

# Email Automation Sequence (Swipe File)

Don't copy and paste this document directly into GetResponse. The spacing, font, etc will all get messed up. We've highlighted a few sections on each of the emails **in yellow**. These are the parts that you need to customize based on your niche, offer, story and context.

We recommend you to take this as reference and inspiration only. Different products and niches work differently. Consider opting into your competitors or other influencers' list to see what email sequence they send out.

Basically we have a two-part sequence — Front end sequence to introduce who you are, warm your leads, tell your story, offer value and soft-pitch them. Then, you can consider using the countdown sequence to hard-pitch the product by giving them a limited-time only exclusive bonus from you.

**Step 1:** If you haven't yet, setup your GetResponse account by [clicking here](#).

**Step 2:** Simply click on each individual link below to go directly to the bookmarked email. Customize them and plug them into your GetResponse autoresponder sequence.

## Front End Sequence:

[Email #1](#) - Intro, whitelist

[Email #2](#) - Story, value

[Email #3](#) - Story, value

[Email #4](#) - Intro product

[Email #5](#) - Intro product

[Email #6](#) - Pitch

[Email #7](#) - Pitch

## Countdown Sequence:

[Email #8](#) - Intro bonus

[Email #9](#) - 48hr

[Email #10](#) - 24hr

[Email #11](#) - 12hr

[Email #12](#) - 6hr

[Email #13](#) - 3hr

[Email #14](#) - Last chance

## Email #1 (Day 0)

**Subject 1:** FIRSTNAME — Congrats, You made it! :-)

**Subject 2:** FIRSTNAME, one quick thing...

**Subject 3:** Here's your Access to Training (Open Up!)

**Context:** Introduce who you are, give them what they opted-in for, ask them to whitelist your email so it won't get into SPAM/ Promotional tab.

### Email Body Example:

Hey FIRSTNAME,

It's \*Your First Name\* here! :-)

Congrats on taking action!

If you're anything like me, you want more out of life than working a 9 to 5 job that has you tied down all day long..

You're searching for another way out there to make more money so you can have more time and freedom to do what you want.

Well, you're in the right place.

**For now, because you're a new subscriber, it's important you complete these steps:**

- Add \*Your Email\* to your Contact's list
- Star or favorite this email
- [Gmail Desktop Users] Drag this email to your Primary folder
- Reply to this email with: "Done!"

These are important. Do not skip them.

Here's why.

Starting tomorrow, you'll be getting a few welcome gifts for signing up. If you don't complete the steps, these gifts might not reach your inbox!

**I'm serious, FIRSTNAME.**

Do NOT continue to read this email until you've completed the steps;

They'll take you 20 seconds.

I'll wait.

.

.

.

Alright!

Welcome back.

As promised, **FIRSTNAME**..

Here's my #1 recommendation to **grow your business online**..

[Here is how - Go here to see this.](#)

Talk soon,

**\*Your First Name\***

**P.S.** About tomorrow's email and your welcome gift: the steps in this email prevent it from getting lost in your inbox. Please do the steps.

## Email #2 (Day 1)

**Subject:** Your welcome gift (free video lesson)

**Context:** To provide value in the form of video (recommended) or written content to build rapport and tell the story of your journey. It could be a quick 5-7min video with just your phone being yourself, the low production quality, the shaky phone, the blurry front camera, the stuttering actually makes it seem more real and authentic. This helps to build connections with your subscribers. You can host the video on YouTube, Vimeo or Wistia then insert the link in email text copy and the video thumbnail.

### Email Body Example:

Hey **FIRSTNAME**,

Yesterday I talked briefly about a gift I'd be giving you in today's email...

[Here you go!](#)



It's a video about **Insert Your Video Topic**.

Specifically:

- Point 1
- Point 2
- Point 3
- Point 4
- Point 5

I know you're busy, **FIRSTNAME**, so this [video gets straight to the point!](#)

Talk soon,

**\*Your First Name\***

**P.S.** I have ANOTHER gift for you tomorrow. So keep an eye on your inbox..

## Email #3 (Day 2)

**Subject:** Another gift for **FIRSTNAME** (how to....)

**Context:** Provide second valuable content and expose more about your story. This time, relate your story to the product you're promoting and how it'd impacted you. If people resonate with your story, they're in for whatever you're recommending.

