

# The Perfect 4-Part Email Series Template Set For Getting Sales

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If you're looking to boost your conversion rates and get more sales with your mailing list, then here's something you ought to know: one email isn't going to give you great results. And this is especially true if you're emailing people who have just joined your list.

Here's the problem...

They don't know you. They don't trust you. And so they're not very eager to click on any of your links or buy your offers until you've built up this trust.

What's more, most people don't purchase an offer until they've seen it multiple times. So even if your subscriber trusts you, they might not be ready to purchase the first one or two times they see your offer. That's why sending multiple emails can boost your conversion rates and generate more sales.

So what does the perfect four-part conversion-boosting email series look like? You're in luck – not only do you get an example below, you can swipe all four of these templates and put them to work for you.

This particular series is based around delivering a freemium that's related to the paid offer, and then putting an enticing special deal in front of the prospect for that paid offer.

For example, let's suppose you're selling a set of bodybuilding training videos. So you offer a freemium, such

as one of those training videos for free. Here's what your email series would look like:

### **Email 1: Welcome and Freemium Delivery.**

Here's where you deliver the free video, and then you remind them of the benefits of this free video. The idea here is to get them excited about the freemium so that they put it to use right away. This does two things:

**1. Builds trust and satisfaction.** If they like what they see in the freemium, then they're going to be more open to your paid offer.

**2. Gives them an opportunity to see your calls to action.** Your freemium is going to have a call to action to purchase the main offer. Your follow up emails are going to showcase this same offer. This lets you put this offer in front of your prospect multiple times in multiple ways, which helps boost conversions.

### **Email 2: Massive Discount or Special Offer.**

Here's where you offer your prospects an irresistible deal if they purchase the paid product. For example, maybe you'll offer a limited-time 50% discount on the full video set.

### **Email 3: Unadvertised Incentive.**

This is where you sweeten the pot by offering an extra bonus or other incentive that's not mentioned on the sales page. In this bodybuilding video set example, perhaps you'd offer an extra set of advanced videos for free.

### **Email 4: Last Chance To Buy.**

Now you really kick up the urgency a notch by reminding prospects that their offer is closing soon. Remind them of the

discount. Remind them of the unadvertised incentive. Then provide one last call to action to persuade them to take advantage of this fantastic offer.

Now let's look at these emails in action. Here's the set of four templates you can swipe and use for your own series...

### **Email 1: Welcome And Freemium Delivery**

Subject line: Download [Name of Freemium] inside...

Hi [First Name],

Thank you for claiming your free copy of [name of product]. You can download it right now at [download link].

I think you're going to really enjoy [using this type of product, e.g., "app," "ebook," etc.]. That's because this [type of product] is the surefire way to [get some specific benefit].

And that's not all. Here's what else you get:

- You'll discover the secrets of [getting some benefit].
- You'll find out a surprising way to [get another benefit].
- You'll even find out the quick and easy way to [get some other benefit].

That's just the tip of the iceberg! There's much, much more inside this [type of product]. So download it and start using it right away – you'll be very glad you did!

[sign off]

P.S. Keep an eye right here on your inbox, because [insert when you're sending the next email – tomorrow? In two days? Etc] you're going to see something that's going to knock your socks off. I guarantee it.

## **Email 2: Massive Discount or Other Special Offer**

Subject line: If you want [some benefit, e.g., “great abs”], read this...

Hi [First Name],

I know you’ve tried to get [get some result] before.

And I know you’ve ended up disappointed.

Maybe it started off seeming like it was going to work. You [got some small results]. You felt [describe how they felt good because they thought this time it was really going to work]. You felt hope. You thought you were finally going to [get a good result or get rid of a problem].

But then something happened...

Suddenly [describe how the prospect wasn’t getting such good results anymore]. You noticed [how you weren’t getting good results, how you were backsliding, etc]. And that’s when you realized [that this solution wasn’t going to work for you].

Listen up...

It’s not your fault.

Almost everyone else who’s tried to [get some good result] by [using some particular method] ends up experiencing the exact same thing as you: disappointment. Frustration.

Until now...

Because you’re about to discover the #1 way to finally [start getting some good result], and it’s called [name of product].

I know, you’re probably wondering what makes this [product] so different from everything else out there. Let me explain...

[Insert the reason why this product is different. What is it's unique selling proposition? Why does this product work when so many others have failed? Explain this here.]

