

EMAIL TEMPLATES



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EDWARDS

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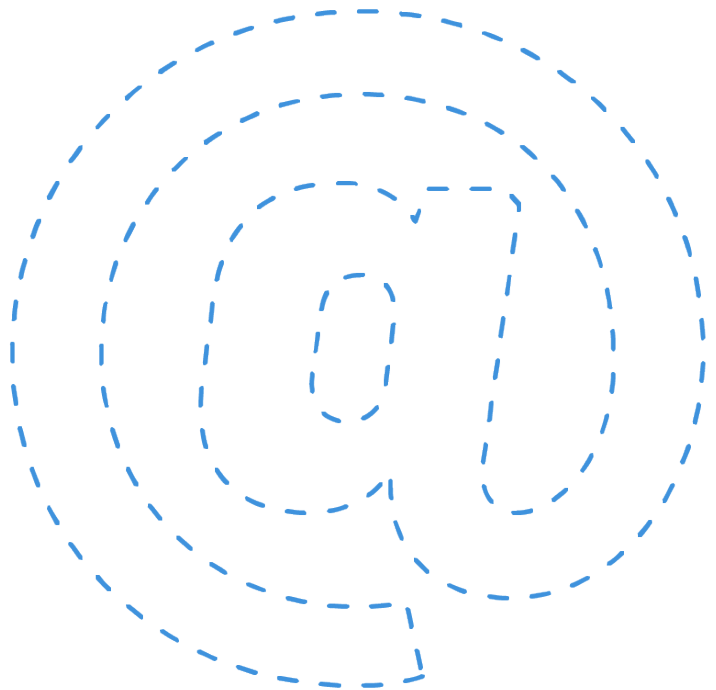
HOW TO USE THESE TEMPLATES

The following email templates are designed to be used as starting points for you to use while writing your daily emails for the next year!

You'll want to change them up to fit your voice and your product, and they should definitely be re-written in slightly different words if you use the same template more than once.

The templates are designed give you a variety of longer and shorter emails, and emails to reach different buyer types.

Of course, feel free to add your own ideas to the mix as well!



INTRO/WELCOME 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 you 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!

CLIFFHANGER EMAIL



There are a lot of ways to adjust this two-part email sequence to make it fit your purposes. The main idea is that you leave the reader wanting more by “opening a loop” and describing a problem, then asking them to watch for your email tomorrow for what happened next.

The story can be about you or someone else.

PART 1

► **Subject: I was humiliated [Or other emotion] [Or share the “problem” of the story]**

Recently, I was humiliated. [Or other emotion/problem from subject line]

Here's the story.

[INTRODUCE THE PROBLEM (typically the one your product solves)]

What was going on here? Why did [DESCRIBE THE PAIN]?

I've learned a lot since then about [WHAT CAUSED THE PROBLEM], and I even found a really good solution.

I'm going to tell you all about it in my next email tomorrow morning, so stay tuned.

YOUR NAME

PART 2

► **Subject: Part 2: I was humiliated [Or other emotion] [Or share the “problem” of the story]**

Yesterday, I told you the story of how I was humiliated when [BRIEFLY DESCRIBE THE PROBLEM]

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

WHAT

HAPPENED

IN

SHORT

FORM,

[OFFER PROOF/STUDY/ARTICLE TO SUPPORT YOU]

So what does this mean to you & me?

[EXPLAIN THE “MORAL OF THE STORY”].

Let me know what you think.

YOUR NAME

PS - This is exactly the kind of thing you'll find in [Course name/product name/blog post/workshop/some CTA].

Click here to find out more: [LINK]

SOMETHING COOL EMAIL



This email is designed to build rapport and give your audience “something cool” to click on. When they’re used to clicking on your emails and getting value, they’ll be more likely to click when you send one of your own products or offers as well.

► 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

HOW-TO EMAIL



► Subject: How to [get a big benefit]

If you’ve ever wondered why you’re struggling with [PROBLEM]... and better yet, how you can solve this problem, you’re not alone!

Today I’m going to share with you, step-by-step, exactly how you can [GET THE RESULT THEY WANT/SOLVE THE PROBLEM].

Here goes...

[List out the general steps]

I hope this helps!

And if you want more tips for [YOUR TOPIC], be sure to [CTA - CHECK OUT OUR PRODUCT PAGE/PODCAST/BLOG/FOLLOW ON FACEBOOK].

[SIGN-OFF]

TOP 5 EMAIL



This email can actually have any number of points (doesn't have to be 5). I recommend at least 3 and no more than about 7, but you might be able to get away with up to 10 if they're relatively short.

