

Email Autoresponder Templates

Email 1: The Congratulations Email

NOTE: This is the email that gets sent immediately after a purchase is made. There is NO promotion in this email. However, after this email you'll be promoting either another one of your products or an affiliate product.

Subject: Your Purchase Of [Name Of Your Product]

Hello!

Just wanted to say a quick congratulations on your recent purchase of my [Name Of Your Product]. You've made a great decision to begin [solving whatever problem your product solves].

Also, I wanted to say that if you have any questions, comments or suggestions for me please let me know. I would love to hear from you!

Just respond back to this email or send an email to [your customer service email].

Thanks and I hope to hear from you soon!

Your friend,
[Your Name]

P.S. I'll be sending you some more emails soon that contain some valuable information about [Your Niche]. Stay tuned!!!

Email 2: The "How To" Email

NOTE: This is a simple email that provides some valuable information to your readers while also throwing in a promotion for your product/affiliate product in the P.S.

Subject: How to [Get Some Great Benefit] in [Number] Easy Steps

If you're like most [type of people, such as "people who are trying to lose weight" or "golfers"], then you're always looking for a better way to [get some specific benefit, such as "shave strokes off your game"]. But it seems like [explain why it's hard to get that benefit].

Good news: now you too can [get a specific benefit/result] by following a [number]-step proven method below. These steps include:

- Step 1: [Name of step]. [Explain step in one short sentence.]
- Step 2: [Name of step]. [Explain step in one short sentence.]
- Step 3: [Name of step]. [Explain step in one short sentence.]
- [list any other steps]

Let's take a look at each of these steps in a little more detail...

Step 1: [Name of Step]

This first step is pretty simple. What you need to do is [explain what to do].

For example, [give a specific example of how to do this].

Now a lot of people tend to end up [getting some unwanted result]. Usually you can avoid that by [explain how to avoid that unwanted result].

For example, [give a specific example of how to avoid this unwanted result].

Once you've completed this first step, then move onto the next step...

Step 2: [Name of Step]

For this step you'll need [list tools or resources the person will need]. What you'll do is [explain exactly how to complete this step].

Let me share with you three tips for making this step go more smoothly...

- Tip 1: [list the tip]. [Explain more about this tip in a couple sentences.]
- Tip 2: [list the tip]. [Explain more about this tip in a couple sentences. Give an example where appropriate.]
- Tip 3: [list the tip]. [Explain more about this tip in a couple sentences.]

Once you've completed this step, then move onto the next one...

Step 3: [Name of Step]

For this step, you need to [explain how to complete this step].

One word of warning: [insert a word of warning, such as a mistake that most people make at this point. Then explain how to avoid this mistake or unwanted result.]

Here are some other dos and don'ts for completing this step:

- [Insert a "do" or "don't" tip.]
- [Insert a "do" or "don't" tip.]
- [Insert a "do" or "don't" tip.]

[If there is another step, then tell people to move onto the next step. Otherwise, transition to the conclusion. E.G., "Now let's wrap things up..."]

[If applicable, list any other steps here, explaining and offering tips and examples whenever possible.]

Conclusion

So there you have it - a quick and easy [number]-step process for [getting some benefit]. Let's recap the steps:

- Step 1: [Name of step]. [Explain step in one short sentence.]
- Step 2: [Name of step]. [Explain step in one short sentence.]
- Step 3: [Name of step]. [Explain step in one short sentence.]
- [list any other steps]

Now there's just one thing left for you to do - take action! So go ahead and [give brief description of the first step you need to take]. And do it today, because the sooner you get started, the sooner you'll [get some desired benefit]!

Your Friend,
[Your Name]
www.yourproductwebsite.com

P.S. If you want an easy short-cut way to [achieve the desired benefit] then click the link below...

<http://www.yourproductwebsite.com>

...you'll be experiencing [the desired benefit] faster and easier than you ever thought possible!

Email 3: The Tips Email

NOTE: This is another simple email that provides some valuable information to your readers while also throwing in a promotion for your product/affiliate product in the P.S.

