get Your Essential emails done– Welcome/Nurture Email Templates

Use the best practices of email welcome series writing and create a thoughtful, planned, higher-converting email series for your new subscribers and new customers.

Emails that successfully build trust and relationships, leading to more conversion actions and sales, have a few key things in common. The emails series start with your end goal in mind – they are connected and lead to each other and your conversion goal. They show your personality and style, to let your new people get to know you. They are easy to read with engaging copy, clear formatting, and are not overly long.

As you’ve discovered during the ***Get Your Essential Emails DONE*** coaching, there are different types, styles, and lengths of welcome series. Know your own business goal for your welcome series, work backwards, and use the number of emails that feels appropriate for you and your audience. It’s ok to choose different emails from the templates below as long as they go together to get your new subscriber from free gift to getting to know you and to your offer.

### A common welcome series path may look like this: Path A

***Email 1:*** Thank them and deliver the opt-in gift (or webinar registration or whatever they opted in for) + let readers start to get to know you and your style

***Email 2:*** Remind/help them get the most from their opt-in/free gift/webinar AND/OR share your best related content (blog posts, podcasts, videos, your social group)

***Email 3:*** Tell more of your story and why your story is connected to your free gift, to your offer, and how it relates to helping your new subscribers

[*in this example you could easily swap the order of Emails 2 + 3* ]

**Email 4:** Introduce a related/relevant offer (yours or an affiliate product)

***Email 5:*** Remind them of your evergreen offer, include a testimonial or client quote

Each email leads and builds from one to the next, all while building a relationship between you and your new email readers.

Share a personal story that relates to who you help in your business, answer a common question or share a top tip, give insight into how to get the most from the thing they signed-up for in the first place, and then introduce them to a related offer that will help them even more.

The offer could be for an affiliate product or course, or your own books, digital products, courses, or services. The offer should be something evergreen, available year-round, no matter when someone opts into your list.

It doesn’t matter if you think you’re not a great writer – you can do this! Don’t stare at a blank screen again, get started with these mighty email templates!

## How the Templates are Laid Out to Use

The sections of each template are labeled (subject line, intro, etc) so you can see the suggestions of what to put in your emails and where the info goes – no matter what software you use. Obviously, don’t actually include the word BODY in your emails! 😄 That’s just the term telling you ‘this is the heart of the email – your body copy goes here.’

Sections in italics or brackets [*like this*] are areas where you need to fill in your own ideas or use the terms and language of your niche/industry, products, or services.

## Alternate Email Welcome Series Paths

### Path B– Problem/Solution

***Email 1:*** Deliver free gift/opt-in item + Point out a common problem audience has (related to the free gift)

***Email 2:*** Present that there are solutions to the problem

***Email 3:*** Share a product/service that helps with that solution

***Email 4:*** Show how the solution has helped others in similar situation (social proof, testimonials, client quotes)

***Email 5:*** Make direct offer for the product/service that is solution

### Path C – Expertise/ Time-Saving Solution

***Email 1:*** Deliver free gift/opt-in item – helpful free content on a given problem/issue

***Email 2:*** Explain how the free content works well, but takes time and effort

***Email 3:*** Present them with a product/service that will solve problem quicker or easier

***Email 4:*** Share social proof of others who like the solution and why

***Email 5:*** Make time-sensitive offer for this time-saving solution (i.e. special coupon)

### Path D– Story-driven solutions

***Email 1:*** Deliver free gift/opt-in item - related to a specific problem/issue – begin your personal short story related to core problem

***Email 2:*** Share a personal story – describe how this led you to create a product/service (on same topic/issue as the free gift)

***Email 3:*** Answer common questions or overcome objections to this new product/service (could include customer stories, case study, testimonials, social quotes)

**Email 4:** Introduce limited-time offer on product/service   
[*don’t make this technically hard, don’t need special tech – use a unique coupon code and nudge them to take quick action*]