### Email Body Example:

Hey **FIRSTNAME**

I have another welcome gift for you today!

Like [your first welcome gift](#), the video below shows you **XXX**. It's a short one.

In just **5 minutes**, I'll reveal **XXX..**



[Watch the video here.](#)

Briefly describe what you cover in the short video. Just as a teaser to incentivize them watching the video.  
Another short 2 to 3 lines.

[I'll tell you how in this 5-min video.](#)

Talk soon,

**\*Your First Name\***

**P.S.** I shared something really personal that I've never revealed before in any other videos.. You definitely don't want to miss this out!

## Email #4 (Day 3)

**Subject:** **FIRSTNAME** — Meet **XXX** real quick?

**Context:** We're going to start soft-pitching in this email and introduce the founder behind the offer you're promoting. And ties everything together between your story, your transformation and the product.

### Email Body Example:

Hey **FIRSTNAME**,

Today could be the day where absolutely everything changes for you.

Big claim?

Let me back it up...

Over the past few days I've let you in to my internal world and we've explored my years-long struggle with **\*Your Problem\***.

But today, I want to share with you a video (and a person) that really turned things around for me. At the height of my anxiety and stress, **watching this short video created a shift inside me that changed everything.**

Sorry if that sounds cheesy... But it's true.

I went from:

- Negative #1
- Negative #2
- Negative #3

To feeling:

- Positive #1
- Positive #2
- Positive #3

What did it? What could create that type of transformation in a single video?

**I'd like to introduce you to **XXX**:**

[Click Here To Watch His Video](#)

Give it a watch, let me know what you think!

See you there,

\*Your First Name\*

## Email #5 (Day 4)

**Subject 1:** About my last email..

**Subject 2:** Quick follow-up from yesterday..

**Context:** Friendly reminder to push them back to sales video or your funnel.

### Email Body Example:

Hey **FIRSTNAME**

Just following up to make sure you received the video from **XXX** I'd sent you the other day and EVERYTHING is good! :)

[Here's your private link here](#)

If you haven't watched this video yet, simply go to the link above and watch it right now.

In this video, you'll discover..

- **Point #1**
- **Point #2**
- **Point #3**

All of these are extremely helpful and have helped me tremendously throughout my journey to **Desired Outcome**. I'm sure you're going to love it!

[Go here to check it out now.](#)

See you inside,

\*Your First Name\*

## Email #6 (Day 5)

**Subject:** FIRSTNAME — Here's how I Achieve Desired Outcome

**Context:** Describe how you achieve your prospect's desired outcome with the product you're promoting. Share proof, screenshot, social proof, story, testimonial. (Learn to write your own copy)



## Email #7 (Day 6)

**Subject:** Turn \$XX into Desired Outcome

**Context:** Describe how this investment of your affiliate product can turn into their desired outcome. Share proof, screenshot, social proof, story, testimonial. (Learn to write your own copy)

## Email #8 (Day 7)

**Subject:** FIRSTNAME — I've something SPECIAL for YOU :)

**Context:** Introduce your limited-time only bonus bundle. This is an entire countdown sequence that converts extremely well. Add in 3-5 irresistible offers to sweeten up the deal and complement the product you're promoting. Refer Week 3 — Module 3: The Hand of Midas on how to craft your own irresistible offer that converts.

### Email Body Example:

FIRSTNAME

I've something REALLY exciting for you TODAY!

When you sign-up and get started with YOUROFFER, you'll gain unique access to over \$2,700 worth of additional BONUSES for FREE!

I know you'll LOVE them! :)

[See All The Bonuses And Claim Them Here](#)

With just OFFERPRICE, you'll instantly get EVERYTHING you need to succeed online even if you've NEVER done it before!