Subject: [Number] Awesome Tips for [Getting a Great Result]

Do you want to [get some specific benefit]? Or how about [get some other specific benefit]?

If so, then you'll want to take a look at these [number] awesome tips for [getting a good result]. Check them out...

Tip 1: [Brief description of tip]

This is a really good way to [get a desired result], because [explain reason why it's so good]. All you have to do is [explain more about how to implement this tip].

For example, [give an example of this tip].

Here's one more example: [give another example to help people implement this tip].

Next up...

Tip 2: [Brief description of tip]

Many people [do one specific thing], because they don't know they'll get a better result if they [do some other specific thing related to this tip].

For example, [give example].

Tip 3: [Brief description of tip]

A good way to do this is [explain how to implement this step].

It's also a good idea to [offer an additional helpful tip]. That's because [explain how it works].

But heads up: just be sure to avoid [doing some bad thing or otherwise using this tip the wrong way]. You won't [get a specific good result] if [you take this wrong step].

[List any other tips and explain them.]

It feels really good when you're finally able to [get some desired benefit or end result]. That's why you'll want to put these tips to work for you, because [explain why they work so well - e.g., perhaps they are the best and fastest ways to achieve a goal]. But don't take my word for it - try them out to see for yourself!

Your Friend,

[Your Name]
www.yourproductwebsite.com

P.S. I've got a simple and PROVEN plan for [achieving desire benefits/results]. I'd love to tell you more about it. Just visit <http://www.yourproductwebsite.com> to get started today!

Email 4: The List Email

NOTE: In this email you want to use affiliate products as your Resource/Tools. You can find affiliate products in just about every niche on sites like Clickbank.com, JVZoo.com, Zaxaa.com, MarketHealth.com, Pepperjamnetwork.com, Shareasale.com, Amazon.com, etc.

Subject: The Top [Number] [Tool/Resources/Gear] Every [Niche Member] Ought to Use

If there's one thing we [type of person, like "golfers" or "marketers" or "mountain climbers"] need, it's [whatever it is you'll be listing, such as tools, resources, or gear].

Of course it can get pretty overwhelming to figure out what all [tools/resources/gear] you need to [achieve some goal or complete some process]. So I thought I'd share with you my top [five, ten or some other number] [type of tools, resources and gear].

These are the exact same [tools/resources/gear] I use every time I want to [complete a process or get a benefit], so I think you'll find this list helpful.

Take a look...

[Name of Resource/Tool 1 and link]

This is hands-down the best [tool/resource] for [getting a specific benefit]. That's because [explain the reasons why you think it's the best tool in this category].

Maybe the reason why some people don't like [Product Name] is because they use it wrong, so they don't get good results. I know a lot of people who [explain how people use this product incorrectly]. But if you [do some other thing

instead], you'll find out why so many of us can't live without [Product Name].

[Name of Resource/Tool 2 and link]

If I could only have three [products/resources/tools] to [get some benefit], [Product Name] would make the list every single time.

Why?

Because [explain why this product is so awesome for achieving a specific result].

Want really great results? Then be sure to [insert a tip to make this resource/tool even more powerful].

And best of all, [explain another reason why this product is so great - could even be the fact that you get the most features for the least amount of money].

[Name of Resource/Tool 3 and link]

If you [want some specific result], then this is a great choice. You'll find [explain why this product is so good].

However, the only problem with this [Product Name] is that [list a perceived flaw]. That's not a deal-breaker, though. All you have to do to get around this problem is [explain a workaround].

[List all other tools and resources using the above format.]

Now let's wrap things up...

You want to [get a specific benefit], right? Then be sure to use the [tools/resources] above. These [tools/resources] are sure to [give you a benefit such as "save time"], [insert another good benefit] and [insert another benefit]. So give them a try the next time you [engage in a specific activity, such as "go hiking" or "need to get more traffic to your website"] - you'll be glad you did.

Your Friend,

[Your Name]

www.yourproductwebsite.com

Email 5: The FAQ Email

NOTE: In this email you are going to be answering the most popular questions that are submitted to you by your list members. If you haven't received any questions you can simply cover some of the most popular topics being discussed in your sub-niche.

