

# 10 EMAIL CAMPAIGN TEMPLATES

TO ENGAGE, NURTURE, AND MONETIZE YOUR LIST





## ABOUT DIGITALMARKETER

DigitalMarketer combines the largest community of digital marketing pros on planet Earth with the best dang digital marketing training you'll find anywhere.

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[Drive More Traffic](#), [Produce Stellar Content](#),  
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### **DigitalMarketer Headquarters**

4330 Gaines Ranch Loop, Suite 120  
Austin, TX 78735

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**WHEN IT COMES TO YOUR EMAILS, YOU MAY HAVE HEARD THE SAYING, “THE MONEY’S IN THE LIST.”**

**AND THAT SAYING IS A LIE.**

Well, it is and it isn’t. Here’s why...

Having a list isn’t enough. Having subscribers doesn’t magically generate revenue for your business. Because if you don’t know how to monetize that list, where’s the money going to come from?

A lot of marketers ask themselves, “How do I build a subscriber list?” When they should be asking, “How will I monetize a subscriber list once I have it?”

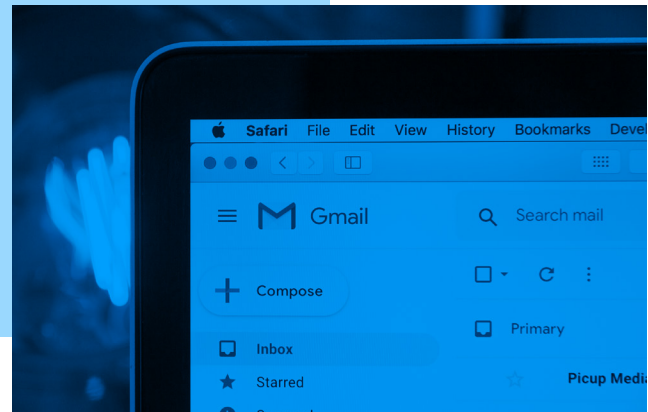
In other words, “I have a subscriber... now what?”

So yes, the money’s in the list, but only if you know what’s next.

That’s where these 10 email campaign templates come in. With some small tweaks and filling in the blanks to customize them for your business, you’ll be able to use these templates to engage, nurture, and monetize your list.

No more asking, “I have a subscriber... now what?” These email campaign templates will help you know what’s next so you can improve your overall email marketing strategy, keep an engaged subscriber list, and monetize it.

**SO LET’S GET TO IT!**



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# 01

## **INDOCTRINATION SERIES** TEMPLATE

[Click here](#) to download this campaign as a Word doc.

## EMAIL #1 – SEND IMMEDIATELY (TO NEW SUBSCRIBERS ONLY)

Ever heard the old saying... “You only get one shot at a first impression!”?

That’s exactly what the welcome mail is... it’s your ONE and only shot to make a strong first impression, connect with your new subscriber, and stand out in their mind (AND INBOX). The job of the welcome mail is to...

- Introduce yourself and your company to your new subscriber
- Align yourself with them
- Set expectations for exactly what they will receive now that they’re “on your list”
- Restate the benefits of being a subscriber
- Get them to make micro-commitments
- And “open a loop” that captures and holds their attention

In short, this email is ALL about engagement....

To:

From:

**SUBJECT A:** Welcome to [COMPANY NAME]! Here’s where to start...

**SUBJECT B:** You’re in! Now, let’s get started...

**SUBJECT C:** Subscription confirmed. Welcome!

Hi [NAME],

My name is [ENTER YOUR NAME HERE] and I’m the [ENTER YOUR TITLE HERE] of [ENTER COMPANY NAME OR WEBSITE URL HERE].

I just wanted to take a second to say hi and welcome to the family!

Becoming a subscriber is the best first step you can take in your journey [INSERT TOPIC/DESIRED RESULT HERE – ex. “to becoming a world-class tomato grower...”]

So, now that you're in our circle and are officially on your way to becoming **[INSERT DESIRED RESULT HERE]**, we want to provide you with as many resources as possible. (More on that in just a bit...)

**Here's what you can expect from us each week:**

- **[DESCRIBE WHAT THEY'LL GET...]**
- **[ALONG WITH EXPECTED FREQUENCY...]**
- **Premium resources from recommended vendors/experts from time to time (but only once we've vetted them) ← say something like this if you plan to send ads or affiliate offers**

Sound fair?

Good. :)

Now, here's what you need to do NOW to get started:

**Step 1:** It's important you know exactly what you're getting yourself into. Here's a **[VIDEO/POST/ARTICLE]** that explains what we're about and why we do what we do:

**[LINK TO MISSION or ABOUT US PAGE/VIDEO]**

Step 2: Let's get social! Take a moment to visit our social pages and give us a quick follow. These channels are constantly being updated with new content, important announcements, and some pretty cool behind the scenes coverage of the **[COMPANY]** team in action. Join the conversation so you don't miss a thing!

Follow the Official **[COMPANY]** pages here:

**Facebook:**

**[LINK TO COMPANY FACEBOOK PAGE]**

**Twitter:**

**[LINK TO COMPANY TWITTER PROFILE]**

LinkedIn:

[LINK TO COMPANY LINKEDIN PAGE]

Instagram:

[LINK TO COMPANY INSTAGRAM PROFILE]

Step 3: Make sure you're getting our emails in your primary inbox by [whitelisting us](#)! Over the next few days, you'll be receiving a few "gifts" from me and my team, plus a **[INCLUDE CURIOSITY DEVICE HERE - ex. "...plus a somewhat embarrassing photo of me in the next email."]**

I want to put my best foot forward and share our most valuable content with you, so please take a second to make sure my mails are getting delivered to the right inbox! (Go here for a simple whitelisting guide: <http://www.digitalmarketer.com/whitelist-instructions/>)

That's all for now. You'll be hearing from me again very soon... :)

Talk tomorrow,

[ENTER YOUR NAME HERE]

[ENTER YOUR TITLE HERE]

[ENTER COMPANY WEBSITE HERE]

P.S. The next few days are gonna feel like Christmas because as an added bonus for subscribing, I'm going to be sending you my "best of the best" **[BLOG POSTS/ARTICLES/CASE STUDIES/VIDEOS/TOOLS/SWIPE FILE/ETC.]**

Tomorrow, the first "best of the best" will hit your inbox, so stay tuned...

...it's gonna be good. :)

\*\*\*\*\*

**OPTIONAL:** If you're willing to get a little more personal (and actually read and respond to the emails) the P.P.S. below is a terrific way to increase engagement with your new subscriber AND find out exactly why they joined your list... what their biggest pain point is right now.

\*\*\*\*\*



P.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 COMPANY EMAIL ADDRESS HERE]**

## EMAIL #2 – SEND 1 DAY AFTER THE WELCOME EMAIL

The following email is designed to welcome new subscribers and expose them to your best content. This series is especially ideal for brands that have invested heavily in content marketing and have evergreen articles, videos, and even podcasts they want to showcase.

