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THE EMAIL MARKETING *Masterfiles*

Out Of The Box
Onboarding Sequence



NICK JAMES

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Published by:
eShowcase Inc.
10785 West Twain Avenue
STE102
Las Vegas
Nevada
89135
United States

Introduction

It's no secret that conversion rates are low when you're trying to persuade cold prospects to buy your product. That's one reason so many savvy marketers entice prospects onto mailing lists with freebies and then follow-up with three, five, seven or more emails to build trust and close the sale.

But if you've ever created an autoresponder series with the goal of directly selling a product, then you know it's no walk in the park. It takes a little finesse to pitch products in a way that seems useful, rather than just giving your readers that uncomfortable feeling that they're being "sold to."

That's where these five "fill-in-the-blanks" email templates come in – which you can use to **write your autoresponder series, build trust with your subscribers, and start closing more sales.**

So give these follow-up templates a try starting today, and see if they don't give a boost to your conversion rates...

Email #1: Intro Email

Subject: Download [Name of Freebie Product] Here...

Alternative Subject: Thank you for choosing [Name of Freebie]...

Hi [First Name],

Thank you for choosing [name of Freebie]. You can download it right away by clicking here:

[download link].

What you're about to discover inside this [report/video/book/etc] is a surprisingly easy way to [get some specific benefit]. Typically, people think that they have to [do some specific thing first or have some prerequisite], but that's NOT true.

All you have to do is [take some easy step] and soon you too will [get some desired result].

Now, if you're new to [this specific topic], then I suggest that you start at the beginning of this [report/video/book]. Otherwise, if you don't need an overview of [some beginner/introductory material], then you can skip right to [a specific

page number or spot on a video] – that’s where you’ll start finding out the secrets of [getting some desired result].

If you’re like a lot of other people, you’ll find that this [report/video/ebook/etc] is extremely useful when it comes to learning how to [do some specific task]. But once you’ve applied what you’ve learned inside [Name of Freebie], then you’ll probably want to take the next step.

That means that you’ll want to [get some other desired benefit]. You’ll want to [get yet another desired benefit]. And you may even want to [get a third desired benefit].

The good news is that all of this is possible. Even if you’ve tried to [get a specific result] before and failed, no worries. Even if you don’t have [some specific prerequisite, skill set or experience], no problem. And that’s because I’ve developed a [type of] strategy that works regardless of your [age, background, previous experience, etc... whatever prerequisites people think they have to have to get a specific result].

It’s called [name of paid product] and it’s the easiest and quickest way to [get a specific benefit].

Forget what you’ve heard about [getting a specific benefit]. Because when you use this surprisingly simple strategy, within [a very short time period, like a few days] you’ll start to [get initial benefits]. Within [a slightly longer time period], you’ll enjoy [some other benefit]. And soon you too will [get the ultimate benefit].

You know what though?

This isn’t a magic bullet.

If you still think that you can [get a specific benefit] just by wishing for it, this isn’t for you. This is for people who realize that good things come to those who wait. It’s going to take time.

But the good news is that it’s not going to take quite as much time as think. That’s because you’ll find a brilliant shortcut method for [getting a specific benefit] on [page number or spot in video].

Let me give you an overview of this shortcut method:

- Step 1: [Tell people what to do, briefly, but not how to do it – leave the details for the paid product.]
- Step 2: [Tell people what to do but leave out the details.]

- Step 3: [Tell people what to do but leave out the details.]
- [Insert any other steps as required to give an overview of this process.]

Your eyes should be lighting up right about now.

You can see that this really does shortcut your success, because [reason why – e.g. it shaves X number of days off the process]. And it's the easiest way to [get a benefit] because [reason why it's the easiest way to get this specific benefit].

You can use what you just discovered above and in the [name of Freebie] [report/video/ebook/etc] to start enjoying [some specific benefit]. But if you're serious about [getting a desired result], then you need to go to [link] and check out [name of paid product].

It's going to open your eyes. You may even kick yourself for not looking at it sooner. But I can guarantee that you'll be happy that you finally discovered what so many others know about [getting a desired result] quickly, easily and without [some prerequisite].

So check it out now at [link], because [reason why they should check it out now –e.g., they can get a discount if they check it out ASAP, or they can just start enjoying the benefits]...

[Sign off]

P.S. If you'd like to shortcut your success, then I highly recommend you check out [name of paid product] right now at [link] – and do it now, because you'll be glad you did!

Email #2: Motivational Story Email

Subject: The Amazing Story of [Certain Person]...

Alternative Subject: How Did [Name of Some Person] [Get Some benefit]?

Hi [First Name],

[Time period – yesterday, last week, etc] you downloaded [name of Freebie product]. By now, you've probably found out how to [get the benefit promises

in the report/video/etc] – and you’re probably pretty excited about [getting those same benefits/results].