If you've been considering this for awhile and not sure whether or not to get in, this is your time. (because you'll NEVER see this again)

I'm sorry but I can't leave this up for long because it is unfair to others who have already signed-up previously...

Take advantage of this limited time deal right now

[Go here to Gain Access Now](#)

It's your time,

\*Your First Name\*

## Email #9 (Day 8)

**Subject:** 48 Hours Left — You're about to miss out!

**Context:** 48 hours left countdown

### Email Body Example:

Hey **FIRSTNAME**,

Your chance to get access to **YOUROFFER** and over **\$2,700+** worth of training bonuses from me is almost gone..

[Click here to claim your special offer.](#)

After the deadline, you'll miss out on your last opportunity to:

- Quit your day job that had you tied down all day long
- Having more time with your family and love one
- Growing your wealth
- Overcoming financial anxiety and frustration

And much, much more..

There's not much time left.

Don't wait another moment, **FIRSTNAME**.

[Because this may be the last chance you get.](#)

Stay Strong,  
\*Your First Name\*

## Email #10 (Day 9)

**Subject:** Expires Tonight! Your last chance.

**Context:** 24 hours left countdown

### Email Body Example:

FIRSTNAME,

In my **YOUROFFER** Bundle — that ends in less than 24 hours — you'll get instant access to my exclusive training bonuses (value over **\$2,700**) when you sign up to **YOUROFFER** today.

This exact program has helped **tens of thousands of people, of all ages from more than 90 different countries.** (including myself)

And, literally every single day, I see members posting their results and positive feedback just like this inside our FB group:

**"Add screenshot/ image of social proof and testimonial"**

Get the same programs they used [right here.](#)

If you're having doubts about if they'll work for you, I get it.

Even the most famous people in history doubted their success and didn't achieve the results they're known for overnight.

Take Pablo Picasso, for example, who produced 3,000 - 4,000 pieces of art in his lifetime. And then there's Bach, who was writing new music daily.

Here's the lesson in all this.

Anything in life, including the **YOUROFFER** programs, can work for you — **but only if you're consistently doing the work.**

Most people make the mistake of pacing themselves...

They go about things so slowly, they never get anything done.

New Year's Resolutions are the perfect example.

Every year, people get so amped up about changing their life (getting fit, starting a business, etc.), but rarely do it. It's only until the NEXT year that they start over and in most cases, put things off again.

If that's your mentality, then I'm sorry — this won't work for you.

But if you're serious about earning active and passive income using the power of the internet (which is a proven-to-work path that leads to success, wealth, and happiness) — [click here to get started.](#)

Life is short, **FIRSTNAME**.

The main reason why I'm offering this deal for only a limited time, instead of a permanent thing, is to motivate you to [take action in the moment](#) — instead of procrastinating.

Don't wait another moment to work toward your goals.

There are only 24 hours left before the opportunity ends.

Everything you need can be found inside **YOUROFFER**

See you inside the program!

Stay strong,

**\*Your First Name\***

## Email #11 (Day 9 - with delay of 12 hour)

**Subject:** 12 Hour Notice.

**Context:** 12 hours left countdown

**Email Body Example:**

FIRSTNAME,

Depending on when you open this email...

Your chance to get my YAUOFFER bundle may already be gone.

Because after midnight — TONIGHT — the bundle closes for an indefinite amount of time.

[See if there's time to join.](#)

Are you sure you want to miss out?

Because if you join before midnight, I have no doubt **YOUROFFER** will be your best opportunity to start a profitable side hustle.

In fact, I'm guaranteeing that you'll love it.

Give yourself **30 days** and test drive this system while learning the skills that can change your life — forever.

But you must join now.

There's no ETA on when it'll be available again.

The next time this reopens, it'll be priced much higher than today. And you'll lose out on all of my bundle bonuses worth over **\$2,700+**.

**FIRSTNAME...**

This is seriously your FINAL reminder.

[Act now — or wave \\*goodbye\\*.](#)

Stay strong,

**\*Your First Name\***

**P.S.** I'm so confident that this program will help you that they're literally offering the following **30-day refund guarantee:**

**If, for whatever reason, you're not satisfied within the first month, you'll get back every single penny you've paid to join.**

You seriously can't lose.