**NOTE:** Since this series is designed to be stacked with a “Welcome Mail,” it’s best if the welcome mail that precedes this series can include a P.S. (or P.P.S.) that alludes to the fact that they’re getting some of your best content, otherwise the recommended subject lines become incongruent and will need to be changed.

To:

From:

**SUBJECT A:** I’m keeping my promise...

**SUBJECT B:** Here’s your free gift (as promised)

**SUBJECT C:** Free gift (1 of 3)

Hi **[NAME]**,

Yesterday, I promised you I would be back bearing gifts :)

So, here I am, delivering the best of the best content that we have to offer!

I promised yesterday that I would send you 1 of our 3 most popular **[BLOG POSTS/ARTICLES/CASE STUDIES/VIDEOS/TOOLS/ETC.]**...

...but before I do that I wanted to introduce myself.

**[INSERT PERSONAL PIC OR VIDEO. IT CAN BE YOU WITH YOUR FAMILY OR YOU AT THE OFFICE WITH YOUR TEAM... WHATEVER IS APPROPRIATE. JUST MAKE SURE IT’S FUN AND SHOWS YOUR BRAND’S PERSONALITY AND PURPOSE.]**

That’s a picture of me with **[DESCRIBE PIC AND WHY IT’S SIGNIFICANT]**.

\*\*\*\*\*

## BEGIN EXAMPLES

\*\*\*\*\*

*EXAMPLE #1: That's a picture of me in a remote village in South America after helping dig a new well. You may not realize it, but we donate 10% of all sales to water-related charities around the world.*

*EXAMPLE #2: That's a picture of me with the team at a recent office party. As you can see, we like to mix business with pleasure because, at the end of the day, we love what we do! (And we're pretty dang good at it.) I look forward to putting this same passion and enthusiasm to work for you!*

*EXAMPLE FROM DIGITALMARKETER'S INDOCTRINATION SERIES:*

*Let's start with everyone's favorite - my Million Dollar Napkin.*



*Despite how embarrassed I am to share this selfie, there's a reason I've never been able to phase it out—this napkin is actually the foundation of DigitalMarketer.*

*Back in 2006, a colleague of mine bet me I couldn't put my entire business model on a cocktail napkin. (And, me being me, I had to prove him wrong.) So,*

*I accepted the challenge, and as a result of that clarity, I made over \$1 million that year.*

*Pretty cool, huh?*

*Since then, I've grown up a little bit and decided it's kinda my moral duty to share this with my DigitalMarketer family. It's called Customer Value Optimization and it is the foundation of everything we teach.*

\*\*\*\*\*

**END EXAMPLES**

\*\*\*\*\*

OK, now that we're not strangers anymore... check this out:

**[LINK TO "BEST OF" CONTENT]**

This is the **[BLOG POST/ARTICLE/CASE STUDY/VIDEO/SWIPE FILE/TOOL/ ETC.]** I promised to send you.

You're gonna love it. It's about **[HINT AT BENEFIT AND END RESULT WITHOUT REVEALING THE EXACT TOPIC]**.

Go **[WATCH/READ/DOWNLOAD]** it now because there's more coming your way tomorrow...

Talk soon,

**[YOUR NAME]**

P.S. OK, so I changed my mind...

Since I like to always under-promise and over-deliver, I'm going to go ahead and give you your second gift today instead of having you wait until tomorrow.

(See, it pays to read these messages from beginning to END.) :)

Here you go:

**[LINK TO “BEST OF” CONTENT #2]**

Tomorrow your third gift will hit your inbox, so keep an eye out for this subject line: **[INSERT SUBJECT LINE FOR NEXT EMAIL]**

## EMAIL #3 – SEND 2 DAYS AFTER THE WELCOME EMAIL

This email picks up where the previous email left off. In it, you recap the “Best of” content that was sent in the previous mail, deliver the third “Best of” content, and then leverage the P.S. of the email to connect that content to an evergreen offer/promotion.

To:

From:

**SUBJECT A:** Free Gift (3 of 3)

**SUBJECT B:** Here’s your 3<sup>rd</sup> gift

**SUBJECT C:** Gift #3... as promised

Hi **[NAME]**,

Yesterday you should have received:

Gift #1: **[TITLE]** ← anchor text link to content

Gift #2: **[TITLE]** ← anchor text link to content

...along with a silly picture of me **[DESCRIPTION OF PICTURE FROM PREVIOUS EMAIL]**.

So if you missed 1 or all of the above, you might want to do a quick search in your inbox for this subject line: **[INSERT SUBJECT LINE FROM PREVIOUS EMAIL #1]**.

Go ahead and do it now. I’ll wait. :)

...

...

...

Good, you’re back!

Now that you're all caught up, you need to check this out:

**[LINK TO "BEST OF" CONTENT 3 OF 3].**

I truly saved the best for last.

This is without a doubt the most popular **[BLOG POST/ARTICLE/CASE STUDY/VIDEO/TOOL/ETC.]** I've ever released, so I know you'll love it too.

What are you waiting for?

Go **[READ/WATCH/DOWNLOAD]** it now!

Talk soon,

**[YOUR NAME]**

P.S. Like what you've seen in these last few messages? Then you're really going to love this:

**[LINK TO BEST OFFER/PROMOTION]**

**[EXPLAIN HOW THE OFFER YOU'RE LINKING THEM TO IS THE OBVIOUS NEXT STEP IN THEIR JOURNEY AND HOW IT RELATES TO THE "BEST OF" CONTENT YOU FEATURED IN THIS EMAIL.]**

# 02

## GOODWILL CAMPAIGN

This series is designed to be more benefit-rich and content-heavy. It follows the B.D.C. structure (Blind, Direct, Content) so it closes with content as opposed to more overt scarcity.

[Click here](#) to download this campaign as a Word doc.



## EMAIL #1

The opening email in this series doesn't reveal the topic of your Lead Magnet or product because it is designed to segment out the subscribers on your list who are excited enough about you and your brand to click on your mails without any obvious benefit.

To:

From:

**SUBJECT A:** Kinda weird but very [INSERT RELEVANT WORD – ex. “profitable”]

**SUBJECT B:** This flat-out WORKS!

**SUBJECT C:** One word... [INSERT 1 RELEVANT WORD OR “CRAZY”]

You gotta see this:

**[LINK TO LANDING PAGE]**

If you're on my list, it's fair to assume you [DESCRIBE INTEREST OR BENEFIT – ex. “...want to play the guitar”/“...want to get more clients”/etc.]

If so, then this is the ideal next step:

**[LINK TO LANDING PAGE]**

Check it out...

**[YOUR SIGNATURE]**

## EMAIL #2

The opening email in this series should be very direct to the topic and benefit to the segment of readers on your list who are genuinely excited about the topic covered in your Lead Magnet or product.

