weeks. But now you don’t have to take my word for it. Instead, take a look at what people just like you are saying about [Product Name]!

For example, [name of person giving testimonial] from [location] says, “[pull out the best line from the testimonial]!”

Here’s what else [he/she] says:

[Insert the full testimonial.]

And that’s not all...

[Name of person giving 2<sup>nd</sup> testimonial] thought [he/she] would never [get some specific result]. [He/she] tried just about [every type of product on the market], but nothing work.

Then [Name] started using [Product Name], and suddenly [he or she started getting good results] – we’re talking [insert a line about specific good results, such as how much a golf score improved, how much weight lost, how much traffic increased, etc.].

Here it is [Name’s] own words:



[Insert the full testimonial – as always, be sure to only include your strongest and best testimonials.]

[Name of third person] from [location] enjoyed similar results. [He/she] started off [insert some description of the person’s starting point]. And then just [some short amount of time] later, [Name] [got some desired result]!

Here’s what [he/she] says about [Product Name] and how it [created a good result]:

[Insert another strong testimonial.]

And check out [this picture, screenshot, video, or some other proof. For example, if this is a dieting product, you might post “before” and “after” pics of the people giving testimonials.]

Amazing results! If [Name] can get these sorts of results that fast, just imagine what YOU can do!

These people are not the exception. Every day, we have satisfied customers excitedly emailing us to share their awesome results! We’ve love to see you getting these sorts of results too.

Take the next step – click here to check out [Product Name]:

[insert sales page link]

Do it now, because this is going to change [the way you do some activity or accomplish some goal] for the better!

[sign off]

P.S. [Number of customers] satisfied customers can’t be wrong! Find out why people can’t stop raving about [Product Name] by clicking here:

[Link to sales page]

## **Email 13: The Bonus (Adding-Value) Affiliate Email**

Get [something] for free – details inside...

Free [type of product]? See inside...

Order [Product Name] and get [bonus] for free!

Hi [Name],

Let me cut right to the chase...

If you order [Name of Affiliate Offer] using the links inside this email, then you'll get [Name of Bonus Product] for free!

[Note: if there are any special instructions for claiming the bonus, insert them here. Otherwise, preferably, your affiliate bonus should be delivered automatically to anyone who purchases this offer through your affiliate link.]

Here's the link:

[your affiliate link]

For those who are unfamiliar with [this offer], let me tell you more about it...

[Product Name] is a [type of product] for people who want to [get some specific result]. Here's what you'll learn when you download this [type of product] today:

- You'll get a step-by-step guide for [getting some result] – no [experience, special skills, etc.] required!
- You'll discover [number] [tips/mistakes/dos and don'ts for] [getting a benefit] – this list will [save you a lot of time, save money, make it easier, etc.]!
- You'll learnt the secrets of [getting some desired outcome or completing some task] – this [tip/method/strategy] alone [is worth the price/makes it easier/saves loads of time/or some other benefit]!

- You'll get [some other component from the product – for example, a set of templates, a video, etc.].

This is a great deal for anyone who wants to [get a benefit]. Plus when you order now using the links inside this email you also get [Name of Bonus Product].

This [type of bonus product] complements [Name of Main Product] perfectly. That's because [explain what the bonus product does and why it works together so well with the main offer.]

Here's what you get:

- You'll find out [how to accomplish some goal/get a benefit]!
- You'll get a time-saving [tip/trick/tool] that shaves [amount of time off a specific task]!
- You'll get my personal [template/checklist/planner/other item] that makes it easier and faster than ever for you to [accomplish some task or achieve some goal] – I'm betting you'll love this as much as I do!
- Plus you'll even get [some other good benefit/item] – what a great way to [get a desired outcome]!

Simply put, if you [want to get some specific benefit], then you're definitely going to want to take advantage of this bonus offer. That's a [dollar amount] value that's yours free, so order yours now using this link:

[your affiliate link]

[sign off]

P.S. This is my favorite [type of product for getting some result], and I know you'll really like it too. Plus when you order now you get my [bonus offer/package] for free. What's not to love? Get started now by clicking here:

[your affiliate link]

## **Email 14: The Product Review Email**

Don't buy [Product Name] until you read this...

The truth about [Product Name]...