► **Subject: Avoid these top 5 [mistakes, pitfalls, etc.] or Get more [benefit] with these top 5 [topic]s**

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 the top 5 [subject]s.
Take a look...

#1: [First answer]. [Brief explanation]

#2: [Answer.] [Brief explanation.]

#3: [Answer.] [Brief explanation.]

#4: [Answer.] [Brief explanation.]

#5: [Answer.] [Brief explanation.]

If you pay attention to the top 5 [subject] above, you should get [result they will get].

And if you found the list above helpful, then you'll absolutely love [name of paid product OR a free resource/link you are pointing them to].

Check it out right here: [link]

[YOU CAN END THE EMAIL HERE IF THIS IS A NURTURE EMAIL POINTING TO A FREE LINK, OR CONTINUE IF THIS IS A SALES EMAIL]

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].

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 what'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!

ACHIEVEMENT EMAIL



This is a quick and easy way to share a win, an award, a certification, or being featured in the press — and still make it about the customer.

► Subject: Did you hear?

Did you know that [\[Name of your business\]](#) recently [\[received an award/was featured on _____\]](#)?

That means you know you're getting [\[DESIRED BENEFIT RELATED TO THE AWARD\]](#) whenever you [\[WORK WITH US/SHOP WITH US\]](#).

Here's a link where you can [\[check it out/read the article\]: \[LINK\]](#)

Thanks for being great,

[YOUR NAME](#)

ONE CLICK SURVEY EMAIL



► Subject: Quick question?

Seriously, all you have to do is click ONE time, and your answer will help me provide more helpful content for you.

Here's the question:

[\[ASK THE QUESTION\]](#)

- A. [\[Answer A - this link should add a "tag" to their email/profile in your ESP\]](#)
- B. [\[Answer B - this link should add a "tag" to their email/profile in your ESP\]](#)
- C. [\[Answer C - this link should add a "tag" to their email/profile in your ESP\]](#)
- D. [\[Answer D - this link should add a "tag" to their email/profile in your ESP\]](#)

I can't wait to hear your answer!

Thanks so much for helping me serve you better,

[YOUR NAME](#)

REVIEW REQUEST EMAIL (PERSONALIZED TO BUYERS)



Reviews and stories from your customers serve as proof your product works, and they are possibly the most valuable marketing asset you can have. So how do you gather these testimonials and stories? You ask! Here's a template you can use or adapt to ask for these reviews.

► Subject: Can I get your opinion?

Hello [\[NAME\]](#),

Since you recently purchased [\[NAME OF PRODUCT\]](#), I wanted to reach out and make sure you enjoyed your experience and also see if you had any questions. Just hit 'reply' on this email and let us know if there's anything I can help out with.

Also, I could use your input.

I would love to know your opinion on the product, as well any results you might be getting since your purchase. If you could leave us a review by [\[Tell them where/how they can leave a review or send a testimonial \(with a link\)\]](#), it would be so appreciated!

These reviews help us provide great products and help other buyers make a confident decision.

Thank you!

YOUR NAME

REVIEW REQUEST EMAIL (TO GENERAL LIST)



Here's another template you can send to your entire list to gather more stories and reviews.

► **Subject: Can I feature your story?**

I'm so grateful to have you as part of our community.

One of my favorite things is getting feedback from you, and especially hearing your stories about your experience with this community and our [\[courses/products/etc.\]](#)

If you have a story about what one of our products or resources has done for you, would you mind hitting reply and sharing?

You may even get featured in our next blog post or email! [\[OR you can provide another incentive here - ex: You may even win a \\$25 gift card! We'll draw 5 winners from the stories we receive by April 1\].](#)

Thanks again for being such a valuable part of the [\[Brand/product\]](#) community.

[\[SIGN-OFF\]](#)

TESTIMONIAL SALES 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 bet they were blown 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]**.

CASE STUDY SALES EMAIL



► **Subject: Thinking of [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 you to [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]...

SOFT CASE STUDY/CLIENT STORY EMAIL



This email is a little more subtle than most sales emails used during a launch. This is great for nurturing your audience and giving them some background on your topic by linking to a free resource, video, or blog post. Or you can use it as a “softer” sales email.

► Subject: One small change to [DESCRIBE THE BENEFIT]

After [OBSTACLE OR CHALLENGE THEY FACED], [NAME] felt [PAIN THEY FELT].

[He/She] not only [RESULT OF THE PROBLEM]... [He/She] also [ANOTHER BIGGER RESULT OF THE PROBLEM].