***Email 5:*** Follow-up final reminder of special deal on offer

### Path E– Problem-Solution -Nudges (combines elements of above paths)

[*a longer path with more than the recommended 5 emails – consider it a more advanced option*]

***Email 1:*** Thank them and deliver the free gift/opt-in item – this also serves to introduce them to your solutions and benefits of your products/services

***Email 2:*** Imagine possibilities when problem solved – more info on your product/service

***Email 3:*** How to make most of this solution – get reader thinking about your product/service in their lives, how it works for them

***Email 4:*** Common mistakes made in trying to solve problem, how to avoid – valuable tips regardless of if buy your product/service (but also building confidence they can have a solution – it comes from you)

***Email 5:*** More value tips (or a case study from clients, or an FAQ on the problem topic) – value-driven email

***Email 6:*** Reminder to get the paid offer – time-limited

***Email 7:*** Last call – get the time-limited offer

## Email Templates

Remember, replace *italicized*, ALL CAPS text with your own examples. Don’t write out Intro or Body! Do make these your style of writing, your tone of voice, add images where it makes sense to highlight a point, etc.

### Path A - Basic Content/Value

***Email 1: Deliver gift, start to introduce yourself***

SUBJECT EXAMPLE: [*YOUR SITE/BRAND NAME*] Your free gift of [*topic/title of freebie*]

Hi there!

*INTRO*

It’s [YOUR NAME] here from [YOUR COMPANY/WEBSITE].

First, I want to say a big Thank You for signing up to get the [NAME OF GIFT] and you can download it right here [LINK].

I’m excited to [TEACH YOU/SHOW YOU/SHARE WITH YOU] all that I know about [YOUR SPECIALITY].

[TITLE OF FREE GIFT] is a really great place for you to get started with [YOUR TOPIC].

*BODY*

Over the next few [DAYS/WEEKS] I’m going to share more tips with you, send more “goodies” to help you [LEARN/USE x GIFT] because I think it’s so important that you can [REASON YOU CREATED THING/GIFT]. So, make sure you’re paying attention and watch for my emails.

(Pssst .. now’s a great time to add this email to your contacts or drag this email out of your promotions tab so you’ll be sure to get my emails to you.)

I really believe in [CORE TENET OR VALUE YOU TEACH ON] and love to share about it in my posts and emails. So my emails will be worth opening so you see what I have to [TEACH/SHARE WITH YOU ON X]!

PERSONALIZE CLOSING [e.g Here’s to a mighty week,]

[YOUR NAME]

P.S. I really love [YOUR FAVORITE BEVERAGE/MUSIC STYLE/AUTHOR/PODCAST] and I also tend to share stories about [HOBBY/PET/FAMILY/SOMETHING FUN OR SERIOUS] in my emails. Hit reply and tell me your favorite [BEVERAGE/MUSIC/HOBBY/PET’S NAME].

***Email 2: Top tip from gift +/or best existing content related to gift***

SUBJECT EXAMPLE: [*YOUR SITE/BRAND NAME*] Did you know this tip about [YOUR TOPIC?

Or

SUBJECT: [YOUR SITE/BRAND] Here’s a top tip on [YOUR TOPIC or NAME OF GIFT]

Or

Subject: Kinda weird but this flat out WORKS!

Hi there {FIRST NAME},

[YOUR NAME] here again to talk about [YOUR TOPIC]. The other day you signed up to get [NAME OF YOUR GIFT] and hopefully you’ve gone through it by now. (uh oh – not yet? Here’s the link [LINK] to download/access it!)

I promised I’d be back with more tips and goodies and I keep those promises!

Because [NAME OF GIFT] is really just the ‘tip of the iceberg’ for what I want to TEACH YOU/SHARE WITH YOU about [YOUR CORE TOPIC/THEIR PAIN POINT/PROBLEM].

Today I want to share a top tip from [NAME OF GIFT] - maybe you saw it [ON PAGE #/AT MINUTE X]?

