

MODULE

# Sales Email Templates

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Sharp

Volume 1



The Funnel  
Marketing Kit

Has this ever happened to you?

You prepare a sales email for your list. You're really excited about it, because you're promoting a great product or service. Maybe you even start crunching numbers – figuring out your open rate, estimating your click-through rate, taking a best guess on your overall conversion rate. And then you get even more excited, because you just know you're going to make a lot of money with this email.

So you click the “send” button and broadcast your email to your list. Then you wait. And wait. And wait some more.

At which point you realize your mailing was a big flop – poor open rates, embarrassing click through rates. It wasn't even worth the time you spent composing that email.

Listen, if you've ever been disappointed by a mailing's response – or if you're the type of person who has trouble creating sales or promo emails – then you'll be glad you've got these templates. Because you're about to get 9 “plug and play” templates for creating your own high-response emails! Just pick a template, insert relevant information where noted and you're good to go. Hardly any work or thinking required!

Ready? Then let's get started...

## The “Coming Soon” Promo Email

*NOTE: This is a short email you send out to your list to build anticipation for a product launch. It's a teaser email, designed to arouse curiosity.*

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### **SUBJECT:**

Something big is coming soon...

### **EMAIL BODY:**

Hi [First Name],

Do you ever struggle with [some bad thing, such as “unwanted weight gain”]? Do you [have some other bad thing, like “low conversion rates”]. Do you ever [experience/have some other bad thing]?

If you answered yes to even one of those questions, then you'll be very happy to know that help is on the way.

It's coming on [date] – mark your calendar, because you won't want to miss this.

Simply put, you're going to finally find out how to [get some really good result] and [get some other really good result] – simply, quickly and more easily than you ever thought possible.

Are you ready?

[sign off]

P.S. Have you guessed yet what it is? Check this link to see if you're right: [link to a Facebook discussion, blog post or even a “sneak peek” sales page if the launch date is close].

## The “Direct” Promo Email

### SUBJECT:

Who else wants to [get a good benefit]?

### EMAIL BODY:

Hi [First Name],

If you're like most people I talk to, you've tried a whole lot of different ways to [get some good result]. And you know what? I bet they didn't work.

Does any of this sound familiar?

- [Insert sign or symptom of the problem, such as “you lose weight for awhile, but then you end up gaining it all back”]
- [Insert sign or symptom]
- [Insert sign or symptom]

I hear ya. It's frustrating. But the good news is that you don't have to suffer any longer.

Introducing [Name of Product] – [insert quick benefit-driven description of the product].

Check it out here: [link]

Everywhere people are raving about [Product Name], and you will too once you see it for yourself. Just look at what you get:

- [Insert benefit 1, such as “You'll discover the #1 way to {get a good benefit} – this one might surprise you!”]
- [Insert another benefit, such as, “Discover the 200-year old secret for {getting a good benefit} – you'll wish you had known about this years ago!”]
- [Insert another benefit, such as, “What do {group of people, like “pro golfers”} do when they want {to get a good benefit}? Find out the surprising answer {on a page number, within a certain video module, etc}!”]

And much, much more – too much for me to list here.

See it all for yourself at [\[sales page link\]](#)

Click the link now, because this is the answer to your [\[type of problem, such as “weight loss”\]](#) prayers!

[\[sign off\]](#)

**P.S.** You won't find a better way to [\[get a great benefit\]](#), and you won't find a better price then if you act now. This deal won't last long, so gets yours now at [\[link\]](#).

## The “Objection-Handling” Promo Email

*NOTE: This is an email you may send as part of a general promotional push for a product. At this point, you’ve already sent out direct promo emails (like the one above). This email is intended to identify and handle common objections (e.g., “the price is too high” or “I don’t know if this will work for me”).*

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### **SUBJECT:**

So what’s the deal with [product name]? (See the truth inside...)