Simply put, it's the fastest and easiest way to:

- Get [some really good result].
- Finally [get some other good result].
- And [get another good result].

Sounds good, right?

Then here's something that's really going to put a smile on your face...

If you act right now, you can get [an extraordinary special offer. E.G., "You can get this amazing app for 50% off the regular price."]

Click here to grab this special offer right now: [insert special offer link] – and hurry, because this deal ends [insert when it ends... should be from three to six days from now].

[sign off]

P.S. This [product] has worked for me. It has worked for countless others to [give some great benefit]. And it will work for you too.

But you don't need to take my word for it. Just check what others are saying about [this product] by clicking here: [special offer link]...

### **Email 3: Extra Unadvertised Incentive**

Extra unadvertised incentive (If they already purchased, give them the extra incentive too)

Subject line: Who else wants [this bonus or benefit]? (See inside...)

Hi [First Name],

Last time I introduced you to [name of product], which is the absolute best way to [get some really good result]. And with the special [discount offer, e.g., “50% off discount deal], that makes this offer a no-brainer.

If you thought this was an amazing offer before, then you’re going to be totally blown away now.

That’s because I’m going to sweeten the pot by throwing in [name or description of bonus offer]. “one month of copywriting coaching”] for free when you order today.

I’ve never offered this special deal before. You won’t find it on the sales page. You won’t even see it on my blog or Facebook Page.

The only place you can take advantage of this very special offer is right here in this email at this link: [special offer link]

Here’s why you’re really going to love [name of bonus offer]:

- You’ll discover the #1 way to [get some benefit].
- You’ll learn the top mistakes almost every [type of person] makes, and how you can avoid them to save time and money.
- You’ll get [some tool or resource] that you can use to [get some benefit] – this is a great way to take a shortcut to success!

And much, much more. Once you start using this [product], then you too will finally [get some great result]!

Usually this product sells for [\$price] elsewhere, but you can get it at no cost when you take advantage of this special offer today.

Get yours now at: [link]

And do it while you're thinking of it now, because you'll kick yourself if you miss this extraordinarily rare deal!

[sign off]

P.S. This special bonus offer is good even if you already purchased the product. Just send me an email with your receipt to [your email address], and I'll rush the bonus to you.

But hurry, this offer ends [quickly approaching expiration date, such in two to three days], so grab your discount and special bonus right now at [special offer link]!

#### **Email 4: Last Chance to Buy**

Subject line: This offer is closing soon...

Hi [First Name],

Right now you have a golden opportunity just a click away...

You can get [name of product] now for just [price] – that's a whopping [percent or amount off the regular price]. Plus I'll even toss in [name of bonus] for free if you act now.

You can get this deal at [special offer link] – but this link is only good for the next 24 hours.

If you haven't already grabbed it, I strongly urge you to do so now. I've never offered anything like this before. It will be a long time before I ever offer something like this again—and maybe I never will. That's why you'll want to get it while you still can.

It's not just a great offer –it's a great product too. That's because [explain the main benefit or unique selling position of this product – what is the #1 biggest reason why your subscribers should want this product?]

But you don't need to take my word for it. Just see what others are saying about it.

Take [name of person who gave a strong testimonial]. This person didn't think she'd ever [get some good result]. She'd been trying [for a long time ... weeks, months, years], but she just felt [like it would never happen].

Can you relate to this?

Does this sound familiar?

But then [name of person who gave testimonial] got her hands on [name of product]. And everything changed almost immediately.

Pretty soon [name] started to [get some good results]. She started feeling [describe her good feelings when she started getting this good results].

Here's what she says about it in her own words:

[insert one of your strongest testimonials here]

And she's not the only one. You can see [a half a dozen, a dozen, etc] more like it when you click here: [special offer page]

Check it out, grab the deal while it's still good, and let's get you [to get some good result... e.g., “and let's get you into the best shape of your life]!

[sign off]



P.S. This is it – the [discount and bonus] offer ends in just 24 hours, so click here to get yours now while you still can:  
[special offer link]

## **Closing Thoughts**

So there you have it...

A four-email sequence that's almost guaranteed to boost your conversions and put more money in your pocket.

You know the strategy. You have the templates.

So what are you waiting for? Tweak them today and put them to work – you might be surprised at what they do for you!

I hope you enjoyed this report!

**Reimund Lube**

**P.S.** When you get the time, [click here](#) to check the tool I use for selling products, managing my affiliates, etc. This is the best CRM & e-Commerce complete platform offered today online.