[GIVE DETAILS OF TIP – 2 SHORT PARAGRAPHS MAX]

I know doing that helped me. I encourage you to try it out yourself.

Hit “ reply” and let me know if the tip works for you! Or share your own favorite tip related to [YOUR CORE TOPIC].

I really do read all my emails and I love when [PEOPLE/FOLKS/MOMS] hit reply!

PERSONALIZE CLOSING [e.g Here’s to a mighty week,]

[YOUR NAME]

P.S. Hey are we following each other on [SOCIAL PLATFORM YOU SHARE TO- GIVE LINK]? I love connecting on [PLATFORM]! Can you take a moment to visit and give a quick [FOLLOW/LIKE/SUBSCRIBE]? I share more tips, content, announcements over there too – let’s stay connected.

***Email 3: Share your story and why it matters to your reader***

*Because this email is about YOUR story and how it relates to YOUR ideal clients and what’s in it for them – it’s hard to write a specific story template. Do keep it short, sweet, and evoke a specific memory or scenario – this is NOT your CV or life story. Do really paint that picture vividly. Be as real, transparent, or authentic as you are comfortable being.*

*Use this as your starting point but feel free to add more of YOU – for example:*

* *Rant about something in your niche that you can’t stand and are known for warning your people about (e.g. Jennifer is no-fluff, anti-B.S., and rants against dude-bro marketing or 5 upsells on potentially crappy software)*
* *Tell them a story about how you hit the bottom with problems related to your core topic*
* *Share how you got into your niche (e.g. you love teaching crafting because you created homemade gifts with your Mom-Mom every fall; here’s a picture of the first sweater you knitted/skirt you sewed – yes it was 1972 stop laughing!)*

SUBJECT EXAMPLE: [YOUR BRAND/SITE] Can I share a story about [YOUR TOPIC]?

OR

SUBJECT: Oh goodness I can’t stand it when …

Or

SUBJECT: I felt so embarrassed

Hi there,

[YOUR NAME] from [YOUR SITE] here again and I wanted to share a short story about [YOUR TOPIC/PROBLEM YOU HELP SOLVE].

As I’ve told you, I have a lot to TEACH/SHARE WITH you about [YOUR TOPIC/PROBLEM YOU HELP SOLVE] because I’ve faced this too!

[*SHARE DETAILS OF YOUR STORY AND HOW IT CONNECTS TO YOUR OFFER AND WHY MATTERS TO YOUR NEW SUBSCRIBERS OR CLIENTS e.g. outline below*]

I’ve been LIVING/DOING/TEACHING/COACHING/WRITING (*use Action word for what you do*) this for a long time (ok to say how many years).

Yes, I sometimes STRAY/FALL OFF PATH/MESS UP or get distracted but I know if I use tips like [NAME OF TIP OR LEARNING IN YOUR GIFT OR ONE OF YOUR COURSES] or [ANOTHER TIP] I can get on track.

I’ve seen such a big difference from days when I FACED /STRUGGLED/WAS LEARNING [*name a situation or time you had issues with same thing you teach/coach/train/write on now*]. I learned how to get [X RESULT] all while feeling [Y FEELING].

From my time of learning and practice, I’ve had successes with clients on [EXAMPLE OR RESULT *e.g. staying calm in a crisis, preventing a toddler meltdown in a restaurant, getting clients from LinkedIn posts, speaking on stage at conferences, connecting when we didn’t speak same language, etc*].

I really want to help you do the same thing! 😀

[GET X RESULT WHILE FEELING Y]

The gift I sent you is a good start and I have a lot more on that topic.

But that’s it for today. Tomorrow I’ll share another way I know that can help you with [CORE TOPIC/PROBLEM RELATED TO YOUR OFFER].

You won’t want to miss it!