### **EMAIL BODY:**

Hi [First Name],

You’ve heard everyone and their brother talking about [Product Name]. They’re saying it’s the best way to [get some great benefit] and [get some other great benefit].

But you’re sitting on the fence because you have a few questions. Here are some answers...

#### **What does [Product Name] do?**

Simply put, this product [describe exactly what it does for the customer].

#### **Will this work for you?**

It almost sounds too good to be true, right? You’ve hears so many people talking about their good results that you can’t help but be skeptical.

The claims are true. And here’s your proof [insert your most compelling proof, such as a case study, a “before” and “after” picture or video, a persuasive set of testimonials, etc].

Based on all that, I’m 99% certain this will work for you too.

But you know what? There is absolutely no risk to giving it a try. That’s because [Product Name] is backed by a 100% money-back guarantee. If it doesn’t work, you get a refund with no questions asked.

Fair enough?

See the guarantee for yourself at [\[sales page link\]](#). That's pretty iron-clad, so buy with confidence.

[Insert any objections that are specific to the product, and then answer those objections. For example, are some worried about a book being too short? That might be an objection, but you can turn it into a positive by talking about how the book is for busy people, or how it contains all meat and no filler. So look for ways to turn perceived liabilities into assets.]

### **Where can I get my copy?**

Get yours here at [\[sales page link\]](#) – you'll be glad you did.

[\[sign off\]](#)

P.S. [\[Number of customers\]](#) satisfied customers can't be wrong. Click here now [\[link\]](#) to find out why they're so happy with [\[Product Name\]](#).

# The “Free Trial” Promo Email

## SUBJECTS TO CHOOSE FROM:

Claim your free [type of trial] trial inside...  
Get [product/membership] for [timeframe] – free!  
[Timeframe] of [product name] for free?

## EMAIL BODY:

Hi [First Name],

You asked for it, and I’m delivering...

If you act now, you can get [timeframe, such as “one week”] [of the item – such as “access to [name of] membership site] absolutely free. But hurry, this offer expires [relatively short time frame, such as “in three days”].

Get it here:

[link to claim the free trial offer]

I’ve never offered this deal before, and I’m not sure if I’ll ever offer it again. That’s why if you’ve ever thought about [joining this membership site, purchasing a SaaS offer, etc.], you’re going to want to grab this deal right away because it may not come around again.

Why am I doing this?

It’s pretty simple – I know that if you try out [product/membership] for [timeframe] for free, then you’re going to want to [become a full member/paying member/etc.]. That’s why I’m giving you unfettered, unlimited access for the next [number of days].

This isn’t stripped down or “lite” version of [product/service/membership site]. You’re not getting a [bronze/basic/etc.] [membership/trial].

Nope, act now and you get [the full version/the platinum version/the diamond version/etc.].

## This includes the following benefits:

- You’ll get instant access to [some component of the offer, such as the private members-only forum]

- You'll get [another component of the offer, such as the ability to download X number of courses, reports, etc.]
- You'll also enjoy [some other component of the offer, such as group coaching, unlimited access to an app, etc.]

In total, there are [number] of [resources – such as courses, reports, modules, etc.] inside [the site] that are all designed to do one thing: [list the big benefit of this site].

You don't need any previous experience in [the niche] in order to start [getting some benefit], because [explain how this site has everything a beginner needs to get started in the niche and getting some desired benefit].

You don't need much time to start [getting some desired outcome], because [explain why they don't need much time. For example, do you share time-saving tips inside the site? Is it a quick and easy method to get some result? Does the site include some sort of tools for making the process quick and easy, such as a time-saving app, printable checklists and similar?].

And best of all, when you act now you don't even need a single cent to get started, because this offer is completely free...

If you purchased this offer, you'd pay [\$x amount that the trial offer is worth] – and it would be worth every penny and then some. By why pay when you can get it for [a length of time] for free?

Take advantage of your free trial offer right now by clicking here:

[link to free trial offer]

I'll see you inside!