My [Product Name] review (it might surprise you)....

Hi [Name],

If you've been reading this newsletter for any length of time, then you know I always give it to you straight when it comes to reviewing a product...

Today is no different. If you've thought about buying [Product Name], then you're going to want to read every word of this email...

First off, a little background: let's talk about what [Product Name] is and what it does for you...

[Product Name] is a [type of product] that's designed to [deliver some sort of result/outcome]. Some of its top advertised benefits include:

- [Insert a list of the top three to five big benefits of this product. You can pull these from the sales letter and write about them in your own words. If the product creator explicitly allows it, you can pull excerpts directly from the sales letter.]

If you're like me, you're probably wondering if all of this is really true. That's why I put it to the test so that you don't have to. Here's what I found...

### The Pros

There are a lot of really good [benefits/features/points/things to say] about [Product Name].

Did it work as advertised? You bet it did. Here are the main points you need to know:

- This [type of product] is really good [at/for accomplishing some goal or completing some task]. I've tried out a lot of [similar types of products] over the last several [weeks/months/years], and I really like the way [Product Name] [accomplishes some task].
- [Product Name] is different than similar [solutions/products] because [note how it's different]. This makes a big difference when you're [trying to get a very specific benefit].
- You also get [name something else that comes with the offer, such as a bonus package]. This [product] [insert the benefit, such helps people save time when they're trying to complete a task].
- [Insert another pro/benefit of this product.]

Next...

### The Cons

[Product Name] is a pretty good [type of product/solution], but it's not perfect. There are a [couple/few] things that could use improvement. Namely:

- This [product] doesn't [have some benefit or feature]. Do you absolutely need [some feature] in order to [accomplish some task]? No, but it is helpful, especially if [you are a certain type of person or need to get a certain type of result]. You can get around this by [explain some workaround – the idea here is to raise a product weakness and then handle that objection smartly to boost conversions.]
- [Some component of the offer] costs extra. If you're looking for [some benefit, such as coaching, templates, etc.], then you'll need to purchase [an upsell product] separately. However, this offer pops up on the order page and it's a really good deal –

better than you can get anywhere else, so it's well worth ordering.

- [Insert any other perceived product or offer weakness. The point is to take a perceived liability and handle that objection, or even turn it into a perceived asset is possible.]

Finally...

### The Verdict

As you can see, there's a lot to love about [Product Name], even though there are a few improvements I'd like to see.

Nonetheless, I give [this product] my [endorsement/highest endorsement/recommendation/etc.]. Overall, I rate it [give it some sort of rating – e.g., 8/10 or whatever is fair for this product].

I do have one caveat, however...

If you're [looking to achieve some other specific result], then this may not be your best option. [Some other product] may be more to your liking and geared more towards [the specific types of results you want to achieve. For example, if you're reviewing a dieting product, you may say that this guide is best for people who want to lose a quick 20 pounds, but those who need to lose more than that would find some other specific product more useful.]

For everyone else – especially if you're looking to [achieve some specific result] -- then I feel this is [the best solution for you].

See for yourself at:

[sales page link]

[sign off]

P.S. I really liked [Product Name] because [insert the top reason you liked this product], and I know you will too. Go ahead and buy with confidence by clicking here now:

[sales page link]

[OPTIONAL ALTERNATIVE P.S.] I almost forgot – if you buy [Product Name] now using the link below, you're also going to snag yourself a special deal: [describe deal, such as a limited-time discount or bonus offer].

Get it here:

[link to sales page]

But hurry, this special offer ends [insert when it ends]...



## **Email 15: The Special Offer Email**

Special invitation just for you...

Special offer: [discount or bonus, e.g., \$25 off]...

Exclusive offer for [some type of person]...

Hi [Name],

Every once in a while a deal comes along that you can't refuse. And lucky for you, today is that day!

Here's the offer in a nutshell: [describe the offer in a quick sentence, including the name of the product and the offer specifics– e.g., are they getting a discount? Are they getting a bonus package? Are they getting both?]

This is such a rare and special deal that we're not offering it to general public. This offer is only available to you [describe to whom the "you" refers to – for example, is this offer only for newsletter subscribers? Your very best customers? Customers for a particular different product of yours? Be specific.]