To:

From:

**SUBJECT A:** Presenting... [TOPIC/PRODUCT NAME/LEAD MAGNET NAME]

**SUBJECT B:** Free Report: [REPORT NAME]

**SUBJECT C:** Free Video: [VIDEO NAME]

**SUBJECT D:** Case Study: [CASE STUDY TITLE]

**SUBJECT E:** Free [TEMPLATE, PLAN, ETC.]

Have you ever wanted to [INSERT KNOWN DESIRED END RESULT]?

Well, now is your chance (and it's free):

[LINK TO LANDING PAGE OR CONTENT DELIVERY PAGE]

Recently I [WROTE/RECORDED/ROLLED OUT A REPORT/VIDEO/TRAINING/WIDGET] [ABOUT/THAT DOES] [DESCRIBE TOPIC/PRODUCT] and I want you to have [A COPY/IT/ONE].

You can [ACCESS/GET] it right now at:

[LINK TO LANDING PAGE]

But do it now while it's fresh on your mind...

[YOUR SIGNATURE]

P.S. Just imagine, **you** [DESCRIBE FOR THE READER WHAT IT WILL BE LIKE WHEN THEY HAVE ACHIEVED THE DESIRED END RESULT YOUR LEAD MAGNET/PRODUCT WILL GIVE THEM].

You don't have to imagine... get it now: [LINK TO LANDING PAGE]

## EMAIL #3

This email should be pure content, but it should still be about the topic of your Lead Magnet or product and should link to your landing page inside the content itself, in the P.S. or using an ad or image.

To:

From:

**SUBJECT A:** Check out this article I just wrote

**SUBJECT B:** Best [TOPIC] [BLOG POST, PODCAST, ETC.] I've ever [READ, WRITTEN]

Hey, this made me think of you.

I just [RECORDED/WROTE, READ/LISTENED TO] an [ARTICLE, BLOG POST, PODCAST, VIDEO, ETC.] about [TOPIC] and I know you're interested in that too...

So I thought I'd send it over so you could check it out [LINK].

This [BLOG POST, PODCAST, ETC.] dives deep into [SPECIFIC AREA OF FOCUS WITHIN THE TOPIC] and talks about things like:

- Bullet point #1
- Bullet point #2
- Bullet point #3

And soooo much more.

It's a [BLOG POST, ARTICLE, PODCAST, ETC.] so it's totally free, but trust me, it's SUPER valuable to anyone who cares about [INSERT TOPIC] (like you and me).

Could you do me a favor and check it out, then let me know your thoughts and biggest takeaway?

(My favorite **[TIP, HACK, ETC.]** is **[INSERT – ex. “#6”]**... I can't take credit for it, but it's SUPER smart and it's working.)

Check it out here: **[LINK]**

**[YOUR SIGNATURE]**

P.S. If you're not **into [READING BLOG POSTS/ARTICLES/LISTENING TO PODCASTS/WATCHING VIDEOS/ETC.]** but you still want the **[BENEFIT]**, you might like this a little more:

**[LINK TO LANDING PAGE]**

# 03

## GAIN, LOGIC, FEAR CAMPAIGN - ENGAGEMENT SERIES

In this series, you'll use a simple sequence to generate conversions. You'll send this after someone on your list has gotten a free piece of valuable content from you (such as a downloadable PDF they had to opt-in for).

First, you'll send an email following up to see how they're doing with your free resource and then make an offer to a related product, focusing on the product's benefits and everything the prospect will *gain* by taking you up on your offer. Then, you'll send an email that explains all the *logical* reasons they should take your offer. Finally, you'll use scarcity to cause *fear* of them missing out on a great deal that's about to end.

[Click here](#) to download this campaign as a Word doc.

## EMAIL #1 (GAIN) - 1 DAY AFTER INITIAL OPT-IN

To:

From:

**SUBJECT A:** Well, [FIRST NAME], what did you think?

**SUBJECT B:** Did you see this?

**SUBJECT C:** Hey [FIRST NAME] did you try the [TOOL, TEMPLATE, STRATEGY, ETC.] yet?

Hey [FIRST NAME],

Thanks again for requesting access to the [INSERT RESOURCE TITLE HERE]. I just wanted to check-in and see if you had a chance to [READ, WATCH, ETC.] it yet.

Even better— have you started using it to [INSERT SPECIFIC END RESULT OF USING RESOURCE HERE] yet?

If not, you can download it again by clicking HERE [LINK].

You'll now know exactly how to [INSERT DESIRED END RESULT] (yes, it's really that simple).

**IMPORTANT:** If you're really serious about [INSERT BIG PICTURE DESIRED END RESULT], you should really take a few minutes to [WATCH, READ, ETC.] this:

[LINK TO ENTRY POINT OFFER SALES PAGE]

The [INSERT FREE RESOURCE TITLE HERE] is a fantastic resource and makes [INSERT SPECIFIC END RESULT OF USING RESOURCE HERE]... BUT it becomes even more powerful when you combine that with our [DESCRIPTION OF YOUR ENTRY POINT OFFER (EPO)]!

Check out how you can get access to not only our [DESCRIPTION OF YOUR EPO OFFER]...

...but also **[ADDITIONAL BENEFIT OR DELIVERABLE FROM EPO]** **[WHAT THIS ADDITIONAL BENEFIT OR DELIVERABLE WILL DO FOR THEM]**...

...PLUS our **[EPO OFFER TITLE]**— all for just **[\$XX]** that's **[XX%]** off retail!

**[LINK TO ENTRY POINT OFFER SALES PAGE]**

This is the EXACT SAME process **[YOUR COMPANY, OTHER 3RD PARTY CREDITABLE PROOF, ETC.]** uses every day to **[ENTER DESIRED RESULT]**.

If you're serious about **[INSERT DESIRED RESULT]**, then this is the first step.

Not only does it work, at only **[\$XX]**, 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 ENTRY POINT OFFER SALES PAGE]**

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

Talk soon,

**[SIGNATURE]**

## EMAIL #2 (LOGIC) - 2 DAYS AFTER INITIAL OPT-IN

To:

From:

**SUBJECT A:** The easiest way to get **[DESIRED END RESULT]**

**SUBJECT B:** Desired end result (**XX% off retail**)

Hey **[FIRST NAME]**,

I'm a little surprised you didn't jump all over this:

**[LINK TO EPO SALES PAGE]**

If you really want to **[INSERT DESIRED RESULT]** (and I'm guessing you do or you wouldn't have even visited my site), then this is the ideal first step.

Remember, not only will it get you **[INSERT SPECIFIC BENEFIT THE EPO PROVIDES]**, but it will also give you the momentum you desperately need to achieve **[INSERT DESIRED RESULT]**.