[sign off]

**P.S.** Every day people ask me, "What's the best way to [get some desired outcome]?" And every day I share tips, tricks and strategies in my newsletter, free reports, social media and elsewhere.

Now for the first time ever I'm revealing ALL my best tips, tricks and secrets for [getting a desired outcome] FREE for [length of time]. It would be really smart if you took advantage of this free trial offer before I changed my mind or before this offer is gone for good on [date that the free trial offer expires].

Get it here: [link to free trial offer]

# The “Discount-Coupon” Promo Email

## SUBJECTS TO CHOOSE FROM:

Who else wants [percent] off [product name]?  
Save [dollar amount] now – details inside...  
The lowest price ever offered?

## EMAIL BODY:

Hi [First Name],

People are saying this is absolutely crazy. They’re asking me if I made a typo or some other mistake...

Nope, what you’ve heard is true – we’re offering an unprecedented [percent off] coupon on one of our most popular products, [insert the name of the product]. If you’ve ever wanted to [get some specific benefit or outcome], then you’re definitely going to want to get in on this great deal.

All you have to do to take advantage of these savings is go to: [insert link]  
And then use coupon code [insert coupon code] on the order form.

That’s it – you’ll automatically save [dollar amount]!

Is there a catch?

Yep, but just a small one...

This coupon is only good until [date when the coupon expires] – that’s only [number] of [days or hours] from now, so you’re going to want to act now if you want to scoop up a great deal for yourself.

If you’re not familiar with [name of product], let me give you a quick overview...

[Name of Product] is a [type of product, such as report, video course, app, etc.] that’s designed to [insert the biggest benefits here].

What makes this [type of product] different from the others on the market is that [insert what makes it different and better than the competing products – i.e., insert your unique selling point].

People everywhere love [Name of Product] because [list the reasons why people love this product] – and you will too! If you've ever wanted to [get a benefit], [get another benefit], or even just [get some other benefit], then this is your chance!

All you have to do to take advantage of these savings is go to: [insert link]

And then use coupon code [insert coupon code] on the order form.

That's a quick way to save [dollar amount], so order now before this deal ends [date and time when the deal ends]...

[sign off]

**P.S.** A deal like this hasn't come around before, and it may not come around again. That's why you're going to want to jump on this offer before it's gone...

[link to sales page]

# The “Upgrade” Promo Email

## SUBJECTS TO CHOOSE FROM:

Upgrade now and snag yourself a great deal...  
Ready to take [some activity] to the next level?  
This is the best email you’ll read all day...

## EMAIL BODY:

Hi [First Name],

I’ve got some marvelous, unexpected news for you...

If you act now, you can upgrade from your current [level/status] membership to a [higher level] membership and snag yourself a really great deal in the process. Upgrade today and you can lock in the low price of just [low monthly price, annual price, etc.].

Here’s the link to get your upgrade:

[sales page upgrade link]

Here are three good reasons to upgrade today:

**Reason #1:** This is a great deal.

When you upgrade now, you’re going to save [dollar amount] every month on membership fees – that works out to an annual savings of [how much money they save annually by taking advantage of this offer]!

**Reason #2:** You’re ready to [take it to the next level – e.g., “Take your business to the next level” or “Lose the weight and keep it off for good” etc.].

Your [current level membership] helps you [get some benefit]. When you upgrade to [the higher level] membership, you’ll [learn some advanced information, get access to advanced tools, etc.].

End result? [Insert the main benefits of upgrading – what is the desired outcome?]. And that makes this offer irresistible to anyone who wants [to get a desired outcome]!

**Reason #3:** Your [higher level] membership includes a lot of great features and benefits.

Membership has its benefits. When you upgrade now, you'll start enjoying the following:

- [Insert a bulleted list of benefits that are offered in the higher-level membership but not at the member's current level. For example, list access to a private members only group, access to any special tools, list of all the resources not available at the lower level, group coaching, etc.]