Why are we offering such a special deal? Simple: [explain reason – to reward your best customers, to introduce a new segment of your market to a specific product, to celebrate something, etc.].

You can take advantage of this offer right now by clicking here:

[link to special offer]

[Product Name] has helped [a specific number or even "countless"] people [around the country or around the world] [get some specific result] – and I know it can help you too.

See if any of this sounds familiar:

- You want to [get a good result], but [every time you try it doesn't work out – be specific here about what doesn't work out].
- You feel like you've tried [most of the other solutions on the market], but for one reason or another you're not happy with the results you've received from any of them.
- You're [tired/sick and tired] of [getting some bad result]. Other people make it look so easy to [get a good result], and you just wish [you could get a good result too].
- You don't want to spend an arm and a leg [trying to solve this problem] – you just want something that works at a fair price.

If you can relate to any of this, then I can guarantee you're going to love [Product Name]. That's because [explain what the product does in a quick sentence or two – what is the main benefit?]

You don't need [any particular experience, skill or other prerequisite]. You don't need a lot of time. You don't even need [something else, like a big bank account].

All you need is [something the reader likely possesses, like a desire to get a specific outcome] and [this product]. And [within some short amount of time], you too could [be enjoying some specific benefit].

This is exactly what you need to [get a desired outcome] – and if you act now, you'll [get it at a discount, get a bonus package, or get both a discount and a bonus]. That's why you'll want to click here to take advantage of this special offer right now:

[link to special offer sales page]

[sign off]

P.S. An offer like this doesn't come around too often, and it's not going to stick around for too long either. Take advantage of this exclusive [offer/discount/bonus/invitation] by clicking here now:

[link to special offer sales page]

## **Email 16: The Flash-Sale Email**

Don't blink or you'll miss it...

Flash sale: [describe savings or percent off]

For the next [number] hours only: get [percent or dollar amount off]

Hi [Name],

Don't blink or you're going to miss the best deal this year...

If you act now, you'll [describe the savings or discount – e.g., you'll get \$50 off the regular price] – but this offer ends tonight at [time and time zone], so you're going to want to click here now:

[flash sale link]

There are a lot of reasons to love [Product Name]. Namely:

- [Insert a bulleted list of reasons why this product is so awesome....]
- [For example, do you have some sort of special qualification/credential for creating it?]
- [Does this product do something special that similar offers don't do?]
- [Are you known for offering exception customer service/support?]
- [Does it come with some sort of special bonus package?]
- [Does it come with any features that help users save time and money, or something that makes the process easier, such as an app, checklist, worksheet or similar?]

And here's one more reason: you can [get some percentage off/save some specific amount of money/etc] if you buy now before the flash sale ends.

Get it here:

[flash sale link]

[sign off]

P.S. When the countdown timer on the sales page reaches zero, this offer \*poof\* disappears. Anyone who's too slow will have to pay the regular price of [regular price dollar amount]. Sure, that's still a really good deal, but be smart and save yourself some money by clicking here now:

[flash sale link]

## **Email 17: The Free-Resource Email**

Free [type of resource, e.g., “dog training video”] – see inside...

Get your [specific type of resource] for free – details inside...

Want to [get a benefit]? Then check this out...

Hi [Name],

I’ve got a free offer for you today that truly is absolutely free. There are no hoops to jump through, no sign up forms, no credit card required. All you have to do is click this link:

[Link to download the free resource]

... and you’ll be able to instantly download, [Name of Free Product].

You can click the link now to start your download, or you can read on if you want to learn a little more...

This [type of product] is for anyone who’s struggling to [get some benefit]. Judging by the emails rolling into my inbox every week, I’m guessing that’s most people.

Now let me be straight with you...

The #1 reason why most [type of people] can’t [get some desired result] is because [of some specific reason – this should be a reason that the free resource solves].

Does that sound familiar?

Maybe you [experience some sign or symptom that you have this problem too – for example, “maybe you always feel tired” or “maybe you get a lot of traffic, but you’re not getting very many sales”]. Perhaps you [have some other sign or symptom of this problem]. Maybe you even [have still some other sign or symptom – the idea is to get people to self-identify and recognize themselves as having this problem].

