**The Delivery Email**

**(Sent Immediately)**

**Notes About This Email**

* It’s short and sweet with a very clear call to action delivering what you promised
* You can a general benefit statement or two that assure them they’re in the right place
* Stress the importance of the next email
* A reply to this email can do wonders for deliverability so test creative ways to encourage a reply
* Once you have a reasonable subscriber base you may add something like (You’re joining over 2000 other subscribers who all want XYZ benefit) to add some Social Proof

**Subject Line:**

[IMPORTANT] Here’s Your **{Whatever you’re giveaway is}**

**Email Body:**

Hi {Firstname}

Congrats on grabbing **{Your Giveaway Name}**

Be sure to save it in a safe place…

It’s very \_\_\_\_\_\_\_\_\_\_ I’m confident you’ll want to revisit it many times in the future…

If you’re looking to **{General Overall Benefit That Applies To What You Will Provide Your Target Audience}** then you’re in the right place!

In fact, in just a minute I’m sending you a really important email with the subject line **{insert the subject line of your next email}**

It contains a special Bonus Video that can help you **{big benefit they’ll gain from the video}**

**Download Your {Your Giveaway Name} Here**

And don’t forget to keep an eye out for my other email with your bonus video…

Talk soon…

**{Your Name}**

P.S. I know you we all get tons of emails, but I just want you to know there’s a real person ( ME ☺ ) on the other end…

And I’m super dedicated to helping people like you **{Benefit(s) they want to achieve}**

So if there’s a question you have or anything I can help you with specifically reply to this email now…

I personally respond to ALL my emails!

**Intro & Problem Email**

**(Sent right after delivery email)**

**Notes About This Email**

* Introduce yourself and use a “me too” story that both highlight’s what they’re going through (Big Problem) and lets them know you can relate
* This email builds trust through your “me too” story, and also by giving your prospect MORE valuable content.
* Use this content to break a belief, objection or misconception they likely have. For example, say your ideal prospect thinks to lose weight they have to exercise like crazy and it is a big concern because they don’t have time. The content may be **X Reasons Hard Core Exercise Can HURT Your Weight Loss Efforts & WHAT To Do Instead** (Note: always be educating in favor of your product)
* Include something that indicates what they can expect from you and WHY you do what you do (in an how you help them way, not a how it helps you way)
* After you’ve highlighted problem and need for change, you can paint a picture of transformation and allude to tomorrow’s BIG PROMISE email.
* This is how I would set up an application follow up, or follow up to a sales video, but if I was pushing someone to a free webinar I may introduce them to the webinar earlier in the sequence.

**Possible Subject Lines:**

* Ever **{Big Problem}**? Then check out this Bonus Video!
* **{Dramatic title related to your story}** Ex: I broke down in tears when the Dr. shared the news
* From **{relatable pain}** to **{dream or desire}**

**Email Body:**

I remember the day when **{Big Relatable Problem Story}**

It had me feeling like **{emotional problems your prospect feels}**

**{Big pivotal choice you had to make}**

**{Benefits you now experience thanks to that choice – which should basically be the dreams and desires your prospects wants}**

This is exactly what I’m so excited to help people **{giant benefit experience}**

And if you can relate at all to the challenges I (and so many others) faced…

Then **{giant benefit experience}** is what I want for you….

I mean imagine… **{all the great stuff without the suck}**…

Well it’s possible…

And now that we’re connected, you can expect tons of valuable information designed to help you make **{those benefits}** a reality!...

In fact tomorrow I’m going to share a video that explains exactly how I **{breakthrough result} {in a specific timeframe} {without an objection they have}**….

What you’re going to learn changed everything for me and so many others…

But keep in mind that you can only learn it…if you make sure to open the email I send you tomorrow…

The subject line will be **{Insert tomorrow’s subject line}**

So why am I sharing all this?…

Because I know…if I prove to you that in a sea of internet noise I’M FOR REAL and can truly help you get results….then at some point you may become a loyal customer of mine…

lol…just kidding…Well…sort of…

Bottom line is I want our relationship to start off great, so your **{Desired Results}** is my number 1 priority…

Sound good?….

Cool…well then make sure to keep and eye out for that email tomorrow…

Talk to you soon,

**{Your Name}**

P.S. I almost forgot your bonus video**. {Title Of Bonus Video}**

Click Here To Watch It Now

**Big Promise & Anticipation**

**(1 Day After Previous Email)**

**Notes About This Email**

* Here you’re create some curiosity and anticipation about the THING (your product, service, or opportunity) that has created for you and others the result your prospect wants.
* You may direct them to another bonus video that really educates them about what has worked for you, and why, but that’s up to you. Remember you’ll make this better as you go along.
* Here we want to future cast the life that exists AFTER someone takes advantage of what you offer.
* Remember to use hidden benefits and be visceral, appeal to the senses, help them feel what transformation is like.
* Begin to highlight the urgency for change, the need to make a decision.
* Allude to the urgency and scarcity of what you’ll be sharing tomorrow (your exposure agent)
* NOTE: I wouldn’t use the name of what you offer in any of your copy. Just allude to it. Ex: Everything changed when I discovered a supplement that finally helped my body XYZ. Ex: Everything changed when I discovered the 5 Step System to getting high quality leads on Social Media. Ex: Everything changed when I discovered the insiders’ secret to traveling at wholesale prices.

