

# FREE EMAIL TEMPLATES



*Use these 3 email templates to get more  
webinar registrants, build rapport, and  
sell more of your products and services.*



# Contents



|  |       |           |
|--|-------|-----------|
| <b>3 Principles of Powerful, Persuasive Emails</b>                         | ▶▶▶▶▶ | <b>3</b>  |
| A Quick Lesson On Better Emails  | ▶▶▶▶▶ | <b>4</b>  |
| Persuasive Email Principle #1:<br>Don't Spam Me, Bro.                      | ▶▶▶▶▶ | <b>4</b>  |
| Persuasive Email Principle #2:<br>Write Your Emails As If You Are Friends. | ▶▶▶▶▶ | <b>6</b>  |
| Persuasive Email Principle #3:<br>Ask For Only One Thing In Each Email     | ▶▶▶▶▶ | <b>7</b>  |
| <b>Your 3 Template Emails</b>  | ▶▶▶▶▶ | <b>8</b>  |
| Landing Page Email   | ▶▶▶▶▶ | <b>8</b>  |
| Example Use of This Template   | ▶▶▶▶▶ | <b>9</b>  |
| Rapport-building Email   | ▶▶▶▶▶ | <b>10</b> |
| Example Use of This Template   | ▶▶▶▶▶ | <b>11</b> |
| Story-Proof-Principle Email  | ▶▶▶▶▶ | <b>12</b> |
| Example Use of This Template   | ▶▶▶▶▶ | <b>13</b> |





.....

# 3 PRINCIPLES OF POWERFUL, PERSUASIVE EMAILS

.....

## A QUICK LESSON ON BETTER EMAILS

If you will remember these 3 Principles, your emails will automatically be better than those 95% of all other marketers. Really. This will be self-evident in just a moment. Brace yourself for a head-slapping moment of "Oh, well of COURSE, now that you SAY it, it's OBVIOUS!"



### **PERSUASIVE EMAIL PRINCIPLE #1: DON'T SPAM ME, BRO.**

Everybody's email inbox is jammed full of emails they don't want to read. Junk email. Spam.

Never mind that they themselves signed up for almost every list they get an email from (it's true). Never mind that the emails may not **TECHNICALLY** be spam ("Unsolicited Commercial Email"). The bottom line is, if they **FEEL** like it's spam... it IS. to them. **DELETE.**

The biggest hurdle to overcome when marketing by email: people think your email is spam.

And why do they think this?






Usually, because it LOOKS like spam. There are a few tip-offs that people notice, mostly in an unconscious instant. SIGNALS that you send with your email that scream "SPAM!" Among them:

- ❗ The email is from a Company Name, not a person.
- ❗ The email body LOOKS like a newspaper or magazine ad (pictures, typography, layout, etc.)
- ❗ The language used in the email itself is either "Ad-Speak" ("Save like never before!" "Savings throughout the store!")... or Corporate-Speak ("We have a 20 year tradition of serving this community" "BigCo is proud to announce our annual event.."). Yuck. DELETE.

## **PERSUASIVE EMAIL PRINCIPLE #2: WRITE YOUR EMAILS AS IF YOU ARE FRIENDS.**

You know who's emails you open first? That's right - email from friends.

How do you know it's from a friend? A few clues:

-  You recognize the person's name.
-  You recognize the person's subject line "style".
-  You recognize the **FORMATTING** of the email body looks like email from a **FRIEND**, and not like an **AD**.
-  The email "talks" to you in the same kind of language your friend uses in real life. That probably includes a lot of bad grammar.
-  It's probably short.

Something to think about: how can you write your next marketing email so that it more closely resembles email you might get from a friend?



## **PERSUASIVE EMAIL PRINCIPLE #3: ASK FOR ONLY ONE THING IN EACH EMAIL**

Remember that every email you send should have one, and only one Most Wanted Result (MWR).

It just makes sense, doesn't it?

In today's busy world, it's hard enough trying to get people to do ANY-THING... and nearly IMPOSSIBLE to get them to do MULTIPLE things. In each email, ask for only ONE action on the part of your reader.

And I'll give you a hint. It's always the SAME thing you want them to do: **CLICK THE LINK.**

You always want them to click a link for SOMETHING. You actually want to TRAIN your readers to click a link in every email you send. That's the best way to increase the odds of them clicking when, one day, you want them to BUY something.

Put these 3 principles to work, and prepare to enjoy the profits!



# YOUR 3 TEMPLATE EMAILS



Here are the 3 template emails I promised. In each case, I give you the template, and then a real-world example so you can see how the template works.

## LANDING PAGE EMAIL

01

**Subject: You busy tonight?**

Hey ~NAME~

Are you available tonight at [TIME]?

If so, you might want to jump on this call with me.

I'm going to explain how to [MAIN BENEFIT].

I think you'll get a kick out of it.

LINK

See you then?

YOUR NAME

TEMPLATE



# EXAMPLE USE OF THIS TEMPLATE



**Subject: You busy tonight?**

Hey Jack

Are you available tonight at 5pm?

If so, you might want to jump on this call with me.  
CLICK HERE TO REGISTER.

I'm going to explain how to get \$10 back for every \$1 you invest in advertising.

I think you'll get a kick out of it.  
And if you use what I show you, I bet you'll make money!

CLICK HERE TO REGISTER.

