***Message 1:*** *This is sent immediately after the first opt-in. The goal of this email is to deliver the freebie and to introduce the PEN NAME or LIST OWNER.*

**Subject:** Your download is ready.

**Body:**

Hey! ${q5} here and, first things first, I wanted to say hello and make sure that you got your download.

**You Can Download it Here** (keep on reading...)

If you'd like a little more info about how to ${q9}, I want you to make sure you **check out the download**. (I know you've really been struggling with ${q6}, and this is really going to help you out!)

Enjoy and stay tuned for more cool stuff.

${q5}

***Message 2:*** *This is sent around 24 hours after the first email. The goal of this email is make sure we stay in front of them and to give them a ton of value (we are anchoring a payoff with opening our emails.)*

**Subject:** What if you knew how to ${q9} (no cost)

**Body:**

Today I wanted to write you a quick message about something that I thought was amazing.

There aren't many people in the world that will understand why this is so important. As soon as I saw it, I instantly knew you'd know why this is great for people like us.

**(LINK TO ARTICLE/VIDEO RELATED TO PROBLEM Freebie)**

I'm sure you'll see I was so excited!

${q5}

***Message 3:*** *This is sent around 48 hours after message 2. The goal of this email is to continue to stay in front of the prospect and get them to consider spending a small amount of money based on a recommendation.*

**Subject:** You'll just wish you knew sooner.

**Body:**

Hey! One of the questions that I always get asked is how to ${q9}.

There are a ton of solutions out there but it seems like people are constantly over-complicating this. Today I wanted to let you in on the secret.

**You'll Love "My Secret" Because it has...**

* ${q1} which you'll enjoy because [fw10]
* [fw11] which is important because [fw12]
* [fw13] which is going to help you because [fw14]
* [fw15] which will make things better because [fw16]
* [fw17] which is vital to your success because [fw18]

Now... I have to be honest. Some may say I cheat a little bit, but you won't blame me when you see how much it'll simplify your life. Plus, I happened to find a great deal on it this week so I thought you'd like to see it.

**Click here to check it out.** **(LINK)**

I know you're sick of struggling with ${q6}. **So if you use my shortcut** **(LINK)** you'll be able to knock out this problem even quicker.

Hit Reply if you have any questions. Talk Soon!

${q5}

P.S. This is the best deal that I've found on this shortcut. Like I said, I love the way it has ${q1} which is going to make your life better because [fw10].

***Message 4:*** *This is sent around 24 hours after message 3. The goal of this email is to continue to stay in front of the prospect and get them to buy quickly.*

**Subject:** Oh no, we're about to...

**Body:**

Close this down.

Unfortunately ${q3}. This is because [fw25].

I remember how awful it was, struggling with ${q6}. And I know how badly you want to ${q9}. So I thought I'd reach out today and make sure you get in on this before you miss out.

**Click here to secure your** **${q1}** **here now.**

Talk soon,

${q5}

***Message 5:*** *This is sent around 24 hours after message 4. The goal of this email is to continue to stay in front of the prospect and get them to buy.*

**Subject:** Ready to ${q9} with success?

**Body:**

You've been trying to ${q9}, and I'd be willing to bet you've tried a million different solutions that have blown up in your face.

*(Don't worry, I went through the trenches too!)*

In order to ${q9}?

•  You've ${q1} which just resulted in ${q1}.

•  You've [fw21] which led to [fw22].

•  You've [fw23]which just ended up in [fw24].

I know I've been blowing up your inbox over the last several days, but it's because I want to save you from the grief that I went through.

And because ${q3}, I really want to make sure you don?t miss out.

(no pressure, you're backed by the ${q1} guarantee!)

**Click here to get started right now!**

Talk to you soon!

${q5}

***Message 6:*** *This is sent around 24 hours after message 5. The goal of this email is to get them to buy.*

**Subject:** [Last Call] Let's make this easy for you.

**Body:**

Alright...

We've talked a lot this week. Because I know you want to ${q9}.

I'll be honest. I spent a lot of time over-complicating this.

If I could change anything, it'd be to go back and start using ${q1} sooner.

**The Reason why is because it has?**

* ${q1} which you'll enjoy because [fw10]
* [fw11] which is important because [fw12]
* [fw13] which is going to help you because [fw14]
* [fw15] which will make things better because [fw16]
* [fw17] which is vital to your success because [fw18]

I don't want you to waste anymore time.

But just know, ${q3}.

**Click here to get started right now (closing soon!)**

Talk soon,

${q5}

P.S. Like I said, ${q3}. The only way to make sure you get in is to click the link above. **Don't worry, you're always protected by the** **${q1} guarantee.**