

## Priming Phase

Introduce yourself to your opt-ins and let them know what to expect from you

### **Message #1 – *Send Immediately***

**Subj:** here's your download: **[ENTER THE NAME OF YOUR LEAD MAGNET HERE]**

Hello,

My name is **[ENTER YOUR NAME HERE]** and I'm the **[ENTER YOUR TITLE HERE]** of **[ENTER COMPANY NAME]**. I wanted to take a second to say hello and welcome you to the family.

I want to thank you for requesting access to **[LEAD MAGNET NAME]** you can access it here: **[LINK TO LEAD MAGNET DELIVERY PAGE]**

**[GRAPHIC OF REPORT COVER/VIDEO SCREENSHOT/ETC HYPERLINKED TO DELIVERY PAGE]**

Inside of the **[LEAD MAGNET NAME]** you'll **[RE-STATE BENEFIT FROM SQUEEZE PAGE COPY]**.

From time to time I'll also be sending you emails about **[ENTER TYPES OF VALUABLE CONTENT THE SUBSCRIBER WILL RECEIVE VIA EMAIL]**. Sound fair? GOOD!

Here's what you need to do now to get started...

#### **STEP 1:**

**Whitelist and prioritize all emails from [ENTER COMPANY NAME OR WEBSITE URL HERE] and [ENTER YOUR NAME HERE].**

This is important! Not only will you receive updates about new articles on the blog, you'll also receive notifications about new **[INSERT OTHER TYPES OF VALUABLE CONTENT THE SUBSCRIBER WILL RECEIVE VIA EMAIL]**.

But if the emails aren't getting through to you, you will miss these important updates and you won't receive the full benefit of being a **[ENTER COMPANY NAME OR WEBSITE URL HERE]** subscriber.

So please take the following simple actions to make sure nothing slips through the cracks:

1) Follow the whitelisting instructions for your email provider at this page: **[LINK TO WHITELISTING INSTRUCTION PAGE ON YOUR SITE]**

2) If you are a Gmail user or you use any other web-based email that filters broadcasts away from your main inbox, be sure to "drag" any emails from **[ENTER COMPANY NAME OR WEBSITE URL HERE]** or "**[ENTER YOUR NAME HERE]**" into your Priority Inbox. (Again, you don't want to miss something.)

3) Create a special "**[ENTER COMPANY NAME OR WEBSITE URL HERE]**" folder where you can archive emails from DM as well as "**[ENTER YOUR NAME HERE]**" AFTER you have read them. This is important...DO NOT setup filters to automatically direct our emails into these folders, or again, you are likely to miss something. Simply move them manually to the folder after the information in the email has been consumed.

#### **STEP 2:**

Take two-seconds and **join the [ENTER COMPANY NAME OR WEBSITE URL HERE] Facebook page**, as this will be our primary method of communication outside of email updates, and again you won't want to miss a thing:

**Facebook:**  
**[LINK TO COMPANY FACEBOOK PAGE]**

**Twitter:**  
**[LINK TO COMPANY TWITTER PROFILE]**

## ENDEAR THEM TO YOU

Talk soon,

**[YOUR NAME]**

**[OPTIONAL]** P.S. If you have a second, I'd love to know:

Why did you subscribe to **[ENTER COMPANY NAME OR WEBSITE URL HERE]**?...

What can we do to help you solve your biggest problem right now?

Just reply to this email or shoot me a quick email at:

**[ENTER YOUR EMAIL ADDRESS HERE]**

=====

### **Message #2 – Send 1 Day After Opt-In**

**Subj: Whoops, Quick Question???**

Hey **[FIRSTNAME]**,

I hope that you are enjoying  
**[Name of Lead Magnet]**

Hey, I forgot to ask you...  
I have a quick question.

This will help me connect better with you and address your personal needs.

In a simple SHORT answer (one word is OK), reply to this email.

I read all emails personally...

What's the ONE THING that you think is preventing you from having the kind of life you deserve?

Even if you're not sure, please just hit the REPLY button, so I know that at least I've got you thinking about it!

THANKS!

[YOUR NAME]

=====

## **Selling Phase**

=====

This is where you offer up a product or service that will assist your Avatar with their problem.

### **Message #3 – *Send 1 Day After Email 2***

**Subj:** Can I help you with [RESULT DESIRED]?

Hey [FIRSTNAME],

If you need me to help you I will. I love this stuff!

Here's how I can help: [LINK TO OFFER/  
CONSULTATION/TRAINING/ETC]

Over the last [TIMEFRAME] I can't even count how many of my friends have asked me to help [RESULT DESIRED].

That's why I created [YOUR OFFER].

This is my "Secret Sauce" that [BENEFIT OF YOUR OFFER] quickly and easily.

Do not underestimate the power of [YOUR OFFER].

This is really intended for people with [DESIRED TARGET AUDIENCE FEATURE].

But...

It's worth checking it out just to see how we do it.

Go look now:

**[LINK]**

Talk soon,

**[YOUR NAME]**

=====

### **Message #4 – Send 1 Day After Email 3**

**Subj:** Did you see this?

A few days ago you requested my **[INSERT LEAD MAGNET TITLE/DESCRIPTION HERE]**, and I just wanted to check back in a see if you had a chance to **[READ/VIEW/WATCH]** it yet.

More importantly, I wanted to make sure you saw this:

**[LINK TO OFFER]**

If you're really serious about **[INSERT TOPIC/KNOWN DESIRED END RESULT]**, then this is the ideal first step.

Not only does it work, it's the tiniest investment you can make and still have a realistic expectation of results.

So get it now while you can:

**[LINK TO OFFER]**

This price won't be available much longer, so I would grab your copy now while it's still fresh in your mind.

Talk soon,

**[YOUR NAME]**

=====

## **Engagement Phase**

=====

This keeps your Avatar 'hooked' on reading your content and continues to build rapport and trust.

**Message #5 – Send 2 Days After Email 4**

**Subj:** Did you see [video/article]?

A few days ago I stumbled across this [video/article]:

**[LINK TO INSPIRING YOUTUBE VIDEO OR ARTICLE...DOESN'T HAVE TO BE DIRECTLY RELATED TO YOUR BUSINESS OR PRODUCT BUT THAT'S IDEAL]**

If you want inspiration...this is it!

You should check it out, because it has everything to do with **[INSERT CORE BENEFIT/DESIRED END RESULT OF YOUR SUBSCRIBER]**.

But here's what I really want you to take from this [video/article]:

**[DESCRIBE THE KEY LESSONS/TAKEAWAYS YOU WANT YOUR READER TO GET]**

What did you think of this [video/article]? Hit the reply button and let me know your thoughts!

Talk soon,  
**[YOUR NAME]**

P.S. Like what you've seen in these last few messages?

Then good news!

**[Every week/Twice a week/Every month] I** send out more goodies just like this, so there's even more good stuff coming your way.

**Message #6 – Send (Based on Frequency You Promised In Previous Email) Days After Email 5**

**Subj:** I'm not usually blown away but...

Hey!

Remember how I told you I'd help you to **[INSERT CORE BENEFIT/DESIRED END RESULT OF YOUR SUBSCRIBER]**?

I normally would not brag, but this was too good not to share...

I just received this from a past client who was in your same shoes not long ago...

**[INSERT TESTIMONIAL STORY HERE]**

Looking for the same results? **[YOUR OFFER]**

Talk soon,  
**[YOUR NAME]**