But you know what?

A lot of people I talk to [read or view] this [free product], and then they tuck it safely away without giving it another thought. Maybe they think it won’t work. Maybe they’ve tried and failed before to [get a benefit], so they’re not willing to risk trying again.

Here’s what I want you to know: this strategy is different.

This one really works. And I’m not just saying this because it’s worked for me. It has. But I’ve also shared it with countless other [type of people] who’re all raving because they’re finally [getting the results they’ve always wanted].

Let me share with you one such story... [here you’d insert an appropriate true story – I’ve created a template below to show a good way to structure it]

[Name of person] was probably a lot like you. [He/she] tried to [get a specific benefit] over [some time period, such as “two years”]. For a while it would work. [He/she] would start [seeing some desired result]. [Name] would get excited that [he/she] found something that actually worked.

But then almost inevitably, [something bad would happen – e.g., “the pounds would come back” or “the flowers would wilt,” “the web traffic would drop off” etc]. [Name] would hope it’s a fluke, but [he/she] knew that [his/her] dreams of [getting a specific result] just weren’t going to happen.

Maybe you’ve experienced the same thing. Seems like every time you try to [get some desired result], you end up [getting a bad result] instead.

It’s frustrating. It’s disappointing. And it’s a little bewildering to look around and see all of these other people who make it look so easy to [get some desired result].

Kind of makes you wonder, what do these other people have that you don’t have? Why are they able to [get some desired result], when you’ve been trying for weeks, months or even years... and it just doesn’t work for you? Are these other people special somehow?

The answer is no, the others aren’t special. Most of them are just like you and [name of the person in this story]. But what’s different between you and these other people is that these others have discovered one simple trick for [getting specific result].

Remember how I said [name of person in story] tried and failed many times? Well eventually [name of person] was able to [get the desired result]. But it didn't happen until [he/she] discovered how to [use some specific tip or trick to get the desired result]. And once [he/she] figured it out, it's like everything fell into place.

Here's what [name of person in story] said about [his/her] success: [insert actual quote from this person].

The good news is that you can enjoy the same results! And that's because you too can find out how to [use some specific trick to get some specific result], just like [name of person in the story].

Now, you'll find the instructions for how to do this [on certain page number or at certain place in the video] of [name of freebie product]. That's a start. But once you discover [this specific trick], then you'll want to find out all of [name of person in the story]'s other tricks for [getting a specific result].

You can. All you have to do is go to [sales page link] and you'll be able to download the exact [guide/blueprint/strategy] that [name of person in the story], myself and countless others have used to [get some desired result].

So go to this link right now [link], because you to deserve [to get some specific desired result]!

[Sign off]

P.S. Listen, if you've failed before it's not your fault. It's just that no one ever shared with you the real secrets of [getting a desired result]. But all that changes right now. So click here [link] to find out how you too can [get a benefit] – you'll be glad you did, and that's a promise!

Email #3: Testimonial/Proof Email

Subject: Imagine if you could [get some specific result]...

Alternative Subject: Is it even possible to [get some specific result]?

Hi [First Name],

I want you to picture something...

Imagine waking up [some number of days, weeks or months] from now. You feel [good, calm, happy, etc] because you [no longer have some irritating problem]. It almost seems surreal. You can hardly believe it when you [perform a specific action that shows good results, such as look in the mirror, check your bank account, look out the window of your luxury hotel, etc]. And yet here you are, enjoying [some specific benefit].

Seems like a bit of a pipe dream, doesn't it? But this can be your life. And I'll show you how to do it.

Look, I know you probably have a skeptical eyebrow raised right about now. After all, you've tried to [get a specific benefit] before, but it didn't exactly work out. So you've heard it all before. You've heard people saying, "do [some specific thing], and you'll [get some specific result]!"

But what happened?

Nothing!

You ended up right back where you started:

[Describe where the person is today, such as broke, overweight, frustrated, lonely, unhappy, disappointed, etc].

So I realize others have said the same thing I'm saying to you. And I realize it's difficult to believe that you really can [get a specific benefit]. But it's true. And I can prove it.

See, there are a lot of other people just like you who didn't think they'd ever be able to [get a specific benefit] either.

Some of these people [describe how they had dire circumstances that made success seem unlikely]. Some of them even [had other dire circumstances that made success unlikely].

But they all [got a specific benefit] – and they all had one thing in common.

What was that one thing?

Simple – they all discovered [name of paid product] at [link]. And suddenly they realized they had the missing puzzle piece – that one thing that was going to finally allow them to [get a specific benefit]. And you can get they were blow away when it happened.

Take the example of [name of person giving testimonial]. [Name of person] didn't think [he/she] would ever [get a benefit]. But just [short time period] after [reading/viewing] [paid product], [he/she] started to [enjoy a benefit].