So DO IT NOW before it gets lost in the shuffle of life. :)

Talk soon,

**[SIGNATURE]**

P.S. Not only does it work, at only **[\$XX]**, 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 EPO SALES PAGE]**

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



## EMAIL #3 (FEAR) - 3 DAYS AFTER INITIAL OPT-IN

To:

From:

**SUBJECT A:** Oh no, [FIRST NAME], you're about to miss out!

**SUBJECT B:** Bad News

**SUBJECT C:** You're about to miss out

Well [FIRST NAME],

It looks like this may be your last chance to get access to the same [SYSTEM, TEMPLATE, ETC.] [YOUR COMPANY, OTHER 3RD PARTY CREDITABLE PROOF, ETC] uses every day to [ENTER DESIRED RESULT].

...and for [XX%] off!

[LINK TO EPO SALES PAGE]

Why? (I've got a few reasons...)

**REASON #1:** I figure that if you were interested you would have taken me up on it already...

**REASON #2:** It's too good to give away at this price! This system is worth at least 10 times what I'm asking, especially at this discount.

So, it looks like you're either going to have to figure it out on your own... or pay full price later.

I've spent tens of thousands of dollars to figure this out, so I hope you've saved up your money. Oh, and I failed more times than I could count before I finally got it right.

That's why documenting the process was so important... I don't want to relive those mistakes.

Save yourself the time, money, and headaches and just copy my results... all for just **[WRITTEN OUT DOLLAR AMOUNT]** measly bucks!

Go now before it's too late and the price jumps:

**[LINK TO ENTRY POINT OFFER SALES PAGE]**

Talk soon,

**[SIGNATURE]**

P.S. Remember, not only will it get you **[INSERT SPECIFIC BENEFIT PROVIDED BY YOUR EPO HERE]**, but it will also give you the momentum you desperately need to achieve **[INSERT BROAD-BASED DESIRED END RESULT HERE]**.

Let's get started NOW:

**[LINK TO EPO SALES PAGE]**

# 04

## JUST FOLLOWING UP

This series is designed for subscribers who opt-in to receive your Lead Magnet but DO NOT purchase your initial offer. The emails follow the “Gain, Logic, Fear” path, and they are designed to be generic, so they can be easily edited and placed on the back of any offer.

[Click here](#) to download this campaign as a Word doc.

## EMAIL #1 - SEND IMMEDIATELY

To:

From:

**SUBJECT:** Here's your [LEAD MAGNET OR RESOURCE NAME]

Hey [FIRST NAME],

Thanks again for requesting our "[LEAD MAGNET OR RESOURCE NAME]." I know you're going to enjoy it, so let's dive in, shall we?

[IMAGE OF RESOURCE FROM LANDING PAGE THAT'S LINKED TO PAGE]  
[LINK TO DOWNLOAD OR CONSUME]

I'm guessing you requested this resource because you're:

1. [SCENARIO #1 WHERE YOU'LL ADD THE MOST VALUE TO THEM AND THEY'RE YOUR IDEAL CUSTOMER]
2. [SCENARIO #2 WHERE YOU'LL ADD THE MOST VALUE TO THEM AND THEY'RE YOUR IDEAL CUSTOMER]
3. [SCENARIO #3 WHERE YOU'LL ADD THE MOST VALUE TO THEM AND THEY'RE YOUR IDEAL CUSTOMER]

Whatever your reason, you've come to the right place.

As the [CEO or BRAND PERSONALITY THAT DELIVERED THE RESOURCE] of [COMPANY NAME], I'm [INSERT SOME SPECIFIC DETAIL THAT PASSIVELY INDICATES YOU'VE ACHIEVED WHAT THEY'RE SEEKING TO DO].

[EXPAND AND CONTINUE TO SHOW THAT YOU'VE ALREADY SUCCESSFULLY DONE WHAT THEY'RE CURRENTLY SEEKING TO DO]

So again, if your goal is to [INSERT DESIRED END RESULT], you've come to the right place.

Thanks again for [REAFFIRM ACTION THEY'VE TAKEN AND TIE TO SOMETHING BIGGER]. You're clearly one of the good ones...

[SIGNATURE]

P.S. More good news...

Since you indicated in the registration form that **[SOME DETAIL ABOUT THEM THAT QUALIFIES THEM FOR AN ADDITIONAL UNADVERTISED BENEFIT THEY DIDN'T KNOW ABOUT WHEN THEY SUBSCRIBED]**, you actually qualify for some complimentary 1-on-1 help from me and my team.

The details are on the access page just below the **[DOWNLOAD, VIDEO, ETC.]**, so make sure you check it out when you get there:

[LINK]

Also, someone from my team (**[INSERT REPS FIRST NAMES HERE]**) will be following up shortly just to check in and answer any questions you may have, so keep an eye out for that intro email as well.  
keep an eye out for that intro email as well.

## EXAMPLE EMAIL:

To:

From:

**SUBJECT:** Here's your Modern Marketing Growth Plan

Hello ~Contact.FirstName~,

Thanks again for requesting our "Modern Marketing Growth Plan." I know you're going to enjoy it, so let's dive in, shall we?

[IMAGE OF VIDEO FROM LANDING PAGE THAT'S LINKED TO PAGE]

[LINK]

I'm guessing you requested this resource because you're:

1. Looking to GROW an existing team

2. Wanting to MAXIMIZE your team's performance and communication, or...
3. Building a marketing team from SCRATCH

Whatever your reason, you've come to the right place.

As the CEO of DigitalMarketer.com, I'm privileged to work with some of the best and brightest marketers on planet Earth.

Really...they're amazing! And they make my job super-easy because they show up every day aligned to the same goal: Growing our leads, sales, and ultimately revenue.

What more could a leader ask for?

So rather than speaking hypothetically about how you "should" structure your marketing team, I'm just going to show you exactly how I've structured my team at DM. (I'll let everyone else spout theory...at DigitalMarketer, we prefer to talk about what actually works.) :)

So again, if your goal is to grow your team and your sales, you've come to the right place.

Thanks again for investing in your team. You're clearly one of the good ones...

Talk soon,  
Ryan Deiss  
Co-Founder & CEO, DigitalMarketer.com

P.S. More good news...

Since you indicated in the registration form that you're already managing a fairly sizable marketing team, you actually qualify for some complimentary 1-on-1 help from me and my team.

The details are on the access page just below the training video, so make sure you check it out when you get there:

LINK

Also, someone from my team (either Kyle, Rob, or Marcus) will be following up shortly just to check in and answer any questions you may have, so keep an eye out for that intro email as well.

## EMAIL #2 - SEND 15 MINUTES AFTER REQUESTING RESOURCE

To:

From:

**SUBJECT:** Nice to meet you, **[FIRST NAME]**

Hi **[FIRST NAME]**,

My name is **[REP NAME]**, and I'm a **[REP TITLE]** here at **[COMPANY NAME]**.

