Use: Use this template when building a list using a free giveaway on Facebook. This sequence helps you build trust and turns prospects into buyers when they initially opt in coming from a facebook ad or post. This is best when set up as an autoresponder. You need 3 different links inside of this sequence.

1. The link for the thing they signed up for (freebie)
2. The thing you're selling.
3. Link to a Facebook Post about the thing you're selling. (posted on a facebook page)

***Message 1:*** *They receive this as soon as they* *optin* *along with any item they opted in for. This message is all about delivering what you promised and introducing your ?Pen Name?.*

**Subject:** Your download is ready.

**Body:**

Hey! My name is ${q5}.

I wanted to let you know that your download is ready for you here:

**--------->** **INSERT LINK HERE**

Also... if you ever have any questions or find yourself still struggling with ${q6}, feel free to jump over to our Facebook page. Just click on the "Message" button at the top right of the page.

I've got a lot of history and experience on this topic.

I'm here if you have any questions or need anything (plus it's always nice to meet new friends with similar interest!)

I really hope you find a lot of success with this.

${q5}

**Message 2:** *They receive this the day after the first message hits. This message is all about making "you and I" more about "us".*

**Subject:** I thought of you when I saw this.

**Body:**

Hey!  ${q5} here.

You've probably ${q1} which has resulted in ${q1}. I'm betting that line of thinking hasn't worked out so well for you so far.

Hopefully after you received that download yesterday, you're starting to find things are getting easier.

Anyway, today I was browsing our Facebook page and someone sent me this article.

It made me laugh. I thought that you'd get a kick out of it too.

There aren't many folks in the world that get this stuff like we do... but I knew you'd like it, **click here to read it.**

Talk to you soon!

${q5}

**Message 3:** *They receive this 2-3 days after message 2. This message is all about getting them to actually buy something. (small* *price item)*

**Subject:** I caught this on sale (woohoo!)

**Body:**

Hey!  ${q5} here. I don't want to take up too much of your time, but I saw this on sale and I picked it up... and I thought you'd really be into it to.

It's on sale right here, **click here to grab it for yourself.**

(It's only on sale for a short time though!)

Just looking out for you. Hope you love it as much as I did! Let me know what you think of it.

${q5}

**Message 4:** *This message goes out 2-3 days after message 3. This message is designed to give them a cool tip with a "but this makes it easier" solution that they can buy.*

**Subject:** How to ${q9}

**Body:**

Hey!  ${q5} here, checking in with you.

Over the last few weeks, I've been getting a ton of questions over at our Facebook page about how to ${q9}.

I've been able to ${q8}, all thanks to something that I'd like to share with you.

I've been using it for a while and, as you can see, gotten great results. I hope that it helps you as well, **check it out here (LINK).**

I found it a little while back. I was blown away by how easy it was to ${q9}. I only wish I found it sooner!

Just so you know, you'll want to jump on that soon because ${q3}.

**You can check it out here. (LINK)**

Can't wait to hear what you think!

${q5}

P.S. If you have any questions, comments or concerns (don't worry, I can take it!) about the product, just hit reply.

***Message 5:*** *This message goes out 2-3 days after message 4. This message is a pattern interrupt designed to throw your readers off a bit.*

**Subject:** Can You Believe this??? (I'm stumped)

**Body:**

Hey!  ${q5} here.

A little while back, I got a very weird message over at our Facebook page and I created a post about it.

I'd love to hear your opinion on this, **click here to tell me what you think.**

I really appreciate you looking into this, by the way. I was kind of shocked about this one to be honest.

${q5}