EMAIL TEMPLATES

Subject line: This is the next thing you need to do this week
Content:
Hey,

I know that you've been struggling with [problem], but in order to get [result] you need to start [action].

It just so happens that I'm brilliant at [action]. In fact, last year I helped a car dealership generate over 150 new sales in just 3 months. Thats 105% increase based on their previous financial statements.

Hit reply or click here to book a time to see how I can skyrocket your business.

[sign off]

Subject line: DON'T [action] until you've read this

Content:
Hi there [fname]

If you [action] before you've read this, you could regret it.

Often, we're being told by industry experts that [action] is the fastest way to [benefit]. But what if we told you that it could be damaging your chances?

We've got you covered though, check out this article and read why you shouldn't [action] until you've read this.

[sign off]

Subject line: If [action you know they've taken/product you know they bought] worked, then you'll love this

Content:
Hey [fname]

If you've used [product name] and it worked, then [x/up sell product name] is going to SERIOUSLY get you some results.

The difference is that where [first product] solves [problem], our [second product name]

solves [problem even faster] because [reason]

(Focus on a problem that the first product solves. Then look at how the second product gets a result even faster or with less effort. For example, let's say you sell a SEO worksheet for blog posts. An up-sell for that might be an SEO audit from your team.) You could say:

The difference is that where the SEO worksheet shows you how to optimise your own content, our SEO audit provides a specific and in depth look at your website to tell you exactly what you need to fix. Specific to the results that you want and what you've already done.

Click here, check it out and see why if [product name works] then [second product name] is even faster/better/smarter.

[sign off]