But don't take my word for it. Take a look for yourself what [name of testimonial giver] says:

[Insert testimonial].

[She/he] isn't the only one. [Name of second testimonial giver] enjoyed even better results. And that's because [reason why this person enjoyed better results, something related to the product... for example, if the product includes a coaching upsell, then mention that the personalized coaching helped].

Here it is in [name of second person]'s own words:

[insert second testimonial].

Oh and here's one of my favorites. [Name of third testimonial giver] [got some specific result] – even though [he or she had dire circumstances or other extraneous problems]! See what [name of third testimonial giver] says about [name of paid product]:

[insert third testimonial].

These aren't flukes. These aren't people with [some extraordinary ability or possession, like strong willpower, a lot of money, a natural green thumb, etc]. These are all ordinary people. And if they can all [get some desired result] and [get some other desired result], then just imagine what [name of paid product] can do for you!

See for yourself by checking it out right now at [link]. It's risk free. If you don't [start getting a specific result] within [some time frame], it's free. That's a promise.

Plus just to sweeten the pot, I'm going to toss in a special bonus that virtually guarantees you'll [enjoy a specific benefit]. It's called [name of bonus] and it's the quickest and easiest way I know to [get a specific result]. And if you order [name of paid product] right now, [name of bonus product] is yours free!

You can learn more about it by clicking here [link to sales page].

I can't be any more fair than that, so check it out right now to see why everyone is raving about [product name].

[Sign off]

P.S. Oh my goodness, I almost forgot to tell you about [name of another person who got results]. This person has such an amazing story because [briefly share why his or her results are so amazing]. Check it out [mention where on the page it's located, e.g., "the video at the top of this page"]: [link to sales page].

Email #4: Content Plus Special Offer Pitch

Subject: [Specific Result], Redefined...

Alternative Subject: [Specific Result] made easy...

Hi [First Name],

Let me guess...

You [try to get a specific result], but it seems like you always end up [getting a bad result] instead. Sometimes you even waste [days/weeks/months] spinning your wheels. And it seems like no matter what you try, you just can't seem to crack the secret of [getting some specific benefit]...

Until now.

That's because I'm going to share with you five tips that you can use to [get a specific result]. You probably won't see some of these tips anywhere else – I know very few use them and even fewer have ever shared them in public. But I think it's time that everyone knows them.

Take a look...

Tip #1: [Insert overview of tip]. [Give further explanation – the idea is that these tips are going to be useful, but these tips alone won't solve the person's problem, so they'll have to buy the paid product. Be sure at least one or two of these tips are very unique, such as a twist on an old method.]

Tip #2: [Insert overview of tip.] [Provide further explanation.]

Tip #3: [Insert overview of tip.] [Provide further explanation.]

Tip #4: [Insert overview of tip.] [Provide further explanation.]

Tip #5: [Insert overview of tip.] [Provide further explanation.]

The above five tips should give you some great results. I wouldn't be surprised if you started seeing [some specific benefit] in as little as [some specific time period] after you try tip [number]. I've even see people [get a specific benefit] within just [some short time period]. Just imagine how great it would feel if that happened to you!

If you like the above five tips, then you'll absolutely love [name of paid product]. Not only will you learn great tips and tricks like the ones above, but you'll also get detailed, step-by-step instructions for [completing some process and getting some benefit].

Check it out right here: [link]

In just moments you'll discover:

- How to [get a benefit] – even if you [don't have some required experience, skill, background, possession, etc]!
- A little-known way to [get some desired result] – you'll be amazed!
- A stupidly simple trick for [getting a specific benefit].
- What the [professionals in the niche – doctors, lawyers, top business people, prize-winning gardeners, etc] do when they [need to solve a specific problem].
- The secrets of [getting a specific benefit]. This one will blow you away!

And much, much more. By the time you finish [reading/watching/using] [name of product], you'll know exactly how to [get a desirable benefit]!

But that's not all...

When you order now you'll also get [name of bonus product] free, just as a thank you for your order. Inside this eye-opening [report/ebook/etc] you'll discover how to [get some benefit]. And here's what else you'll get:

- The single best way to [get a specific benefit or perform some task] – it makes it so quick and easy, you'll wish you'd known about it years ago!

- A sneaky way to [get another specific benefit] – if you hate [doing some unpleasant task], then you'll love using this [description, like "money making" or "fat blasting"] strategy!
- How to [do some process] in just [number] simple steps – you won't find a better way to [get some benefit]!

If you're like me, you find the hardest part of [doing some specific task] is [whatever part is considered hard]. And that's why [name of bonus product] is so amazing – it makes [getting some benefit] so easy, because never again do you have to worry about [some hard part of the process].