I'm just following up on the message **[CEO or BRAND PERSONALITY THAT DELIVERED THE RESOURCE]** sent you earlier today to see if:

1. You have any questions I can answer, and...
2. You'd like to schedule a complimentary 1-on-1 (You can get the details here **[NOTE: MAKE SURE THE WORD "here" IS CLICKABLE AND THAT THIS LINE IS DELETED]**, and I can also get you more details if you're interested.)

If you don't have any questions, that's OK. It's still early.

Just know that if anything pops up as you're going through **"[LEAD MAGNET OR RESOURCE NAME]"** you can bypass the normal support channels and reach out to me, directly.

Not only do I love talking about this stuff, it's quite literally my job to help.

And if nothing else, just reply to this email and say, "Hi."

YES, I'm a real person, and your reply to this email will go directly to me. :)

Talk soon,

**[REP NAME]**

**[REP TITLE]**



[REP PHONE NUMBER]

[REP SOCIAL INFO]

P.S. Just out of curiosity, what prompted you to download the “[**LEAD  
MAGNET OR RESOURCE NAME**]” in the first place?

## EMAIL #3 - 2 DAYS AFTER INITIAL OPT-IN

To:

From:

**SUBJECT:** How's it going?

Hey **[FIRST NAME]**,

I just wanted to check back in and see how you're progressing with the "**[LEAD MAGNET OR RESOURCE NAME]**."

Have you had a chance to **[WATCH THE VIDEO, READ THE REPORT, REVIEW THE TEMPLATE, ETC.]** yet?

Even better— have you started **[SOME ACTION THAT WOULD MEAN THEY'RE USING AND STATING TO TRULY UNDERSTAND THE VALUE OF THE RESOURCE]**?

If not, and you need a little help, just let me know.

Or, if you're busy and you just want me to leave you the heck alone, you can tell me that, too, and I promise I won't be offended. :)

Talk soon,

**[REP NAME]**

**[REP TITLE]**

**[REP PHONE NUMBER]**

**[REP SOCIAL INFO]**

P.S. If you are stuck (or if you just don't want to spend the time going through the "**[LEAD MAGNET OR RESOURCE NAME]**" by yourself), I'm happy to help you get your complimentary strategy session scheduled.

In less than 30 minutes, we can **[DESCRIBE THE RESULT OR AFTER FROM ATTENDING A STRATEGY SESSION, DEMO, CONSULTING CALL, ETC.]**.

It's faster and requires way less work on your part, so if you're interested, just reply and let me know.

## EMAIL #4 - 8 DAYS AFTER INITIAL OPT-IN

To: \_\_\_\_\_

From: \_\_\_\_\_

**SUBJECT:** Quick question... \_\_\_\_\_

Are you still looking to **[INSERT DESIRED END RESULT]**?

Talk soon,

**[REP NAME]**

**[REP TITLE]**

**[REP PHONE NUMBER]**

**[REP SOCIAL INFO]**

## EMAIL #5 - 10 DAYS AFTER INITIAL OPT-IN

To:

From:

**SUBJECT:** Just checking in

Hey **[FIRST NAME]**,

I'm sorry we didn't get the chance to connect concerning your "**[LEAD MAGNET OR RESOURCE NAME]**."

If anything changes and you would like to schedule a time with a **[TOPIC]** expert, please feel free to reach out to me directly at:

**[REP PHONE NUMBER]**

Looking forward to getting connected in the future.

Talk soon,

**[REP NAME]**

**[REP TITLE]**

**[REP PHONE NUMBER]**

**[REP SOCIAL INFO]**

# 05

## WEBINAR “DON’T STAND ME UP” CAMPAIGN

Getting someone to register for your webinar is only half the battle. In fact, in most cases, that’s the EASY part. Now you’ve got to get them to actually follow through and show up! It’s important to remember that someone’s time can be just as valuable and tough to part with (if not MORE so) than his or her money.

This email series plays a huge roll in the webinar sales process. These emails should...

- Pre-educate the registrant to the problem you’re going to solve or opportunity you’ll be presenting on the webinar
- Overcome their biggest objections
- Build trust and relational collateral
- And keep them engaged between the time they register and the time of the webinar

It’s important keeping the upcoming training fresh on their minds.

[Click here](#) to download this campaign as a Word doc.

## EMAIL #1 - SEND IMMEDIATELY AFTER WEBINAR REGISTRATION

To:

From:

**SUBJECT: [Registrants ONLY]** What to expect on the **[TOPIC OF TRAINING]** webinar...

Hey **[FIRST NAME]**,

I'm excited to have you join me for my training **[NAME OF TRAINING]**.

Before you attend, be sure to **[READ THIS ARTICLE, WATCH THIS VIDEO, DOWNLOAD THIS WORKSHEET, FILL OUT THIS FORM]**:

**[LINK TO RESOURCE]**

**[TELL THEM WHY THEY SHOULD ATTEND TRAINING AND WHAT THEY WILL LEARN]**

So be sure to arrive early, be ready to take notes, but more importantly, be ready to take action!

**IMPORTANT:** There will NOT be a recording made of this training.

You may be asking "Why not?"

It's simple... I want to reward folks that show up for the training, and I also don't want recordings of this training floating around online.

Again, I'm excited to see you on the webinar!

See you there,

**[YOUR NAME]**

P.S. Here is your unique access info the training:

WHEN: **[DATE] [TIME]**

WHERE (Your unique join link): **[LINK TO ATTEND WEBINAR]**

While you're waiting for the training, PLEASE

**[READ THIS ARTICLE, WATCH THIS VIDEO, DOWNLOAD THIS  
WORKSHEET, FILL OUT THIS FORM.]**

**[LINK TO RESOURCE]**

## EMAIL #2 - SEND 1 DAY AFTER WEBINAR REGISTRATION

To:

From:

**SUBJECT A:** This made me think of you...

**SUBJECT B:** Check this out before our meeting

**SUBJECT C:** I think you're going to like this

**SUBJECT D:** Please **[WATCH, READ, ETC.]** this before our meeting...

Hey **[FIRST NAME]**,

I just ran across this **[VIDEO, BLOG POST, ARTICLE, CASE STUDY, CUSTOMER STORY, ETC.]** and I think you're really going to like it!

Check it out here: **[LINK]**

**[INSERT RELEVANT REASON YOU KNOW IT'S RELEVANT BASED ON THEM REGISTERING FOR THE WEBINAR]**

PLEASE do me a favor and **[WATCH, READ, ETC.]** this before our scheduled appointment!

Check it here right now: **[LINK]**

This **[VIDEO, BLOG POST, ARTICLE, CASE STUDY, CUSTOMER STORY, ETC.]** also addresses **[NUMBER: ONE, TWO, THREE, ETC.]** of the biggest questions from people when I speak to them about **[TOPIC OF WEBINAR]**:

\* **[BIGGEST QUESTION 1]**

\* **[BIGGEST QUESTION 2]**

Get the answers here:

**[LINK TO INDOCTRINATION VIDEO 2]**

Talk soon,

**[YOUR NAME]**



P.S. Here is your unique access info the training:

WHEN: **[DATE] [TIME]**

WHERE (Your unique join link): **[LINK TO ATTEND WEBINAR]**

See you in the training!