**Possible Subject Lines:**

* How I **{breakthrough result}** in **{specific timeframe}** without **{objection}**
* This ONE Thing Changed Everything

**Email Body:**

It was like a giant weight had been lifted off my shoulders…

I saw the light at the end of the tunnel….and in that light existed **{The Big Answer Your Prospect Is Looking For}** …

It was the ultimate AHA moment…and it happened almost instantly once I **{Allude to Discovered secret, had giant epiphany, found your product etc. etc.}** I told you about in yesterday’s email….

No more **{major pain}**….

No more **{major pain}**….

No more **{major pain}**….

No more B.S. ….

Just me… **{experiencing thing your prospects want most}**

OK…I’m getting a bit ahead of myself….

You’re probably wondering….what the **{Discovered secret, giant epiphany}** was….

It all happened when I **{realized, found, discovered, understood new understanding about or simply your product service, or opportunity}**

Once I wrapped my head around this and started **{doing things differently, changing the way your prospects needs to change}**….

Everything Changed!….

**{The major change your prospect wants started happening}**

It was almost magical….

Since then I’ve not only…

**{Experienced major benefit}**…

**{major benefit}**…

**{major benefit}**…

But it’s all happened…

WITHOUT **{the suck}**…

And with **{speed, pleasure and ease}**…

If that’s a little hard to believe I totally get it…

I’d tried **{everything your prospects tried}** in the past and literally thought nothing would work…

UNTIL this!...

If you want to know exactly why **{your secret}** worked when nothing else would you’ll want to watch today’s bonus video where I share **{educate them in favor of your product}**

But before you check out the video I want to give you an important heads up…

Recently I decided to start **{sharing a video, doing a consult call, accepting applications}** with a handful of qualified people who really wanted to **{get the results your prospects want}**…

I knew that **{your secret thing or ideas}** works so well that it was time for me to help others take full advantage!

So tomorrow I’ll be sending you an email where you’ll learn exactly how to **{get the special product, opportunity, or guidance}** necessary to **{experience game changing result they want}**…

Plus I’m going to share TONS OF PROOF from **{everyday person, everyday person, everyday person}** who are **{experiencing huge benefit}** without **{the suck}**…

The title of tomorrow’s email is **{subject line of tomorrow’s email}**

Make sure you keep an eye out because **{if possible start to create urgency or scarcity}**

In the mean time, check out this video where I’ll help you understand **{insert title/benefit of video}**…

Click Here To Watch It Now

And the keep an eye out for tomorrow’s email…

Talk tomorrow,

**{Your Name}**

**P.S.** If you missed yesterday’s bonus video on **{Title Of First Bonus Video}** then you can watch it below…

Click Here To Watch It Now

**Social Proof & CTA**

**(1 Day After Previous Email)**

**Notes About This Email**

* This email shares stories of everyday people enjoying the result your prospect wants
* It also creates the feeling of exclusivity, and possibly urgency and scarcity around them taking the next step which is watching likely a video or filling out an application. Again it may be a webinar as well but I may expose them earlier if it’s a training that’s a few days out.
* The real key here is to remind them of their problem, paint a real “hidden benefit” picture of life after transformation and then back it up with all the people who are experiencing solution
* You want to create urgency and desire for them to take the next step (without being overly hypey)

**Possible Subject Lines:**

* Here it is **{Firstname}**
* Check out this PROOF **{Firstname}**
* Your limited time invite!
* As promised! [Time Sensitive]

**Email Body:**

So yesterday I have you a little heads up that I’d be sharing a way for you to be **{get the special product, opportunity, or guidance}** necessary to **{experience game changing result they want}**…

And that’s exactly what I’m about to do….

But just so you understand how different this is, and how important it is you **{take whatever the next step us}**…. If you truly want to **{their big desire}**…

Take a quick peak at some of the other everyday people just like you who are **{experiencing your prospects desired result}** thanks to their decision to **{take the action you want your prospect to take}**….