Of course you don't have to take my word for it. See why so many others are raving about [product name] by clicking here [sales page link].

But there's a catch...

This bonus offer is only available until [date] or when the next [number] of people have ordered, whichever comes first. It's sure to go fast, so order now to avoid disappointment.

Check it out here: [sales page link] – and hurry!

[Sign off]

P.S. You can look around, but you won't find a better way to [get some benefit], so get your copy of [name of product] right now by going to [link]. And hurry while you can still get [name of bonus product] for free with your order!

Email #5: Case Study

Subject: Thinking of getting [Product Name]? Read this first...

Alternative Subject: The Truth About [Product Name]...

Hi [First Name],

You've probably been hearing all the buzz about [name of product].

You've heard that it [solves some problem]. You've heard that it [gives some specific benefit]. You've even heard people saying that it's the best way to [get a desirable result].

But you're probably not sure if you believe all of this.

After all, you've heard these same promises before. Maybe you even felt like you were duped before as you tried [type of product] product after [type of product] product that just didn't work.

I can understand that. I've seen those products too. I spent [months/years/whatever] wasting so much time and money, thinking that they didn't work because I was doing something wrong. Or maybe the product just didn't work.

Maybe you feel the same way. You're tired of spending time and money on something that doesn't work. And you'd gladly give your right arm if you could find just one [type of] solution that really worked. Something that finally [got rid of the specific problem] and [gave the reader a specific benefit] once and for all.

Good news – your solution is here. And not only does it [give the reader a highly desirable benefit], but I can prove it.

Let me introduce to you [name of person you did the case study on].

[Name] is a typical [describe person, focusing on the characteristics that are most like your target market, so that your target market can identify – so if your target market and case study subject is a college student, then mention it].

Now [name] had the same problems as you.

[She/he] [describe main problem, such as being overweight, having pests in the garden, etc]. [She/he] was frustrated because [reason why the problem was particularly difficult for this person]. And [he/she] even [had to contend with some other problem that made it more difficult to solve the first problem].

That's when [name] was introduced to [product name]. And everything changed. Let me explain...

Before [name] learned about [product name], [he/she] [describe original state of his or her problems. For example, if this was for a weight loss product, you'd mention the case study's starting weights and measurements. If it's for a golf product, you'd mention the person's drive length and other stats].

After just [length of time – one day, one week... it depends on what you're selling], [name] was already seeing an improvement. [He/she] reported [insert case study subject's thoughts about how things were progressing]. And [he/she] also reported [list other benefits he or she was originally getting].

Then, just [another short time period later], we [re-measured, weighed, tested, observed... whatever is appropriate here]. We were startled by the results. Not only had [name] [gotten some benefit], but the results were showing that [he or she had some specific measurable result. E.G., "added 10 yards to his golf swing" or "went down an entire dress size," etc].

This was just the beginning. [Name] was thrilled each [day/week] when he reported [his/her] new results. By [week/day/whatever] [number], [name] had already [list specific measurable results]. And [he/she] reported [list how case study subject was feeling – tap into the emotions here].

[Insert further description about however many other days, weeks or months... listing measurable results.]

So, to recap...

[Name] started [describe starting point]. And just [number] short [days/weeks/months] later, [he/she] had achieved eye-popping results. [Describe what those eye-popping results were.]

Take a look at these stunning results:

[Insert further proof if possible, such as photos, videos, screen grabs, etc.]

It's amazing, right?

Now let me make something clear...

[Name of case study subject] isn't special in any way. [He/she] doesn't have [some special quality], [another special quality] or [some other special quality, possession, skill, etc].

So why did [name] succeed at [getting a benefit] when so many others fail?

Simple:

Because [name] used [name of product] to get these stunning results. Truth is, there's no easier, quicker or better way to [get rid of a problem] and [start enjoying some specific results].

But don't take my word for it. Just look at [name]'s story. Or look at the countless other [type of people] who've [achieved an extraordinary result] using [product name]:

[Link to sales page].

This works, I guarantee it.

So check it out, because you deserve to [get some specific result].

[Sign off]

P.S. [Name of case study subject] [achieved some amazing result] – now just imagine what [name of product] can do for you! See for yourself right now by going to [sales page link]...

Conclusion

You just discovered five different types of follow-up emails you can send to your subscribers to close the sale.

You can send one of each type of your subscribers, or you can use the same type multiple times.

Example: You may decide to send several content/pitch emails to help build a relationship with your readers while recommending paid products to them.

The key is to TEST it for yourself.

Some lists will respond to different types of emails in different ways. You won't know for sure which ones appeal to your list the most until you try them out.

So get them created and load them up into your autoresponder as soon as possible... because the sooner you do, the sooner you can start enjoying higher conversion rates!