## EMAIL #3 - SEND 2 DAYS AFTER WEBINAR REGISTRATION

To:

From:

**SUBJECT:** Quick reminder...

Hi **[FIRST NAME]**,

I know you're busy so I'll be quick...

Just wanted to remind you about the training webinar you registered for:

**"[NAME OF TRAINING]"**

...is only **[X]** day(s) from today!

You're registered and everything's good, BUT I'm starting to get a little nervous... we've already got more people registered than we can hold on the webinar.

...So PLEASE show up a few minutes early so you don't get locked out!

Here's your webinar info:

**WHEN: [DATE] [TIME]**

**WHERE (Your unique join link): [LINK TO ATTEND WEBINAR]**

Talk soon,

**[YOUR NAME]**

## EMAIL #4 - SEND 3 DAYS AFTER WEBINAR REGISTRATION OR THE DAY BEFORE THE WEBINAR

To:

From:

**SUBJECT:** [FIRST NAME], don't forget about tomorrow!

Hi [FIRST NAME],

Don't forget tomorrow is your training webinar on:

"[NAME OF TRAINING]"

Here's the info again just in case:

**Start date & time:**

**Your unique URL:**

This is important so I'll remind you tomorrow as well... Trust me you'll thank me after the webinar!

See you tomorrow!

[YOUR NAME]

P.S. If you haven't already, you should read this article on the [NAME OF BLOG] blog about [TOPIC OF BLOG POST] BEFORE tomorrow's webinar.

Read the article here: [LINK TO ARTICLE]

P.P.S. Just a heads up about the webinar... there might be a small issue.

We're going to have waaaaaaaayyyyy more people registered than the system will actually hold.

...So please show up a few minutes early so you don't get locked out.

With that said, here's the join info one more time:

**Start date & time:**

**Your unique URL:**

## **EMAIL #5** - SEND DAY OF THE WEBINAR (SEND IN THE MORNING OR AT LEAST 6 HOURS BEFORE THE WEBINAR STARTS)

To:

From:

**SUBJECT:** [FIRST NAME], our meeting today

Hi [FIRST NAME],

You all set for our [TOPIC OF TRAINING] meeting today?

We'll go for about [XX] minutes and then I'll answer any questions you might have.

All you have to do to join is click [HERE](#) at **X:XX AM/PM [TIME ZONE]**.

Here's just a taste of what you'll learn on this special online training:

- [BULLET #1 FROM WEBINAR REGISTRATION PAGE]
- [BULLET #2 FROM WEBINAR REGISTRATION PAGE]
- [BULLET #3 FROM WEBINAR REGISTRATION PAGE]
- [BULLET #4 FROM WEBINAR REGISTRATION PAGE]
- [BULLET #5 FROM WEBINAR REGISTRATION PAGE]

...And so much more!

A TON of people have registered and I'm honestly afraid that some of them are going to get shut out... we just don't have room for everyone.

If you show up a few minutes early, you should be fine.

See you later,

[YOUR NAME]

P.S. To join the training, just [CLICK HERE \[LINK\]](#).

We'll begin at **X:XX AM/PM [TIME ZONE]** sharp. Please try to show up 10 minutes early to avoid losing your seat.

## **EMAIL #6 - SEND DAY OF THE WEBINAR (SEND 1 HOUR BEFORE THE WEBINAR STARTS)**

To:

From:

**SUBJECT: [1 HOUR WARNING] [NAME OF TRAINING]**

Hi **[FIRST NAME]**,

The **[NAME OF TRAINING]** training you registered for starts in just under an hour (**at X AM/PM [TIME ZONE]**).

I'm going to teach you how to **[WHAT ARE THEY GOING TO LEAVE KNOWING?]**.

Click HERE **[LINK]** to join the webinar with your unique access link.

Now for some bad news...

There are more people registered for this webinar than the system can actually hold.

...So please get there a few minutes early to avoid losing your seat.

See you soon!

**[YOUR FIRST NAME ONLY]**

P.S. Remember, the only way you can join the webinar is by using this unique link: **[LINK]**

## **EMAIL #7 - SEND DAY OF THE WEBINAR (SEND 10 MINUTES BEFORE THE WEBINAR STARTS)**

To:

From:

**SUBJECT: [FIRST NAME], your [TOPIC OF TRAINING] is starting now!**

Hey **[FIRST NAME]**,

We're on and filling up FAST!

Click HERE **[LINK]** to join me NOW.

Remember, this is the training you registered for on:

**"[NAME OF TRAINING]"**

Click here now **[LINK]** to join me or risk being locked out.

See you in a second,

**[YOUR FIRST NAME ONLY]**



# 06

## ARE YOU STILL?/HAVE YOU YET?

The purpose of this email is to “call out” a subscriber who indicated they were interested in achieving something (write a book, start an ecommerce store, get 6-pack abs, take a second honeymoon, etc.) and ask them if they’ve taken that action... **MOST of the time the answer is going to be no.**

Now that you’ve reminded them of their desire to do X, you need to provide them with a path to achieving that goal.

This email can be “stacked” with almost any other series but works best:

- Immediately BEFORE a “Need Help?” email...
- Before OR After a “Join Me In Congratulating” email...
- After a “Gain, Logic, Fear” series

[Click here](#) to download this campaign as a Word doc.

## EMAIL

To:

From:

**SUBJECT A:** Have you **[TOPIC/ACTION THEY WERE SUPPOSED TO TAKE]** yet?

**SUBJECT B:** Are you still **[THING THEY SAID THEY WANTED TO ACHIEVE]**?

If you've been staying on task with **[ACTION THEY WERE SUPPOSED TO TAKE]**, then you're probably **[RESULT OF ACTION]** as we speak.

How good does that feel to say?

Just in case you HAVEN'T started, you still have time to **[ACTION/RESULT DESIRED]**... and this should help.

I created a special **[VIDEO, REPORT, TRAINING, WEBINAR, ETC.]** to help you... but PLEASE don't wait any longer, start TODAY:

**[LINK TO VIDEO/TRAINING/ETC.]**

JUST DO IT... deal?

If you follow the **[RECOMMENDATIONS IN VIDEO/TRAINING/ETC.]** YOU WILL **[ACCOMPLISH THE GOAL]**...

In fact, if you just follow along, I'll walk you through the steps of doing it **[TIME PERIOD IT WILL TAKE TO CONSUME THE CONTENT YOU'RE SENDING THEM TO]**!

**[LINK TO VIDEO/TRAINING/ETC.]**

Come on! You can screw around **[TIME PERIOD]** or you can do something that will change your life...