PERSONALIZE CLOSING [e.g Here’s to a mighty week,]

[YOUR NAME]

***Email 4: Present a related offer – introduce logical next step take with you***

SUBJECT EXAMPLE: I have something to share about [CORE TOPIC]

Or

SUBJECT: the one key to [X DESIRED RESULT] that others don’t talk about

Hi

[YOUR NAME] here from [YOUR SITE] and I’ve shared with you a few TIPS/TECHNIQUES on [YOUR GIFT TOPIC] and while I hope you’re digging in and it’s helping, I also wonder ….

[ASK QUESTIONS RELATED TO YOUR PROMO OFFER- ASKING READER TO THINK OF CURRENT SITUATION AND WHAT IS HOLDING THEM BACK FROM SOMETHING THEY WANT TO DO, LEARN, ACHIEVE. ASK THEM HAVE THEY IMAGINED WHAT SOLUTION LOOKS OR FEELS LIKE – YOU ARE SETTING UP YOUR OFFER AS SOLUTION]

If you are [NEGATIVE SITUATION/EMOTION], the solution may be much simpler than you’ve thought.

[*e.g. Are you happy with your level of self confidence? Sadly, most people aren’t and they struggle with fear, anxiety, and aren’t getting where they want to in their careers or at home. So many feel that their lives/careers could be better. Is this you? Do you know that it may be X holding you back?*]

If you think this might be describing you right now, you should click the link below because I have a [COURSE/WORKSHOP/SELF-STUDY/COACHING PROGRAM/SERVICE] that helps with exactly that.

See, I really do understand [COMMON PAIN/COMMON DESIRE or RESULT WANTED] because I’ve been where you are right now. I tested and tried a lot of things. And it wasn’t the fancy stuff that helped me in the end it [BIG SHIFT FOR YOU – IF IT IS PART OF YOUR PROMO OFFER]. I don’t see this talked about enough. It’s why I created [NAME OF OFFER].

Go check it out now [INSERT PROMO OFFER SALES PAGE LINK]

PERSONALIZE CLOSING [e.g Here’s to a mighty week,]

[YOUR NAME]

P.S. If you’re not [FEELING X/WHERE WANT TO BE IN BIZ/CAREER/MARRIAGE/PARENTING TEENS/ FEELING SURE ABOUT DOING Z], you owe it to your future self to at least take a look at [NAME OF YOUR OFFER w/ LINK]. Oh, and I’m giving you a big discount as a new pal – use coupon code [UNIQUE CODE ONLY SHOWS UP IN WELCOME SERIES].

***Email 5: Thank them again, email expectations, remind of evergreen offer***

EXAMPLE SUBJECT: Ready to get [RESULT OF YOUR PROMO OFFER]?

Or

SUBJECT: Don’t forget about [NAME OF PROMO OFFER]

Hi,

Almost ready to move on?

No, I don’t mean you’re not getting any more emails, just that you will get … different … emails! Watch our for my regular chatty newsletter on [DAY YOU SEND A REGULAR EMAIL] when I TALK/TEACH/SHARE about [COMMON TOPICS OR TIPS IN REGULAR EMAILS]. I may even talk about [HOBBY/PET/FAMILY/SOMETHING NOT ON YOUR CORE OFFER TOPICS] from time to time!

This is just the last email talking specifically about [NAME/TOPIC OF GIFT] and giving you the special deal on [YOUR OFFER].

But first I have a question for you …

[ASK QUESTION OR TWO SPECIFICALLY ABOUT YOUR PROMO OFFER – CENTERED ON PROBLEMS AND THE SOLUTIONS OR RESULTS]

If you are struggling with [COMMON PAIN POINT] …

Or you’d really like to know how to LEARN/GET/DO [COMMON RESULT] …

And wouldn’t it be great to just feel [POSITIVE FEELING] instead?

That’s really just the start of what you’ll get when you click the link below to check out [NAME OF YOUR PROMO OFFER]

[LINK TO PROMO OFFER]

I’m even sharing a special coupon just for people new to [BRAND/WEBSITE/YOUR CORE PROGRAM NAME] so no excuses not to get started. Use coupon code [CODE THAT ONLY APPEARS IN WELCOME EMAILS] to save X%.

