

## 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. That's 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]