...my recommendation is that you take some time for yourself and do this instead.

Can't wait to hear how it turns out,

**[YOUR SIGNATURE]**

# 07

## NEED HELP? CAMPAIGN

The “Need Help?” email is designed to be deployed in a campaign to sell a higher ticket item and works especially well in selling coaching and/or done-for-you services.

This powerful email is best “stacked” *after* a “Webinar ‘Don’t Stand Me Up’” campaign or a “Are You Still?/Have You Yet?”

[Click here](#) to download this campaign as a Word doc.

## EMAIL

To:

From:

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

**SUBJECT B:** Need some help?

Hey **[FIRST NAME]**,

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

Here's how I can help: **[LINK TO VIDEO OR LONGFORM LETTER EXPLAINING OFFER OR PROCESS]**

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

...and my response has always been the same.

"I'm just too busy..."

I wasn't trying to be a jerk, but with **[REASON WHY BUSY]**, I just didn't have the time to help.

But finally...

I have a great team around me and I can finally see daylight, so I just wanted to see if you need some help.

Here is exactly what we do...

**[LINK TO VIDEO OR LONGFORM LETTER EXPLAINING OFFER OR PROCESS]**

This is really intended for people with **[DESIRED TARGET AUDIENCE/END RESULT]**.

But...

It's worth a watch just to see how we do it.

Go look now:

**[LINK]**

Talk soon,

**[YOUR NAME]**

P.S. The **[VIDEO, LETTER, ETC.]** tells you exactly how we do it. The question is, do you want to do all that work?

My team and I are at the ready.

Once again, here is the link...

**[LINK TO VIDEO OR LONGFORM LETTER EXPLAINING OFFER OR PROCESS]**

# 08

## JOIN ME IN CONGRATULATING TEMPLATE

The purpose of this email is simple  
SOCIAL PROOF!

It doesn't matter if you're offering a low-dollar, mid-range, or a high-ticket product/service... everyone wants to know their peers have seen success with whatever you're offering.

This powerful email can be "stacked" with almost any other email or series.

[Click here](#) to download this campaign as a Word doc.

## EMAIL

To:

From:

**SUBJECT:** Join me in congratulating...

Hey **[NAME]**,

I'm blown away by all the emails and Facebook posts in the **[PRODUCT/TRAINING NAME]** community about the success you've already started to see with the **[PRODUCT/TRAINING NAME]**.

I don't have enough room to post all of them, but here are a quick few I wanted to single-out to congratulate:

**[SCREENSHOTS/TESTIMONIALS]**

**[SCREENSHOTS/TESTIMONIALS]**

**[SCREENSHOTS/TESTIMONIALS]**

It's truly amazing to see this generate real momentum, and I hope to see YOUR success story very soon!

Find out how you can join us and be the next success story here:

**[LINK TO VIDEO OR LONGFORM SALESLETTER OR MESSAGE WHERE YOUR PROSPECT CAN BUY]**

See you on the inside,

**[YOUR NAME]**



# 09

## NEWS JACKER EMAIL

The purpose of this email is to connect your product, service, training, etc. to a timely, relevant newsworthy item, positioning it alongside an established and trusted brand (news source). You keep your product top-of-mind and show that it is the answer to the issue at hand, or that it solves a problem, etc.

**NOTE:** The email can also be adapted to work for videos too. Just replace a news article with a YouTube video, the effect is the same.

[Click here](#) to download this campaign as a Word doc.

## EMAIL

To:

From:

**SUBJECT A:** According to **[PERSON IN NEWS ARTICLE]** **[RELEVANT NEWS]**...

**EXAMPLE:** According to Tim Cook, mobile advertising is the future...

**SUBJECT B:** **[News Source]** LOVE/HATES **[TOPIC]**

**EXAMPLE:** Wall Street Journal LOVES hot dog carts

Hey **[FIRST NAME]**,

...did you know **that [RELATE NEWS STORY TO PRODUCT/INDUSTRY i.e. "mobile advertising is expected to increase by 125% over the next 2 years?"]?**

**[INSERT SCREENSHOT OF STORY ON WEBPAGE OF CREDITABLE NEWS SOURCE]**

Check it out here:

**[LINK TO NEWS ARTICLE]**

So what does that mean for you?

Well, you can either:

1. **[OPTION 1 - SOMETHING NOT APPEALING i.e. "ignore mobile advertising"]**
2. **[OPTION 2 - ACTION RELATED TO YOUR PRODUCT i.e. "jump on the future of advertising right now!"]**

...in fact, you can **[SOME RELEVANT ACTION TO PRODUCT i.e. "learn how to leave your competition in the dust by learning mobile advertising"]** now!

Get started now:

**[LINK TO RELATED SALESPAGE/PRODUCT]**

**[YOUR SIGN OFF],**

**[SIGNATURE]**

# 10

## WIN-BACK CAMPAIGN - RE-ENGAGEMENT SERIES

This email series is designed to go out to anyone on your list who has NOT opened or clicked 1 of your emails in the last 30 (or 60 depending on how aggressive you want to be in your “pruning”) days.

Once someone clicks on a link in an email in this series, they should be considered re-engaged at which point they should be removed from the series.

**NOTE:** These emails are VERY personal...

**THAT IS BY DESIGN!!!!**

PLEASE, resist the urge to “professionalize” them or to change the “I’s” to “We’s” or anything else that will de-personalize these mails. If your readers are going to stay engaged, they need to know they’re doing business with a person... A SINGLE PERSON... not a nameless, faceless company.

**NOTE:** In the emails below, everywhere it says “Click this link” or “click the link”, those words should be clickable.

[Click here](#) to download this campaign as a Word doc.

## EMAIL #1

This email offers a “mystery gift” if they click on the link.

The “gift” could literally be anything... a video... a special report... a product... literally anything your prospect will see as valuable. (**NOTE:** *Discounts and free trial offers typically aren’t seen as highly valuable. There should be no strings attached to the gift or it will lose its power.*)

Also, make sure you set up a special page where you will deliver this gift as opposed to just sending them off to a random download page.

You need to acknowledge the fact that they took this step and show appreciation for the fact that they re-engaged with you after being “gone” for so long. So when they arrive on the “free gift” page, make them feel loved and appreciated. Make them feel like they were truly missed. It sounds cheesy but it works.

To:

From:

**SUBJECT A:** Was it something I said?

**SUBJECT B:** I miss you, [FIRST NAME]...

**SUBJECT C:** I want you back!

Hey [NAME],

There’s just no easy way to say this, so I’m going to just come right out with it...

I miss your smiling face, and I loved it when you clicked “open” on my emails.

But that hasn’t happened in a while (over [XX] days, to be exact) and I want you back...

So here’s what I’m willing to do...

If you click on the link below:

This one --> **[LINK TO MYSTERY GIFT PAGE]**

...I'll give you a mystery give worth **[INSERT RETAIL VALUE OF GIFT]**.

