

Email Scripts

Email 1 - Welcome & Thank You Email

Email Subject Line: Hey, Here's Your Free Gift

Email Body:

Well Hello and Welcome!

My name is (insert name) and allow me be the first to welcome you to the (insert company name) community! I am so excited you joined us and I have no doubt that you'll recognize the value of being apart of this exclusive community very quickly.

In fact, just to prove to you that my focus is about you and over delivering to this community... take a second and make sure you got your free guide so If you haven't already be sure to download your copy by clicking on the following link:

(Insert a link to you download page)

[Tell the a little about yourself and your company]

The whole reason I created (insert website name) is because I was tired of dealing with (the problem you seek to solve)... and this platform aims to address that by providing (what you provide that will help solve that problem).

[Prepare them for what's to come]

Now over the next few days I am going to be sending you a few more awesome things as a special thank you for joining this community. So please be sure to keep an eye on your inbox because I don't want you to miss out.

And please be sure to check out your free guide because [insert how the free guide will help]. If you haven't downloaded your guide yet here's another link just in case!

(Add Another Download Link)

[Let them know are here to help]

Lastly, I always love to hear from people in the community so if you feel comfortable doing so go ahead and reply to this email and say hello and let me know how I can best assist you.

Also shoot us an email if you have any questions! We're always here to help.

To Your Success,

(Insert Name)

EMAIL # 2 - Your Story - (WHY THEY SHOULD LISTEN TO YOU)

Email Subject Line: Hey, Can I Tell You A Quick Story?

Email Body:

Hey There

I wanted to take a second today and share with you some personal stuff about me. But I'm not doing this to brag, in fact this isn't even about you learning about me as much as it is you understanding why I do what I do.

You see a long time ago in a galaxy far far away, I ...(Tell Them Your Experience On How You Struggled With The Same Problem They Struggle With)

I had a hard time finding the right resources and help

(Explain Your Struggle getting help)

So even though I was able to (solve whatever problem you solved) I decided I didn't want people to have to go the route I went so I created this platform.

And finally I just want to send you a friendly reminder that if you did get your (free download/free video) , make sure you check it out here

(Introduce Your Product)

And Just to let you know that if you found that (Free Giveaway) helpful then I know you will definitely get a lot out of my my new mini course which you can learn more about here (Link to your course)

Hope you have a great day

(Your Name)

EMAIL #3 - Your First Sales Pitch

Email Subject Line - Just Wanted To Give You A Heads Up

Email Body -

Hello Again,

I know what you are thinking: “Man, 3 emails in 3 days - Am I going to be hearing from you everyday from now til forever?”

And I want you to rest assured that this will not be the case. However, moving forward I do like to touch base once or twice a week because I want to make sure I am holding up my end by delivering top-notch, valuable content to this community on a consistent basis.

And with that said I have something really awesome to share with you today. Remember yesterday how I was telling you about my frustrations with (solving a specific problem). Well, there is probably a good chance you have experienced some of the same frustrations on your journey.

Frustrations like (insert pain point) or (insert another pain point)

Well I set out to help lay those frustrations to rest with my new course

(insert title of course and link to the sales page.

Click the link to learn more about the course!

See you over there.

(Your Name)

EMAIL #4 - Remind Them About Your Course

Subject - Did You Check Out (Course Name) Yet

Body- Hey There,

Look I get it, I am sure you get dozens of offers through your email everyday. But here's what makes this a little different than the rest:

I've actually been where you are. I have (talk about pain point) and I have also (talk about 2nd pain point).

But Imagine for a second if (pain points 1 and 2) weren't something you had to wrestle with anymore.

Well that's exactly why I create (insert course title with link)

This course specifically breaks down (pain points 1 & 2). Additionally, this course... (tell them about the benefits of the course)

And here's the real good news - right now I have a special discount only for community members. Click here to learn how much you save just for being part of this community.

To Your Success -

(Insert Name)