

Email list copy {cold-warm} sequence

(note: between all emails is a 2-day time delay)

Email 1: Introduction

Subject: Hey {first_name}, you don't know me and I don't know you

{first_name},

You probably don't know me too well, nor do I know you for that matter. You downloaded my free course when you discovered I could change your pictures forever. My 3 step system to export your vision. Let's start there.

Most companies would accept your email as an invitation for abuse. Spam with subjects they think you're just foolish enough to fall for. "50% off storewide! This offer only lasts just 10 more minutes!" "How could you wait?"

I don't see you as any customer. I see the **vision** you want the world to flip the channel to. I know what it takes to get you there. Let me assure you: I will be *personally* sending you emails in the coming weeks packed with the tools you *need* to **succeed**. Content that professionals don't want you to see.

Maybe you're not ready. There's very few that will be ready when opportunity presents itself. There's even fewer that will *prove* their potential. With my help, and your desire, you *will* join the few. That's my goal. That's your pay day.

You've taken the first step. Now it's my turn. Soon you'll receive the most prized and personalized content every professional spent a *career* searching for.

In the next few weeks we'll champion your success. I won't take this responsibility lightly. Reach out. I'm eager to answer it all.

Regards, Jack Sinclair
Retouch Master Founder & CEO

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Email 2: More Value

Subject: {first_name}, are you ready?

{first_name},

Recently you checked out my free Retouch Secrets video course! Thank you for letting me be a part of your journey to success.

Let me guess.. you signed up for the Retouch Secrets course, because your pictures aren't what *you picture*. I hear that often. We can change that. I know, because you're not the first.

Pictures don't always turn out as you imagine, and that is just part of it. You took the initiative to improve your pictures in Photoshop, but that's only *half* the story...

Wouldn't it be great if you could have the "perfect picture" before it sees Photoshop?

I'm recommending this YouTube playlist, because I'm certain it will improve your starting position. You can view the playlist by clicking right here.

Enjoy! This is just the start of your success!

Let's talk. Send me your thoughts. I can't wait to hear from you!

Regards, Jack Sinclair
Retouch Master Founder & CEO

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Email 3: Customer Struggles

Subject: I'm back to help you out

Hey {first_name},

I wanted to follow up to hear your thoughts on the personalized YouTube playlist I put together for you. What stood out to you?

I understand every photographer has problems, and that's just you being human. I'll keep this email short, let's focus on some of the problems that you are facing with photography. Please email me any problem you're having. I've heard it all. I'm ready for the simplest to the most complex.

Why do I care? Well, since our company is focused on helping you, we it's our pleasure to make sure you succeed in all aspects! I will personally help you overcome your problems. That's my goal.

Let's get you to the next level. I'll be awaiting your email.
Sincerely,

Jack Sinclair

Retouch Master Founder & CEO

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Email 4: Reply

Subject:Here's the answers {first_name}

I'll cut to the chase. You know my last email made you think of the problems you're facing. I've compiled the questions I'm asked most often so you can save time and remove the worry. I won't let the simple problems get in the way of your success. If you have more questions then send me an email and I'll be ready to clear it up. You'll be a master in no time.

Q: The equipment that I want is too expensive.

A: As explained in my Retouch Secrets course, I recommend starting off with a **low budget** camera and applying my *3-step process*. If you want to take your pictures to a highly professional level then my course is your next step to success.

Q: I don't know what is wrong with my pictures, how can I improve them?

A: SHARE. Usually your friends, family and closest to you will support everything you do. If you want the full honest truth on your pictures- post them on the internet. From forums to reddit to social media: your pictures have a home. Take a chance and see what they have to say. Feedback is *key*.

Q: How can I get "noticed"?

A: The most well known photographers become stars by developing their own unique style- make your style a *unique selling point (USP)*. Or maximize the quality of your pictures. Mastering both of these crafts will boost the value of your pictures to new heights. It's totally **free** to create your USP. Being unique is the best bang for your buck.

I hope these responses helped **you** a ton! Reply to this email and let me know your questions or concerns.