But like I said, [you only have until midnight — TONIGHT.](#)

## **Email #12 (Day 9 - with delay of 18 hour)**

**Subject:** FINAL reminder

**Context:** 6 hours left countdown

**Email Body Example:**

**FIRSTNAME,**

I'm passionately following up with you...

Because I know you are equally passionate about learning the strategies you need to reach the next level in life.



There has to be **more joy and wealth in life**, right?

Listen **FIRSTNAME**,

I didn't want you to miss this. Because I never quit on my people.

If you missed my previous reminders, [this is your last chance.](#)

You don't get too many second chances in life, but you do get plenty of regrets. Don't miss out on this.

In case you forget, here's the deal:

Get started with my top recommended program — **YOUROFFER** at a rock-bottom price today for a tiny investment of **OFFERPRICE**, and special access to [everything listed here on this page.](#)

**Don't wait until the last minute to claim this deal** — or you risk missing out.

Want in?

Then you must act fast.

Because in less than 6 hours, this will be unavailable for new members.

**The people getting in now will have a HUGE advantage.**

You can wait several months and pay more to join when it opens again...

OR —

You can [become an early adopter.](#)

Your choice.

Stay strong,

**\*Your First Name\***

**P.S.** Time's running out fast, **FIRSTNAME**. You can [use this link to sign up now before the door closes](#) — in the next 6 hours.

**Email #13 (Day 9 - with delay of 21 hour)**

**Subject:** **FIRSTNAME** — you sure about this?

**Context:** 3 hours left countdown

**Email Body Example:**

This is urgent, so I'll be direct.

It's only — 3 hours left — before the **YOUROFFER** bundle closes down for good.

I've decided to send out a final reminder — but only for those who've already shown interest.

Since you're one of those people, [here's your last chance.](#)

As a reminder, here's what's included in the bundle:

- **BONUS1 (\$XXX)**
- **BONUS2 (\$XXX)**
- **BONUS3 (\$XXX)**

You get instant access to everything [listed here on this page](#)

The combined value of everything is **\$2,700+** but if you get in right now, it's all yours F.R.E.E — when you get started with **YOUROFFER** (**\$OFFERPRICE** investment) before midnight 12:00 tonight.

Life rarely gives you a second chance, **FIRSTNAME**.

But I realized something might've come up and you were too busy to claim the bundle.

This opportunity will be ending for good.

Stay strong,

**\*Your First Name\***

P.S. By the time you read this email, it may already be too late. Once the clock hits 00:00, [the bundle deal will shut down forever](#). No exceptions.

## **Email #14 (Day 10)**

**Subject:** Last Chance.

**Context:** Last reminder

**Email Body Example:**

FIRSTNAME,

If you've been waiting until the last minute to join the **YOUROFFER** program, and grab all my bundle bonuses — this is it.

[Do you really want to pass this up?](#)

Need a quick recap before you decide?

**Here you go:**

- **BONUS1 (\$XXX)**
- **BONUS2 (\$XXX)**
- **BONUS3 (\$XXX)**

We have more than **14,000+ members from 72+ countries, people from all ages and backgrounds.**

That's why I'm so confident in [recommending this to you](#) — this is how much I believe in this program, FIRSTNAME.

That's why I went over the board in offering you this no-brainer deal to get access to my entire **YOUROFFER** Bundle worth over **\$2,700+** in normal retail selling price.

You'll get everything once you sign-up today for just **\$XX** (with **30 days refund guarantee**).

FIRSTNAME, you don't risk anything by joining the program and giving it your best shot.

**At this point, you have two options:**

1. Close this email and pass up the **\$2,700+ YOUROFFER** Bundle, OR
2. [Go here to claim the deal.](#)

The choice is yours.

Stay strong,

**\*Your First Name\***

**P.S.** After today, I won't be sending you anymore reminders about **YOUROFFER**. This will be your LAST CALL to [take massive action and change your life for the better.](#)