Plus you also retain all your current membership benefits, including [remind users of the benefits they're getting at their current level of membership – e.g., list some of the top tools and resources currently available to them].

Right at this moment, dozens of your fellow members are making the jump to the [higher level] level membership. Join them now by clicking here:

[link to the upgrade page]

And do it now, while you can still lock in the low price of just [dollar amount and time frame, such as "\$15 per month"].

I'll see you inside!

[sign off]

P.S. We've got members all over the globe who've upgraded and they're really glad they did. Take [name of person who gave the testimonial], who went from [lower level] membership to a [higher level] membership:

[Insert a strong testimonial from someone who went to a higher membership level. This testimonial should focus on the benefits of the higher level – what made the higher level better? What sort of tools and resources were they able to take advantage of? How did these tools and resources help them achieve great results in the niche?]

If [name of person who gave testimonial] can [get some great result], just imagine what a [higher level membership] can do for you.

# The “Special Offer” Promo Email

## SUBJECTS TO CHOOSE FROM:

Special invitation just for you...

Special offer: [discount or bonus, e.g., \$25 off]...

Exclusive offer for [some type of person]...

## EMAIL BODY:

Hi [First Name],

Every once in a while a deal comes along that you can't refuse. And lucky for you, today is that day!

Here's the offer in a nutshell: [describe the offer in a quick sentence, including the name of the product and the offer specifics– e.g., are they getting a discount? Are they getting a bonus package? Are they getting both?]

This is such a rare and special deal that we're not offering it to general public. This offer is only available to you [describe to whom the “you” refers to – for example, is this offer only for newsletter subscribers? Your very best customers? Customers for a particular different product of yours? Be specific.]

Why are we offering such a special deal? Simple: [explain reason – to reward your best customers, to introduce a new segment of your market to a specific product, to celebrate something, etc.].

You can take advantage of this offer right now by clicking here:

[link to special offer]

[Product Name] has helped [a specific number or even “countless”] people [around the country or around the world] [get some specific result] – and I know it can help you too.

See if any of this sounds familiar:

- You want to [get a good result], but [every time you try it doesn't work out – be specific here about what doesn't work out]

- You feel like you've tried [most of the other solutions on the market], but for one reason or another you're not happy with the results you've received from any of them
- You're [tired/sick and tired] of [getting some bad result]. Other people make it look so easy to [get a good result], and you just wish [you could get a good result too]
- You don't want to spend an arm and a leg [trying to solve this problem] – you just want something that works at a fair price.

If you can relate to any of this, then I can guarantee you're going to love [Product Name]. That's because [explain what the product does in a quick sentence or two – what is the main benefit?]

You don't need [any particular experience, skill or other prerequisite]. You don't need a lot of time. You don't even need [something else, like a big bank account].

All you need is [something the reader likely possesses, like a desire to get a specific outcome] and [this product]. And [within some short amount of time], you too could [be enjoying some specific benefit].

This is exactly what you need to [get a desired outcome] – and if you act now, you'll [get it at a discount, get a bonus package, or get both a discount and a bonus]. That's why you'll want to click here to take advantage of this special offer right now:

[link to special offer sales page]

[sign off]

**P.S.** An offer like this doesn't come around too often, and it's not going to stick around for too long either. Take advantage of this exclusive [offer/discount/bonus/invitation] by clicking here now:

[link to special offer sales page]

# The “Flash-Sale” Promo Email

## SUBJECTS TO CHOOSE FROM:

Don't blink or you'll miss it...

Flash sale: [describe savings or percent off]

For the next [number] hours only: get [percent or dollar amount off]

## EMAIL BODY:

Hi [First Name],

Don't blink or you're going to miss the best deal this year...