See you then?

Ray

## RAPPORT-BUILDING EMAIL

02

**Subject: This is cool**

This is so cool I had to share it.

I was looking for some videos on [SUBJECT], when I came across this:

LINK

It's a video where [DESCRIBE VIDEO WITH INTRIGUE & CURIOSITY].

Watch it for yourself, and then give it a try!

I did, and [RESULT YOU GOT].

Let me know if you get the same result!

YOUR NAME

# ***EXAMPLE USE OF THIS TEMPLATE***

In this example, I'm assuming the product you sell is a "how to play guitar" product. I picked a singing tutorial video to share, because it's related but doesn't COMPETE with my main product... you can adjust this approach to virtually any subject or product. Notice how I mention my win product but do not link to it. I'm sending ONLY to help them... and in the process I end up creating good will.



**Subject: This is cool**

This is so cool I had to share it.

I was looking for some videos on singing better, when I came across this: Click to see the video.

It's a video where this guy Marcus teaches a 55-year-old man how to sing a very difficult song, with huge range, in just about 10 minutes.

He uses a technique similar to the "chord looping" trick we teach in the Guitar Course. It's the most amazing thing I've seen in a long time.

Marcus takes this gentlemen from terrible "can't carry a tune in a bucket" status, to singing like one of the 3 Tenors... in a few minutes.

Watch it for yourself, and then give it a try!

I did, and made a huge improvement in my singing almost instantly. Let me know if you get the same result!

Ray



# STORY-PROOF-PRINCIPLE EMAIL

03

**Subject: I was humiliated**

Recently, I was humiliated.

Here's the story.

[TELL STORY THAT SETS UP YOUR PRINCIPLE]  
What was going on here? Why did [DESCRIBE WHAT HAPPENED  
IN SHORT FORM, LINKED TO THE PAIN YOU HELP PEOPLE SOLVE.]

Here's what I've learned since then...

[OFFER THE PROOF/STUDY/ARTICLE TO SUPPRT YOU]

So what does this mean to you & me?

[EXPLAIN THE "MORAL OF THE STORY"].

Let me know how this works for you.

YOUR NAME

PS - This is exactly the kind of thing you'll find at  
[LINK TO YOU ODDER, EXPLAIN YOUR MAIN, "BIG IDEA" BENEFIT  
THAT TIES BACK TO THE ABOVE.]

# EXAMPLE USE OF THIS TEMPLATE

This kind of email is always going to be a little longer, because we have to tell a story to make it work...

But it's worth the effort, because this kind of email works like crazy!



## **Subject: I was embarrassed**

Recently, I was embarrassed. When I think of it now, my face gets hot and I blush.

I felt so stupid.

Here's the story.

My wife Helen and I were having a disagreement about what kind of dog we want to buy.

She wants a little fru-fru dog like a Yorkie or a Pug, and I want a big dog like a Lab or a Collie.

The "discussion" began too heat up, and the next thing I knew Helen was shouting at me.

I did what I always do in that situation: I buttoned up my lip and just stopped talking.

And then I left for a while, to give here a chance to cool down (and me too, honestly, because my blood was boiling.)

When I got home, a couple of hours later, Helen was seething mad. Still.

"Don't you ever walk out on my like that again!" she said. "In my family, we cared enough about each other to share our opinions. And we had one rule: walking out is a sign of total disrespect. If you love someone, you would never just walk out like that!"

I was shocked.

I said, "Well, in my family, we never raised our voice to one another. Yelling at someone was total disrespect. And the way WE showed love and respect for the other person was by leaving and cooling off, if we needed to."

We both paused for a moment and then started to laugh. The tension drained from the room almost instantly. Helen hugged me, and I hugged her. We ... um... apologized for a while ... and then we got back to talking about what kind of puppy to buy.

What was going on here?

Why did tow people who love each other have a terrible fight, and yet somehow end up feeling closer than ever before?

Here's what I've discovered since then...



One day I was reading an article in Psychology Today, by Dr. Warren Lunz, who is a adjunct professor of psychology at Harvard.

Dr. Lunz says everyone has a "communication code book" - their own set of rules on how to communicate with others.

Everyone's codebook is different, because they wrote it themselves from their own life experience. Some of it may not make any sense, because most of us write our codebooks by the time we're eight years old - and it hasn't changed much since then.

And almost all human conflict is caused by competing or differing codebooks. The worst thing about this is hardly anyone realizes this is happening! Most people are unaware they even HAVE a codebook. They think everyone already knows "the rules".

And in a way, the DO know the rules: the problem is, they know THEIR rules, not YOURS.

So what does this mean to you & me?

The next time you find yourself in a tense communication, take a moment to think about what the other person's "codebook" might say about the situation you're in.

Once you start thinking like this, it's pretty easy to figure out the other person's "rules" and communicate in a way they're willing (and able) to hear. And you can do it without causing a lot of emotional upset.

Even if the conversation isn't tense, this can be useful in your everyday life.

It's a great way to win people over to your way of thinking, easily and gently.

Try it.

Let me know how this works for you.

Ray

PS - This is exactly the kind of thing you'll find in our course, Instant Influence. It's on sale this weekend - check it out by clicking [here](#). You'll learn how to read the major rules in another person's "codebook" in just a few seconds. Plus 21 other powerful techniques for exerting "instant influence" in any situation.