Before we move on and you go snag your great deal, would you hit reply and tell what’s one thing you learned from [NAME OF GIFT] or these emails? Or hit reply and let me know what goal you’d like to accomplish next around [CORE TOPIC/PROBLEM AREA].

PERSONALIZE CLOSING [e.g Here’s to a mighty week,]

[YOUR NAME]

P.S. Don’t worry – when you check out [NAME OF PROMO OFFER w/ HYPERLINK] you’re not going to be spending a fortune to get [RESULT/FEELING]. I want to help as many [TYPE OF YOUR IDEAL CLIENT] as possible. That’s why I gave you coupon code [REPEAT THE CODE].

### Path D – Story-driven Solutions

***Email 1:*** ***Thank, give gift, introduce a personal story***

*Example offer = Toddler Tantrum Video Course*

SUBJECT EXAMPLE: We were in the restaurant – mortified

Thanks so much for grabbing our free [checklist/worksheet/video] on [title of product e.g 7 quick tips for calmer bedtime routines]! Please download it here [*INSERT LINK*] for a calmer night.

INTRO A situation that will need a solution *Share 2-3 sentences of a story about little Timmy/Tammy throwing a full-blown tantrum in the middle of your favorite local restaurant.*

BODY Setting up the pain/cost of the problem and why you need a solution now *- 2-3 Sentences about how you felt helpless, like the most awful parent with all the eyes on you, judging.*

Discuss all the things you tried in a painful situation like the one you help your clients solve – 2*-4 sentences about going home, hopping online to do research, watching videos/reading blogs, and then trying different strategies to avoid restaurant meltdowns, until you came across one technique that worked like a charm …*

More on this new charm and our peaceful nights next week!

PERSONALIZE CLOSING [To a calm week,]

[YOUR NAME]

***Email 2:*** ***Share a personal story – describe how this led you to create a product/service***

*Example offer = Toddler Tantrum Video Course*

SUBJECT EXAMPLE: This is what made all the difference …

INTRO Remind them of the painful situation in story you shared *Share 1 sentence reminder of the cringe-worthy restaurant meltdown scene and the frantic night looking for any solution.*

BODY Showing your process and expertise to coming to a solution in a product/service *- 3-4 Sentences about your journey of research, trial and error, and what you finally found that worked for the specific problem. Share the basics of the solution, what it is or what it does but not exactly HOW it works.*

*OFFER/PRODUCT In 2-4 sentences or bullets introduce your product/service/course [PRODUCT NAME] and what went into creating this solution and why it is important to you.*

We’re so happy we finally have a way to avoid screaming and yelling – from us and Timmy – when we go out. Wouldn’t that be an awesome feeling for you too? Check out [PRODUCT NAME] for more information right now.

PERSONALIZE CLOSING [To a calm week,]

[YOUR NAME]

P.S. Use this space to foreshadow or tease the next email in the series, showing you ‘get them’ and have helped people like them in similar situations.   
*Not sure if this can work for you? Watch your emails, I’ll share with you the story of a mom of toddler twins who thought she’d be stuck in the house until they were teenagers!*

***Email 3:*** ***Answer common questions or overcome objections to this new product/service***

SUBJECT: Think this won’t work for you? Think again!

INTRO I get it, you’ve tried a lot of tricks and you think this is one more that will leave you still pulling your hair out. No way I’d leave you like that!

BODY Explain how this course/product works for just about anyone. *Share in 2-4 sentences how easy it is to follow along, how it’s self-paced, accessible anywhere, any other core features of the course/product.*

*Share 1-2 quotes or testimonials from happy customers who have seen success with your new course/product/service.*

CTA *You could enjoy a calm night out as a family this week! Check out [PRODUCT NAME-INERT LINK].*

*PERSONALIZE CLOSING [To your calm week]*

*[YOUR NAME]*

***Email 4***: ***Introduce limited-time offer on product/service***

SUBJECT: Ready to put a stop to toddler tantrums?