Worst of all, [THE DEEP, UNDERLYING PROBLEM].

If you've ever struggled with [PROBLEM], you're probably nodding your head right now, because you know just how [frustrating/annoying/devastating/painful] it can be.

Here's the good news — there IS a solution, and [NAME]'s story is proof!

Everything started to turn around for [NAME] when [he/she] made one small change.

This change gave [HIM/HER] [BIG BENEFIT YOUR AUDIENCE WANTS], and it wasn't nearly as difficult as you might think.

Wondering what they did differently?

They [DESCRIBE THE CHANGE THEY MADE].

Seriously.

That's it.

If you want to know how to [MAKE THIS CHANGE] too, click below to see [this video/blog post/article/product].

[LINK]

YOUR NAME

P.S. If you've ever wanted to [BENEFIT] without [SOMETHING IT HELPS YOU AVOID], you need to see this: [LINK AGAIN]

PRODUCT ANNOUNCEMENT EMAIL



► Subject: Big announcement tomorrow!

Something's coming...

If you've ever wanted to [SOME RESULT/SOLUTION YOUR PRODUCT GIVES]...

If you could benefit from [A BENEFIT OF YOUR PRODUCT]...

If you don't think you'll ever [SOLVE A PROBLEM THEY HAVE]...

You're going to want to stay tuned for my next email.

I'm opening the doors for a product I've been working on, and it's helped [hundreds of/dozens of/over # of] people solve their [PROBLEM].

It's called [Name of product], and it's only going to be available for [#] days.

I'll send you all the details in tomorrow's email.

[SIGN-OFF]

P.S. This isn't like [ANOTHER SOLUTION THEY MAY HAVE TRIED AND FAILED]. It's [WHAT SETS YOUR PRODUCT APART]. Watch for the big announcement tomorrow!

OPEN CART EMAIL



► Subject: It's finally here!

The doors are NOW open for [\[PRODUCT NAME w/ link\]](#) (or [\[PRODUCT NAME IS NOW AVAILABLE!\]](#))

So what will [\[PRODUCT NAME\]](#) do for you?

You know how you've always wanted [\[SOME HUGE BENEFIT OF THE PRODUCT\]](#)?

[\[Tell a brief story of how the product came to be and/or how it solves the problem\]](#)

And you don't just have to take my word - here's what people are saying:

[\[A couple screenshots from Facebook comments, reviews, testimonials\]](#)

Ready to check it out? Get all the details here: [\[LINK\]](#)

YOUR NAME

P.S. If you purchase now, you'll also get this amazing bonus, [\[Name of bonus + brief description\]](#). But the doors are only open until [\[DEADLINE\]](#), so you'll need to act fast. Click here now: [\[LINK TO SALES PAGE\]](#)

FAQ EMAIL



This type of email is important in a launch sequence, and it serves a few different purposes. The first is, of course, to answer any questions that may have come up. But the FAQ email also appeals to the “analytical buyer,” or someone who likes to have all the facts laid out in front of them before they make a purchase. It can also be a great way to overcome objections - you can format common objections as a question, and then answer them!

The questions below are some prompts to get you started, but it's important to adjust these for your particular product and situation.

► **Subject: Get all your Q's answered**

► **Alternative Subject: Answering your questions**

[Yesterday/A couple days ago], I opened the doors to my brand new [product/service/course], [Name of product w/link], and there have been some questions coming in.

Here are the answers you've been looking for...

1. Who is [Name of product] for?

ANSWER

2. How is this different than [Another similar product they may have purchased]?

ANSWER

3. What if I don't have [certain experience or knowledge they think they need]?

ANSWER

4. How long do I have to purchase?

ANSWER

5. Is there a refund policy?

ANSWER

6. When will this be available again?

ANSWER

7. Is there a payment plan?

ANSWER

I hope that answers most of your questions. If you still need more information, you can check out the product page here:

[\[LINK TO SALES PAGE\]](#)

Or send me an email at [\[EMAIL ADDRESS\]](#).

[SIGN-OFF]

P.S. There are just [\[#\]](#) of days left to purchase [\[Name of product\]](#) before the cart closes. Go ahead and get yours here: [\[LINK TO SALES PAGE\]](#)

VIDEO/CALL INVITE EMAIL



This short email works well, because it feels like a personal email from a friend. You don't have to "sell" your video for people to click and sign up, because the email gives the impression that this is something they don't want to miss, and it briefly describes the benefit they'll get as well.

► 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.

Join me here at [\[TIME\]](#) >> [LINK](#)

See you then?

[YOUR NAME](#)