That's where [Name of Product] comes in. Instead of focusing on [whatever most products in the niche focuses on], it goes straight to the heart of the problem: [insert what the main issue/problem is].

In other words, it helps [by taking care of that one thing that is holding your reader's back. For example, if this is about dieting and people have problems with sticking to a diet, then maybe you're offering a motivation guide or even a set of delicious recipes that make it easy to stick to the diet.]

End result? You [start getting some very specific desired outcome].

You don't have to worry about [some issue that typically crops up when people try to get a good result], because [explain how this free product takes care of that specific issue].

Let me paint a picture for you here...

Imagine waking up [tomorrow/one morning a week from now/one morning a month from now/one morning some other timeframe from now] and [realizing your problem is gone or on the way to be gone. E.G., "you look at your PayPal account and see dozens of sales notifications poured in overnight" or "you look in the mirror and really, truly like what you see" or "you look out the window over Paris, because you're now on your dream vacation"].

This [thing/result/desire] that has only been a dream all this time is now within your reach. It's possible. And it is yours for the taking.

Best of all, you're getting this [guide/tool/other item that's going to make it happen] absolutely free.

Ready to [take the next step/start getting better results/take it to the next level/start a new chapter/etc.]? Then click here now to download this [type of product] now for free:

[download link]

[sign off]

P.S. Everyone who's [used/read/viewed/downloaded] [name of the free product] is telling me [insert what they're telling you about it – what makes this free resource so amazing? What big benefit/outcome does it provide?]

They're also telling me I'm absolutely crazy for giving it away for free.

I'm not sure how long this free offer will last, which is why you'll want to download it right now:

[download link]

And then be sure to set aside time today to [read it/view it/use it/etc.], because [insert reason why the subscribers should use it right away.]



## **Email 18: An Onboarding Email (Mid-Sequence)**

Did you check out [module/lesson/chapter/resource] yet?

My favorite way to [get a good result]...

The best tip for [getting a good result]...

Hi [Name],

Welcome back!

In our last email, [describe what the reader learned about in the last email – use a benefit-driven teaser here, so that someone who didn't read the last email may be compelled to go do it after they read this one]. Plus, you also discovered [list something else enticing that you shared in the last email].

Now this time we're going to talk about [topic]. In particular, [be more specific about what readers will learn – what benefit will they receive if they read this email?].

Let's jump in...

If you've ever tried to [complete some step of a process], then you already know that one common sticking point is [describe the common problem most people have when they try to complete this portion of the process. For example, if it's weight loss, maybe the sticking point is that they grow tired of eating the same thing, or maybe they eventually hit a plateau].

If this has happened to you before, just know you're not alone. It's probably one of the most common [issues related to this process].

Now the good news is that there IS [a way to solve this/a workaround/etc.]. All you have to do is [explain very briefly the gist of this tip or strategy].

Let me explain...

Most people tell you to [do this process in a certain way]. However, what usually happens is that [the result isn't exactly what you expect]. That's because [reason why the result isn't what the user wanted].

So, here's what I tell people to do instead...

When you [get to some point in the process], [do this other thing instead. For example, if this is dieting information and the problem is that people are hitting a weight-loss plateau, then tell them what they need to do is mix things up every week – eat different foods, do different exercises of different intensities, etc.].

Why does this work so well? [Insert the answer of why this works over what people often do instead that creates poor results].

I encourage you to give this [tip/method/strategy] a try as soon as possible to see if you too [can start getting a good result].

You'll also want to look at [some specific resource within a package that the person purchased – be as specific as possible, such as "Page 45" or "Lesson 10"]. That's where you'll learn more about [how and why to use this specific strategy to get good results].

If you need access [to this particular resource], you can get it here: [download link to the resource you referred to].

[sign off]

P.S. That's it for this time. But stay tuned, because tomorrow you'll [get some other really good tip, strategy, resource, etc.] that [will help the reader get a desired outcome].

See you soon!

## **Email 19: The FAQ Email**

Your [type of] questions, answered...

Need to [perform some task]? Read this first...

Free FAQ shows you how to [perform some task] (see inside)...

Hi [Name],

I don't think I need to tell you that [trying to do some task] can seem like a pretty complex process. There are so many moving parts that it can all get fairly overwhelming. You probably have a lot of questions. And then you end up getting stuck or even missing steps...