Hey [THEIR NAME],

INTRO Hook with a question asking them to envision an end to problem *Isn’t it time to put the brakes on all the toddler tantrums and meltdowns in stores and restaurants?*

BODY Recap everything this course/product can do for the reader – focus on benefits. Use bullet points to summarize.

CTA Make a limited time offer – give 30% off coupon to be used by X date (72 hours) *For a limited time you can get the Wonderkid Toddler Tantrum Video Course for 30% off! This coupon is only good until [X DATE 48-72 HRs from day email sent].* Check out the details of this self-paced course here [ INSERT LINK].

PERSONALIZE CLOSING [To your calmer week]

[YOUR NAME]

***Email 5:*** ***Follow-up final reminder of special deal on offer***

SUBJECT: Last chance to end those toddler tantrums this week!

BODY Remind them they want a solution to this problem and remind limited time offer is ending. *It’s time to end the toddler tantrums and reclaim your dinner time! Your 30% off coupon on the Wonderkid Toddler Tantrum Video Course ends on Friday!*

*Share a testimonial from client as social proof.*

CTA Remind to act now for best savings. *Don’t risk another meltdown, get this course now for 30% off.*

PERSONALIZE CLOSING [to your calmer week]

[YOUR NAME]

### Path E– Problem-Solution -Nudges (combines elements of above paths) Templates

***Email 1***: ***Thank You Email – Send Right Away***

SUBJECT IDEA: Thank You: Your [*insert what you’re giving them*]

Hello there [*NAME*],

INTRO:

Congratulations on taking your first step to [*insert problem you’re helping them solve*]. If you haven’t already downloaded your free [*insert what you’re giving them*], do so here: [*insert link*].

Before you go…

**BODY [*Insert headline of special offer you’re making and its benefit*]**

[*Add a description of your offer and why they should take advantage*.]

* *[You can create another bulleted list here of the big benefits and features.]*
* *[Or you can write it in conversational/paragraph format. ]*
* *[Ideally, highlight 3 to 5 benefits to start building excitement for tomorrow’s launch].*

CTA [*Tell them it’s a limited time offer and give them a link and any coupon code, if required*.]

PERSONALIZE YOUR CLOSING [*To your success*],

*[YOUR NAME*]

***Email 2*** – ***See the Possibilities***

SUBJECT IDEA: What would you do [*What future benefit will your reader gain from buying your product…Ex. “An extra $540 per month” “if you could lose 12 pounds before summer”* ]

Hey [*NAME*],

INTRO [*Discuss the problem your subscriber is facing in a conversational sentence or two. How is the problem impacting your reader’s life?*] *Ex. If you’re frustrated with the ups and downs of [insert problem], do yourself a favor and [do what you want them to do]*

BODY [*What’s the solution? How is the product you’re promoting a solution? Write one or two quick sentences helping your reader imagine a future without their problem*.]

[*Provide a list of a few benefits that they’ll have in their future, once their problem is solved*.] *Ex. Want to see the power of [insert what you’re helping them do]? Let’s do a little math*

* + *What if you had….*
  + *Imagine what a difference it would make when…*
  + *It can be even better if/when…*

[*Give them an example of how their future might look*]:

* *You can use a real life example here from a buyer*
* *You can talk about your own experience with the product and how it improved your life*
* *You can also get creative and provide a realistic story about what could happen.*

Find out how you can do this: [*INSERT LINK*]

Include a few sentences that summarizes what they gain if/when they buy.

