

# **Email Marketing Templates #1**

*to use for different purposes*

## **#1. Asking Question About Your Content**

Subject: Quick Question, [name]

Hey [name],

I'm just looking to create some more blog posts / videos / a new training program etc. for you] and I'm wondering what questions you have about [your topic].

Just [hit reply to this email / submit your question here -link] and let me know. I appreciate the feedback.

To your success,

[Your NAME]

## **Follow-up on #1**

Subject: I need you! Did I get your question?

Hey [name],

The other day I asked what questions you have about [your topic].

If you haven't had a chance to respond, just [hit reply to this email / submit your question here -link] now and let me know.

[I can't wait to create some more blog posts / videos / a new training program etc.] for you.

Look forward to hearing from you!

To your success,

[Your NAME]

## #2. Asking Questions About Your Product

Subject: Quick Question, [name]

Hey [name],

The other day I told you about [insert product name]. It [shows you how / makes it easy too] [insert benefits].

A lot of customers have jumped on this once in a lifetime opportunity, but I'm wondering if you have any questions before you take the leap.

Just [hit reply to this email / submit your question here -link] and let me know. I appreciate the feedback.

To your success,  
[Your NAME]

## Follow-up on Email #2.

Subject: I need you! Did I get your question?

Hey [name],

The other day I asked about what questions you have about [product].

If you haven't had a chance, just [hit reply to this email / submit your question here - link] and let me know.

Looking forward to hearing from you!

To your success,  
[Your NAME]

### **#3. To Offer Free Downloads**

Subject: Free Download: [problem download solves or download name]

Hi there [NAME],

If you need a bit of help [insert what your free download helps with], I recommend you go here right now [LINK] and get this [free report / free software, etc.].

It [helps you / shows you how to]:

- Benefit #1
- Benefit #2
- Benefit #3

Click here to grab it [LINK].

Just do it quickly because it won't be available long.

To your success,

-Your NAME

### **Follow-up on #3.**

Subject: Free Download Reminder: [problem you're solving]

Dear [NAME],

Did you see this yet?

This is just a quick reminder that you can download [insert what they can download]... absolutely free for a limited time.

It [helps you / shows you how to]:

- Benefit #1
- Benefit #2
- Benefit #3

Go get it while you still can!

To your success,

[YOUR NAME]

## **Last Call on #3.**

Subject: Last call for this free [insert what it is]

Dear [NAME],

[There are just a few hours left OR whatever time is left] to get your [free copy of XXXX]. I didn't want you to miss out on this, so grab it here now [LINK].

Get it now before it's too late. And hey, let me know what you think. I lways appreciate the feedback.

To your success,

[YOUR NAME]

## #4. Product Promotion Hype-up

SUBJECT - Tomorrow: Your Chance for [List Benefit Here]

Hey [NAME],

[Start By Highlighting The Problem The Product Solves]

[Warm up your audience here. Write a few introductory sentences that greet them and address the problem they may be facing. Tell them how you or your clients suffered and how you/they overcame]

And now the solution to all this will be available tomorrow at [DATE/TIME]. Grab it and you'll:

- Insert product benefit
- Insert product benefit
- Insert product benefit
- Insert product benefit

I'll be in touch the moment it's available, so keep an eagle eye on your inbox. You're going to LOVE this and wonder why you didn't do it sooner.

To your success,

[YOUR NAME]

## Follow-up with the announcement

SUBJECT: As Promised – [Insert product benefit or product name]

Hey [NAME],

We're ready for you, just as promised. Like I mentioned, if you [insert problem or desired outcome], pay close attention to this.

The only catch is [insert scarcity items like limited time offer, limited numbers, etc.].

[sign up/register/pick up/order] this now and you'll discover:

- Bullet point of benefits

This is the most complete system [or some other descriptor applicable to the product] that includes:

List of features that the customer will be interested in. Also try to state a benefit.

Example: “Step-by-step checklist, so you can take action right away.”

1. Feature + Benefit
2. Feature + Benefit
3. Feature + Benefit

Click here to get the complete details and get in on this while you can. [LINK]

If you're tired of [problem your customers are having], don't let it continue. Make the change today.

To your success,

[YOUR NAME]

## **Follow up on last email**

SUBJECT: [Insert Number] Ideas to [Insert Product Benefit]

Hi there [NAME],

Just a quick reminder that for a limited time, you can still get [a special discount / limited access/ etc] to [insert product name] that will help you [insert benefit][insert extra benefit – 10x faster than normal, etc].

If you haven't taken advantage of this offer yet, here [xx] ideas to help you put it to good use:

- Idea #1
- Idea #2
- Idea #3
- Idea #4
- ...and so on

Put these ideas and more to use by grabbing your access right here.

Can't wait to see what you do with it!

To Your Success, [Your Name]

## Last Chance Follow-up

SUBJECT - Last Call: Your chance for [highlight benefit of buying here]

Dear [NAME],

It's not too late to... [identify the product and the problem it solves]. If you're ready to:

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

Get all these benefits and more right now [LINK].

That offer expires [insert DAY/TIME], so don't miss it.

To your success,

[your name]