If any of that sounds familiar, then you'll be glad you opened this email. That's because I've created a frequently asked questions list to help you through the toughest part of [completing some task]. Take a look...

Question: What is the best way to [get some result]?

Answer: I suspect you're asking this question because you've noticed that everyone has an opinion on the best way to [get a result]. Maybe you've even tried a few of these strategies yourself, but mainly [you've not gotten very good results].

That's why I'm going to suggest two different methods, and you can pick the one that's right for you depending on your experience level.

If you're just starting [out in this niche trying to get some result], then what I suggest you do is [use some specific method]. If you already have some experience – at least [some specific level of experience] – then I suggest you [do some other method instead].

Here's why: [explain the difference between the two methods, and why one method yields better results for beginners, while the other one will yield better results for those who have more experience.]

Question: I don't have a lot of time. Is there a way to do this faster?

Answer: You need to be careful, because you want to be able to save time without cutting corners. A lot of tips you hear about for speeding things up will result in poor results.

That's why I suggest you [do some specific thing to make the process faster]. [Insert tips for making it faster, insert some specific tool (such as a template), or explain some other method that produces faster results].

Question: I tried to [do something], but [some bad thing happened instead]. Where did I go wrong?

Answer: When this happens, the most likely reason is [explain the most likely reason the person got bad results].

Here's how you can tell for sure: [troubleshoot the problem, such as by asking specific questions that will help people identify if they completed one part of the task in a common, yet wrong way].

Here's what you can do instead: [explain what to do instead].

Question: Where can I learn more about [topic]?

Answer: As you no doubt already know, there is a whole lot of information floating around the web on the topic of [topic]. Problem is, some of that information isn't very good. Some of it is rehashed. And some of it is outright wrong.

The good news is that you don't need to spend a lot of time separating the wheat from the chaff. Instead, all you have to do is get your hands on [some specific product].

This [type of product] will give you [a crash course or step-by-step process] for [getting some good result]. Plus, you'll even learn [some other very important thing].

This is the best way to learn about [topic], especially if [you have some characteristic, like you're just starting out]. That's why you'll want to check it out now at:

[link to sales page]

[sign off]

P.S. That's it for this time, but there are more good tips coming your way soon. In the meantime, be sure to check out [Name of Product], because it's a great resource for [getting some benefit].

See for yourself at [link to sales page]

## **Email 20: The How-To Email**

How to [get a benefit]...

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

The best way I know to [get a benefit]

Hi [Name],

If you've been looking for a good way to [get some benefit], then today is your lucky day! That's because I'm going to share with you my [step-by-step guide/my exclusive formula/my little-known strategy/etc.] for [completing some task/getting a good result].

Here's a quick overview:

[Insert a quick list of the steps.]

Let's take a closer look at each step...

Step 1: [Describe Step 1]

The first thing you need to do is [describe what to do in a little more detail].

One way to make [this process/task] [easier/faster/better] is to [insert a tip and explain it].

However, just be careful that you don't [make some common mistake], because [explain what sort of problem it will cause]. Fortunately, you can avoid all of this by [taking some specific step].

Next...

Step 2: [Describe Step 2]

The next thing you need to do is [explain this step].

Some people find that [they get an unexpected result when they try to do this]. If this happens to you, then you'll need to [take some other step].

You can make this [step/process/task] a lot easier by [using some tool/resource/etc.] This [type of product] actually [helps the customer do something specific], so you [end up with a much better result than if you had done it without this tool].

There are some great [demos/case studies/etc.] at this link, so check it out at: [link]. I'm betting it's just what you need to [get a better result].

Next...

[Continue with other steps until you've shared the entire strategy.]

Conclusion

And there you have it – you just learned my simple step-by-step [process/formula/guide/etc.] for [completing some task].

At this point, you've got everything you need to start [getting good results], which is why I suggest you [take action on this today/get started/some other call to action]. The sooner you do, the sooner you'll [start getting a benefit]!

See you next time...

[sign off]

P.S. Don't forget to check out [tool/resource/other product] – this is my go-to when I need to [accomplish some goal], and I know you'll love it too. Check it out:

[sales page]