

Offline Ninja Tactics: *Evergreen Email Gold* – By Kerry Knoll

Day 1: Thursday at 12PM EST (Pre-mail)

Subject: [Your Niche Specific Offer]

Body:

Hey...

[Introduction - find an angle that makes sense to the problem you're about to identify]

[Identify the problem]

[List a fact or two]

[Summary]

[Sneak peek into what you'll be sending them on Day 2 - i.e. "Tomorrow I'm going to..."]

Talk soon,
[Your Name or Your Client's Name]

[P.S. - Scarcity - Tell them this won't be available for long and tell them when your next email is going to be delivered.]

Day 2: 8AM EST (Friday)

Subject: [This should be about your "sneak peek" from Day 1 email]

Body:

Hey...

[Recap of yesterday's email]

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[Share what you have for them today]

[LINK - Contextual Link i.e. "Check it out here."]

[Summarize what's in the link above]

[LINK - Raw Link i.e. "http://yourlink.com/to-special-offer"]

Talk Soon,

[Your Name or Your Client's Name]

Day 2: 2PM EST (Friday)

Subject: [Attention Grabbing Headline]

Body:

[Remind them of the previous email and briefly explain what the previous email was about]

[LINK - Contextual Link i.e. "Check it out here."]

[Explain why you're sending this email out]

[Tell them about the huge opportunity you have for them]

[Explain how rare it is to get access to this offer]

[State your scarcity terms - i.e. "For the next 3 days only, we're going to let only 50 new customers..."]

[LINK - Raw Link i.e. "http://yourlink.com/to-special-offer"]

[Thank them for what they've done for you to this point]

[Remind them to take action]

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Talk Soon,
[Your Name or Your Client's Name]

[P.S. - Remind them of your scarcity terms again - i.e. "For the next 3 days only, we're going to let only 50 new customers..."]

Day 3: 2PM EST (Saturday)

Subject: [Gentle reminder that they only have 1 day left...]

Body:

Happy Saturday!

I hope you're having a great day.

[Tell them your offer has had a lot of feedback thus far]

[LINK - Contextual Link i.e. "Check it out here."]

[Remind them how much they will benefit from your offer]

[LINK - Raw Link i.e. "http://yourlink.com/to-special-offer"]

Have a great rest of the day!

Don't miss this [Replace With Your Offer]!!! It will be gone soon.

Talk soon,
[Your Name or Your Client's Name]

Day 3: 11:59PM EST (Saturday)

Subject: [24 Hours Left...]

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Body:

Tomorrow night at 11:59PM EST [Tell them the offer will be closed.].

[Tell them how this offer will benefit them]

[LINK - Contextual Link i.e. "Check it out here."]

[Remind them of how much time they have left to get your offer.]

[LINK - Raw Link i.e. "<http://yourlink.com/to-special-offer>]

(only 24 Hours Left)

Talk Soon,

[Your Name or Your Client's Name]

Day 4: 6AM EST (Sunday)

Subject: [Closing] 18 Hours Left

Body:

Tonight at 11:59PM EST [Tell them the offer will be closed.].

[Tell them how this offer will benefit them]

[LINK - Contextual Link i.e. "Check it out here."]

[Remind them of how much time they have left to get your offer.]

[LINK - Raw Link i.e. "<http://yourlink.com/to-special-offer>]

(only 18 Hours Left)

Talk Soon,

[Your Name or Your Client's Name]

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Day 4: 12PM EST (Sunday)

Subject: [Closing] 12 Hours Left

Body:

Tonight at 11:59PM EST [Tell them the offer will be closed.].

[Tell them how this offer will benefit them]

[\[LINK - Contextual Link i.e. "Check it out here."\]](#)

[Remind them of how much time they have left to get your offer.]

[\[LINK - Raw Link i.e. "http://yourlink.com/to-special-offer\]](#)
(only 12 Hours Left)

Talk Soon,
[Your Name or Your Client's Name]

Day 4: 6PM EST (Sunday)

Subject: [Just 6 Hours Left]

Body:

Tonight at 11:59PM EST [Tell them the offer will be closed.].

[Remind them what the offer is and how it can benefit them]

[\[LINK - Contextual Link i.e. "Check it out here."\]](#)

[Remind them of how much time they have left to get your offer. - i.e. "
You've got **6 Hours Left** to Get this and then I'm closing it down."]

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[LINK - Raw Link i.e. "<http://yourlink.com/to-special-offer>"]

(only 6 Hours Left)

Talk Soon,

[Your Name or Your Client's Name]

Day 4: 9PM EST (Sunday)

Subject: [Closing] ONLY 3 Hours Left!

Body:

[LINK - i.e. "Don't miss this! Check it out now!"]

(it will be gone in 3 Hours)

[Remind them what the offer is and how it can benefit them]

[LINK - i.e. "Grab it here"]

[Remind them of how much time they have left to get your offer. - i.e. "You've got **3 Hours Left** to Get this and then I'm closing it down."]

[LINK - Raw Link i.e. "<http://yourlink.com/to-special-offer>"]

(only 3 Hours Left)

Talk Soon,

[Your Name or Your Client's Name]

Day 4: 11PM EST (Sunday)

Subject: [Closing] Last Call - ONLY 1 Hour Left!

Body:

[LINK - i.e. "Don't miss this! Check it out now!"]

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(it will be gone in 1 Hour)

[Remind them what the offer is and how it can benefit them]

[LINK - i.e. "Grab it here"]

[Remind them of how much time they have left to get your offer. - i.e. "You've got **1 Hour Left** to Get this and then I'm closing it down."]

[LINK - Raw Link i.e. "<http://yourlink.com/to-special-offer>"]

(only 1 Hour Left)

Talk Soon,

[Your Name or Your Client's Name]

[P.S. - i.e. "Last notice.... no exceptions will be made on this special deal."]