Again, here is the info and registration link: [*INSERT LINK*] *[include some sense of urgency – limited time offer, etc.*]

PERSONALIZE YOUR CLOSING [*To your success*],

[*Your Name*]

***Email 3*** – ***Ideas***

SUBJECT IDEA 1: \_\_ Tips to help you make the most of\_\_\_

SUBJECT IDEA 2: \_\_\_\_ Ideas Inside

Hey [NAME],

INTRO If you still haven’t taken advantage of [*Name of product/offer*]:

BODY *Write a few quick sentences to remind readers about the opportunity including the offer and the primary benefits they gain from buying the product.*

The details are here: [*INSERT LINK*]

Now if you’re struggling to [*insert problem you’re helping solve*], here are some ideas for you:

* *Insert a few solid ideas to get them started.*
* *Relate theses ideas back to the product and how the product can help them with these ideas…accomplish things faster*

[*Remind them about the product and how it can help and that the special offer is expiring soon*]

Get started now: [*INSERT LINK*]

Just don’t wait long because the offer expires [*insert when*].

PERSONALIZE CLOSING [*To Your Success*],

[*YOUR NAME*]

***Email 4* – *Mistakes to Avoid***

SUBJECT IDEA #1: Avoid these \_\_\_ Common mistakes

SUBJECT IDEA #2: These \_\_\_\_ mistakes are too costly

Hey [NAME],

INTRO I’ve been talking about [*product you’ve been talking about*] a lot lately, but it’s because [*insert reason why it’s really powerful to solve the problem*].

If you haven’t [*signed up, ordered yours, etc*.], go here: [*INSERT LINK*]

BODY I also know it’s possible to figure out [*the solution you’re offering*] on your own, but when you’ve got [*the guidance, the product, whatever is unique about what you’re offering*], it’s much easier.

It’s also easier if you know what mistakes to avoid and here are a few:

* *Create a bulleted list of the most common mistakes*
* *And how the reader might solve the problem…including how the problem solves it.*
* *About 3 problems with solutions is good*

And the great news is, you can avoid all this by [*buying the product*].

CTA [*Write a call to action leveraging urgency: For example, time is running out, price will go up soon, we only have 10 products left, etc][INSERT LINK*]

PERSONALIZE CLOSING [*To Your Success*]

[*YOUR NAME*]

***Email 5* – *Tips***

SUBJECT: [Insert] [Benefit] Tips for [What You’re Helping them With]

Hello [NAME],

INTRO If you’re getting ready to [*solve the problem you solve*], I’ve got a few tips to [*mention the overall benefit of your tips*].

Just a quick note before I get into those tips, time is running out [*insert your special offer*]. Here is the link to ensure you get in: [*INSERT LINK*]

BODY Here are a few *[ideas/tips*] to get you rolling:

* *[Insert detailed tip]*
* *[Insert detailed tip]*
* *[Insert detailed tip]*

Of course, I’ve got tons more in store for you when you join me for [*xxxxx – or insert something here to say what you’re offering*]. I’m making this as simple as possible for you.

CTA Click here to purchase/register: [*INSERT LINK*]

Just do it now or you might miss the registration deadline.

PERSONALIZE CLOSING [*To Your Success*],

[*YOUR NAME*]

**Email 6** – ***24 hour reminder***

SUBJECT IDEA: 24 Hour Warning: Stop [identify problem reader is having as it relates to your product]

Dear [NAME],

BODY It’s not too late to end your frustrations with [*problem you solve*] and to grab [ *your product*] ... [e.g. *it’s not too late to buy ABC book and secure your financial future*.]

* *Bullet point the benefits*
* *Of the product again*
* *You’ve likely listed them before*
* *In previous emails*
* *However, it’s a good idea*
* *To remind them of*
* *All they have to gain*

CTA C’mon go sign up now [*INSERT LINK*]

PERSONALIZE CLOSING [*To Your Success*],

[*YOUR NAME*]

**Email 7** – **Last call, special offer ending in X hours**

SUBJECT Just about to log off, but first …

Dear [NAME],

BODY Just one last email before I call it a day, I wanted quickly to remind you that... [*name of product/promo is ending soon*]

[*Identify the problem and the solution*.] For example, if you’re tired of.... Then...here’s the solution.

CTA Sign up now, [*INSERT LINK*]]

Make sure you take action now, offer ends at [*Time offer ends*.]

PERSONALIZE CLOSING [*To Your Success*],

[*YOUR NAME*]