More importantly, by clicking on this link, you'll be telling me that you're still interested in receiving emails from me. :)

And just so you're aware, I have set up our email system to automatically remove you from our list if I don't see any activity from your account in the next few days. I know that sounds a little harsh, but I just don't want to send my information out to folks who aren't reading or getting value from it.

So again... **CLICK THIS LINK:**

**[LINK TO MYSTERY GIFT PAGE]**

Not only will you have a cool gift waiting for you on the other side, you'll also reactivate your subscription. Meaning, even more great stuff will be coming to you in the weeks and months to come!

See you on the other side,

**[YOUR NAME]**

## EMAIL #2 - SEND 1 DAY AFTER PREVIOUS MAIL

We're still going with the "mystery gift offer."

For the next few days we'll be sending them an email each and every day with the goal being either re-engagement or unsubscribe.

Yep, I said unsubscribe (if the subscriber isn't engaged they aren't a "real" subscriber anyway)!

To:

From:

**SUBJECT A:** Claim your "mystery gift"...

**SUBJECT B:** I've got a gift for you (sssshhhh it's a surprise ;)

**SUBJECT C:** Surprise gift for **[FIRST NAME]**

Hey **[NAME]**,

Did you get the email I sent yesterday about your "mystery gift"?

**[LINK TO MYSTERY GIFT PAGE]**

Here's the deal: It's been A WHILE since you've clicked on any of my emails, so in an effort to see if this is still a valid email address, I'm offering to give you something extremely valuable for literally just clicking on this link:

**[LINK TO MYSTERY GIFT PAGE]**

That's it... just click the link!

If this is still an active email address (and you're still interested in hearing what I have to say) then there's no reason not to click.

If it's a dead account, though, or if you're no longer interested, just keep doing nothing and I'll be out of your hair. :)

But I hope that's not the case...

You obviously subscribed for a reason, and I kind of like having you around.

So let's stay together... what do you say?

Here's that link again:

CLICK HERE → **[LINK TO MYSTERY GIFT PAGE]**

I sincerely hope you click it.

All the best,

**[NAME]**

## EMAIL #3 - SEND 1 DAY AFTER PREVIOUS MAIL

This email is very much “more of the same” BUT it’s time start to countdown to the take-away... the forced removal or unsubscribe from the list.

To:

From:

**SUBJECT A:** Am I still welcome in your inbox?

**SUBJECT B:** Am I still welcome here?

**SUBJECT C:** Am I bothering you?

Hey **[NAME]**,

I’ve noticed you haven’t opened any of my emails in a while.

This makes me wonder...

Am I bothering you?

Are you not getting the value you expected? Or do you think you receive too few messages? Or maybe too many?

Whatever it is, I hope you still want to hear from me...

If you want to keep receiving these updates, you need to click the link below:

**[LINK TO MYSTERY GIFT PAGE]**

It will lead you to a special mystery gift. No purchase, registration, or anything like that required.

I hope you click it. :)

All the best,

**[NAME]**



P.S. If your account doesn't register a click in the next 48 hours, I'm going to go ahead and unsubscribe you from this list.

It's not that I don't want you here, but it's been almost **[X AMOUNT OF TIME]** since you've shown any interest in the emails I'm sending you, and the last thing I want to be is "just another email" cluttering your inbox.

## EMAIL #4 - SEND 1 DAY AFTER PREVIOUS MAIL

We're still offering the mystery bonus, but it's no longer the emphasis of the email. At this point, it's all about "click or unsubscribe."

To:

From:

**SUBJECT:** Should I unsubscribe you?

Hey **[NAME]**,

I don't want to keep bothering you with emails, but I don't want to completely cut you off, either...

CLICK THIS LINK to let me know you want to keep hearing from me...

...or click the "unsubscribe" link at the bottom

No hard feelings, either way... I know that interests can change over time.

The last thing I want to do, though, is be another **[GUY/GAL]** cluttering up your inbox, so if you don't click on this link:

**[LINK TO MYSTERY GIFT PAGE]**

...I'll assume you are no longer interested in hearing from me and remove you from my list.

(Selfishly, I hope you click the link.)

Talk soon,

**[NAME]**

P.S. I almost forgot...

If you do click the link, you'll find something pretty cool waiting for you on the other side. :)

## EMAIL #5 - SEND 1 DAY AFTER PREVIOUS MAIL

This email is very much “more of the same” BUT it’s time start to countdown to the take-away... the forced removal or unsubscribe from the list.

To:

From:

**SUBJECT A:** Is this goodbye?

**SUBJECT B:** Is today goodbye?

**SUBJECT C:** Is today the end of us?

Hey **[NAME]**,

Unfortunately, today is the day...

I need you to confirm that you still want to receive emails from me by clicking this link:

**[LINK TO MYSTERY GIFT PAGE]**

...or you will be removed from our mailing list in 24 hours.

(Sorry if that comes off sounding harsh, but I really only want to mail people who actually want to hear from me.)

Originally you subscribed to my newsletter because you wanted **[INSERT KNOWN BENEFITS AND DESIRED END RESULTS]**, but if that’s no longer the case I understand.

Interests change...

Priorities change...

People change...

If your interests and priorities have changed, no hard feelings. Just unsubscribe using the link at the bottom of this email and I won’t bug you anymore.

But if you are still interested in **[INSERT KNOWN BENEFITS AND DESIRED END RESULTS]** and I simply slipped through the cracks somehow, you need to TAKE ACTION TODAY.

It's simple...

Just [CLICK HERE](#) and your subscription will automatically be re-activated.

(There may also be a little gift waiting for you on the other side, but you'll have to click to see what it is.) :)

Talk soon (hopefully),

**[NAME]**

# WHAT'S NEXT?

Now that you've gone through this resource, it's time to use it! But simply reading through this resource will only get you so far. Effectively using this information requires other skills—from copywriting to paid traffic.

You need systems and checklists to...

- Produce content that engages your customer avatar
- Write compelling copy that gets the user to convert
- Make a retargeting campaign so you can continue to nurture your lead through the Customer Value Journey

...not to mention, you need a compelling offer in the first place for your landing page to be effective.

That's where [DigitalMarketer Lab+](#) comes in! [Lab+](#) offers foundational digital marketing training that will help you build compelling landing pages and create digital marketing campaigns that drive results.

As a member, you'll be trained and certified as...



Your Lab+ membership gets you this and more...

- 11 acclaimed marketing certifications and mastery courses
- 36 (and counting) business execution plans, aka "checklists on steroids"
- Access to our private, members-only community of entrepreneurs, digital marketers, and business owners

The Lab+ training platform and community will give you the tools and skills you need to grow as a digital marketer, so you can always be the smartest marketer in the room.

So, if you're looking to kick it up a notch and become a better marketer, [start your free trial of Lab+ today!](#)

**Join Lab+ Today for FREE »**