People like…

**{First Name - Last Name}** and **{occupation}** from **{city/state}** who

“**{Insert Testimonial Or Result}**”

or

**{First Name - Last Name}** and **{occupation}** from **{city/state}** who

“**{Insert Testimonial Or Result}**”

or

**{First Name - Last Name}** and **{occupation}** from **{city/state}** who

“**{Insert Testimonial Or Result}**”

The list goes on and on… and it’s all thanks to **{the amazing thing you’re about to show them}**

Now it’s your turn **{First Name}**

All you have to do is **{take your next step}**

But remember **{add urgency or scarcity if you can}**…

So do it right away…

**{Click Here To Apply, Watch Video, Etc.}**

Talk soon,

**{Your First Name}**

**Engagement & CTA 2 ­­­**

**(1 Day After Previous Email)**

**Notes About This Email**

* This email is a second call to action to watch your video, apply etc..
* It’s also an opportunity to open conversation with a prospect who may be intrigued or even seriously interested, but has questions or just wants to know there’s a real person they can connect with
* Depending on whether you’re building in legitimate urgency or scarcity this can be a chance to turn it up a bit more.
* ADVANCED: If you use list rules or automation you can set it so that this email ONLY goes out to people who did NOT fill our the application or watch the video from the previous emails. But when getting started it can just be part of your sequence and go out to everyone.

**Possible Subject Lines:**

* Let’s talk **{Firstname}**
* Do you have questions?
* Did you see this **{Firstname}**

**Email Body:**

Hey **{Firstname}** I’m not sure if you saw it, but yesterday I sent an email titled **{subject line of previous email}**…

If you missed it I’d check it out ASAP…

In it I shared an opportunity to **{take action on your application, watch your vid etc.}** and get **{guidance, help, or benefit of them taking action}**, so that you can finally **{experience giant dream or desire}** just like some of the people I mentioned in the email…

Now if you saw the email but didn’t **{take the action you asked}**

I’m guessing it’s one of two things…

Either 1)… you never **{deal with all the pains they’re dealing with}**

And already **{exaggerated version of them having everything they want}**

If so… rock on!

OR….

2)… You have a few questions or are just a bit hesitant because you’ve tried tons of stuff before that HASN’T worked…

If this is the case it’s totally cool… in fact it’s exactly why I’m writing…

You see, unlike many of the BIG companies out there, or the spammy online promises made by internet strangers… There’s a real person over here (ME lol)…

And I want to know you and get your feedback and questions… after all that’s how I can help you achieve **{dreams and desires}** most quickly…

So heck, put me to the test already I don’t bite lol…

Reply to this email and let me know if you what your questions are or how I can help!

And then after you do go ahead and **{take the main action you want them to take**}, because **{reminder of urgency or scarcity}**…

Ok I gotta run, but I look forward to seeing your reply

I’ll be sure to respond personally within 24-48 hours!

Talk soon,

**{Your Name}**

**Urgency & Final CTA ­­­**

**(1 Day After Previous Email)**

**Notes About This Email**

* This email is going to vary for everyone because some will not have legitimate deadlines or scarcity to incorporate.
* If you do not have legitimate deadlines or scarcity then you just want to speak to the urgency of change and the pain/fear of life staying the same if your prospect doesn’t make a decision.
* You can also create urgency and scarcity by saying this is the last time you’re going to mention it, and create a bit of a feeling of takeaway
* This email pushes a little harder and is a little more in your face
* You may really want to look at my Final Launch Day Emails as reference for this one.
* ADVANCED: If you use list rules or automation you can set it so that this email ONLY goes out to people who did NOT fill our the application or watch the video from the previous emails. The harder you PUSH in this email the more you’ll want to have automation set up so that you’re NOT pushing someone who has already taken action. But when getting started it can just be part of your sequence and go out to everyone.

**Possible Subject Lines:**

* I’m sorry **{Firstname}**
* Final Invite **{Firstname}**
* It’s Now or Never

**Email Body:**

Hey **{Firstname}** I wanted to give you a final heads up (kind of a courtesy email) that today is the last time I’ll be mentioning **{the opportunity to take action you’ve presented them}**…

In fact **{if you can, insert real scarcity and urgency}**

Now if you’re still wondering whether you should **{take the action you’ve asked them to take}**…

Here’s are 4 signs that **{taking that action}** is the perfect next step to solve **{their big problem}**

**{Sign 1 describe common pains, problems, dreams or desires back to them in a specific way where at least one of these signs will resemble their life and maybe even include a reservation or objection they have}**

**{then briefly explain why if this is them they’ll want to take the next step}**

**{Sign 2 repeat}**

**{Sign 3 repeat}**

**{Sign 4 repeat}**

If you can relate to ANY of these then **{take your next step}** now…

Not just because I say so…

But because you deserve it!...

You deserve change…

You deserve to **{Big hidden benefit – paint a picture of life transformed}**

I’m so confident that **{taking the next step}** can help you achieve it…

That’s why I’m sending you THIS email…

But I certainly want to help those who want my help, so while I’ll continue to send valuable info on how you can **{achieve their dreams and desires}**….

This is the last mention I’ll make of **{the special opportunity/action you’ve asked them to take}**…

So use the link below to **{take that action}** now…

And I can’t wait to **{whatever will happen after they take the action}**

Talk soon,

**{Your Name}**