Regards, Jack Sinclair
Retouch Master Founder & CEO

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Email 5: Our Story

Subject: Crafting perfection on a shoestring budget

{first_name},

For far too long I saw photographer's capturing incredible stories..that looked like the second coming of my dog's last meal. That may sound harsh, but that's the *reality*. I want to be **honest** with you so you can *avoid* looking like this. I want you to achieve more.

Even a perfect story told with poor lighting, daycare colors, and misunderstood effects is like eating soup with a fork. It just doesn't work.

Your stories were made to be told in High-Definition. You were meant to have vibrant colors and lighting that studios will envy.

Now, don't mistake this for something that can only be purchased. I wouldn't let you go out and spend \$10k on equipment you don't need. I've got you covered:

The sole purpose behind creating my digital bundle is to improve your pictures without a huge budget!

I want you to learn how to use Photoshop. I want to maximize your pictures. All of this is possible while avoiding the endless and out-of-context YouTube tutorials.

Peek at my course today (link the link once the domain is published here). And start maximizing pictures that should've been perfected yesterday!

Sincerely, Jack Sinclair
Retouch Master Founder & CEO

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Email 6: Fear email

Subject: Bad news, {first_name}

{first_name},

I'm sorry to be blunt, but let's keep in the theme of **honesty**. Your pictures will be remembered as duds. You see {first_name}, you're only as good as your last picture! Do you really want *lack of trying* to stand in the way of your success? Or do you want to reach your potential?

If your pictures aren't getting 10% better with each new try, you are letting yourself down.

My Photoshop eBundle will reveal all of the secrets that will dramatically improve all your photos. I made sure to include a heap of bonuses when developing this course. These course bonuses expire soon. I can't share my secrets forever.

Make sure to grab your copy and begin your journey to the best pictures you've ever made -->
(insert link here once domain is published)

Jack Sinclair
Retouch Master Founder & CEO

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Email 7: Sales Email

Subject: Photoshop is King (and Queen)

{first_name},

For the past 2 weeks I have been providing content that has taken many pictures to the next level, surely yours as well.

But....

It's time for me to drop my biggest content-bomb yet!

Before I do, here's the harsh truth. To take your pictures to professional grade- Photoshop is a huge step that you'll have to overcome.

Compiled with bonuses, and interactive modules: My brand new *Retouch Masters bundle* is a miracle guide to a complex software devoured in un-structured tutorials, complex tools and unnecessary information.

Picture this, you're an amateur photographer looking for a way to improve your pictures. You're cluttered with expensive gear, bundles of filters, and expensive lighting. BUT, without an endless credit, these costly expenses can paralyze your stories at the knees of a crappy camera!

Your idols seem to always capture the "perfect photos." These masters have PERFECT lighting PERFECT colors and PERFECT exposure. Surrounded by "perfect" pictures you're bound to feel insecure and defeated by your own. That's just reality...

Well, what if I told you that these paid pros don't need expensive cameras, bundles of filters or expensive lighting? Want to know why? Because they have a secret weapon up their sleeve.....

Photoshop!

This course will teach you the ins and outs of the software! So, scrap the box lights, the \$2000 lenses, and the expensive DSLR's. Not only will learning Photoshop improve your pictures. Learning will only cost a fraction of the steeply-priced equipment.

For a **limited time only**, you can get access to the *entire* bundle + *all of the free bonuses* for a small, one-time payment.

Get your copy today -----> (insert link here once domain is published)

I look forward to being a part of your journey.

Jack Sinclair
Retouch Master Founder & CEO

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Email 8: Course Preview

Subject: Preview the class of your lifetime

{first_name},

I remember recently sending you an email regarding our brand new eBundle- Complete with our 12 module video course and loaded with bonuses!

Now (usually) when we send this email.. we get questioned. Some just can't believe we're offering our secrets at such a low price.

These are industry secrets, built on a career of learning and experience. I can understand the shock. For a small, one-time price- I really am offering you everything I've worked for.

So that's why I am sending you this email. I want to prove to you the authenticity of our bundle

Just check out our course preview below ---> <https://www.youtube.com/watch?v=tPlep-PiVlc>

After you've seen we're verified- get your course (complete with bonuses) for a *limited* time TODAY --> (insert link once domain is published)

Jack Sinclair
Retouch Master Founder & CEO

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