If you act now, you'll [describe the savings or discount – e.g., you'll get \$50 off the regular price] – but this offer ends tonight at [time and time zone], so you're going to want to click here now:

[flash sale link]

There are a lot of reasons to love [Product Name]. Namely:

- [Insert a bulleted list of reasons why this product is so awesome....]
- [For example, do you have some sort of special qualification/credential for creating it?]
- [Does this product do something special that similar offers don't do?]
- [Are you known for offering exception customer service/support?]
- [Does it come with some sort of special bonus package?]
- [Does it come with any features that help users save time and money, or something that makes the process easier, such as an app, checklist, worksheet or similar?]

And here's one more reason: you can [get some percentage off/save some specific amount of money/etc] if you buy now before the flash sale ends.

Get it here:

[flash sale link]

[sign off]

**P.S.** When the countdown timer on the sales page reaches zero, this offer \*poof\* disappears. Anyone who's too slow will have to pay the regular price of [regular price dollar amount]. Sure, that's still a really good deal, but be smart and save yourself some money by clicking here now: [flash sale link]

# The “Free-Resource” Promo Email

## SUBJECTS TO CHOOSE FROM:

Free [type of resource, e.g., “dog training video”] – see inside...

Get your [specific type of resource] for free – details inside...

Want to [get a benefit]? Then check this out...

## EMAIL BODY:

Hi [First Name],

I’ve got a free offer for you today that truly is absolutely free. There are no hoops to jump through, no sign up forms, no credit card required. All you have to do is click this link:

[Link to download the free resource]

... and you’ll be able to instantly download, [Name of Free Product].

You can click the link now to start your download, or you can read on if you want to learn a little more...

This [type of product] is for anyone who’s struggling to [get some benefit]. Judging by the emails rolling into my inbox every week, I’m guessing that’s most people.

Now let me be straight with you...

The #1 reason why most [type of people] can’t [get some desired result] is because [of some specific reason – this should be a reason that the free resource solves].

Does that sound familiar?

Maybe you [experience some sign or symptom that you have this problem too – for example, “maybe you always feel tired” or “maybe you get a lot of traffic, but you’re not getting very many sales”]. Perhaps you [have some other sign or symptom of this problem]. Maybe you even [have still some other sign or symptom – the idea is to get people to self-identify and recognize themselves as having this problem].

That’s where [Name of Product] comes in. Instead of focusing on [whatever most products in the niche focuses on], it goes straight to the heart of the problem: [insert what the main issue/problem is].

In other words, it helps [by taking care of that one thing that is holding your reader's back. For example, if this is about dieting and people have problems with sticking to a diet, then maybe you're offering a motivation guide or even a set of delicious recipes that make it easy to stick to the diet.]

End result? You [start getting some very specific desired outcome].

You don't have to worry about [some issue that typically crops up when people try to get a good result], because [explain how this free product takes care of that specific issue].

Let me paint a picture for you here...

Imagine waking up [tomorrow/one morning a week from now/one morning a month from now/one morning some other timeframe from now] and [realizing your problem is gone or on the way to be gone. E.G., "you look at your PayPal account and see dozens of sales notifications poured in overnight" or "you look in the mirror and really, truly like what you see" or "you look out the window over Paris, because you're now on your dream vacation"].

This [thing/result/desire] that has only been a dream all this time is now within your reach. It's possible. And it is yours for the taking.

Best of all, you're getting this [guide/tool/other item that's going to make it happen] absolutely free.

Ready to [take the next step/start getting better results/take it to the next level/start a new chapter/etc.]? Then click here now to download this [type of product] now for free:

[download link]

[sign off]

P.S. Everyone who's [used/read/viewed/downloaded] [name of the free product] is telling me [insert what they're telling you about it – what makes this free resource so amazing? What big benefit/outcome does it provide?]

They're also telling me I'm absolutely crazy for giving it away for free.

I'm not sure how long this free offer will last, which is why you'll want to download it right now:

[download link]

And then be sure to set aside time today to [read it/view it/use it/etc.], because [insert reason why the subscribers should use it right away.]