Subject: You Got Questions? We Have Answers: The [Type of Niche Group, e.g., "The Beginning Golfer's"] FAQ

I get a lot of emails from subscribers asking questions about [your sub-niche]. Below I have answered the most popular ones. If you have any specific questions that aren't answered below, don't hesitate to send me an email.

Here are the most popular questions I receive followed by my answers...

Question: What's the best way to [get some specific benefit or result]?

Answer: There may not be a single best way to [get a good result], simply because it depends on your own skills, background, and preferences.

However, we've found that most experts agree that [some specific method] works for most people. That's because [list the reasons why it works for most people].

Question: How do I [get some result using the aforementioned method]?

Answer: This is a multi-step process. Here's what you need to do:

Step 1, [List Step]. [Explain briefly how to complete this step.]

Step 2, [List Step]. [Explain briefly how to complete this step.]

Step 3, [List Step]. [Explain briefly how to complete this step.]

[List any other required steps.]

To learn more about these steps, see [link to a resource, either free or paid].

Question: Can a beginner [get some specific result]?

Answer: Absolutely. However, [give any disclaimers, such as it may take extra time or you'll need to take extra steps]. Just be sure [explain more about what the person will need to do in order to get the desired result].

[List all other frequently asked questions and their answers using the format above.]

Question: So what's the next step?

Answer: This one is easy - take action! I suggest you start by clicking on the following link:

<http://www.yourproductwebsite.com>. Here you'll discover the fastest and easiest way to [achieve desired benefit].

Go ahead and get started on that right now. Because the sooner you do, the sooner you'll [enjoy the desired benefit]!

Your Friend,
[Your Name]
www.yourproductwebsite.com

The next series of emails are completely promotion based. They are a series designed to sell your own product or an affiliate product.

Email 6: The "Coming Soon" Promo Email

NOTE: This is a short email you send out to your list to build anticipation for a product launch or an affiliate product that you want to promote. It's a teaser email, designed to arouse curiosity.

Subject line: Something big is coming soon...

Hi [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?

Your Friend,
[Your Name]
www.yourproductwebsite.com

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].

Email 7: The Case Study Email

NOTE: This case study email is about whatever product you are promoting for the launch. If you don't have a case study you can create one. If you don't want to create one you can skip this email and not include it in your sequence.

Subject: The Surprising Case Study of How a [Type of Person, such as "beginning marketer] [Accomplished Some Goal]

If you've ever tried to [accomplish some goal or get some desired benefit], then you know it's not something that happens overnight. In fact, a lot of people who try to [get a desired result] never succeed. Sure, sometimes they make progress for a while, such as [explain how they make progress], but eventually [describe how people usually get

an undesired result, such as "you gain the weight back" or "the traffic stops coming in"].

That's the way it used to be for [name of person in the case study], who [describe how he used to get undesired results]. That is until [Name] tried [some specific product or method]. Then things turned around in a big way, as [he/she] [got a specific result].

Here's [his/her] case study, which is sure to inspire you too...

[Name] Was/Had [Bad Result... e.g., "Suzy was broke" or "Jose was fat"]

[Name] was probably a lot like you...

[Describe how the person in this case study might be a lot like the reader. E.G. "He was overweight. He had a hard time finding pants that fit anymore. He got winded just climbing one flight of stairs."]

You can bet [Name] had tried [all sorts of different solutions, e.g., all the popular diets]. But nothing seemed to work. [Explain more about why these other solutions didn't work].

But then [Name] found out about [Product Name or Resource], and things changed.

At this point, [Name] was [describe the case study subject's starting point - e.g., if this is a weight loss case study, provide starting measurements and weights, along with a "before" photo.]

Here's what happened over the next [time period, such as two weeks or six months, etc. For this example we'll use three months, and describe the results each month].

Month One Results: [Quick description of results, e.g., "Eight Pounds of Fat Gone"]

After just four weeks, [Name] so some really exciting results. Take a look:

[Insert a table or at least a description of the results, citing as much hard data and proof as possible.]

However, the one thing that surprised [Name] was that [describe some surprising result, either good or bad]. [Explain why this result may have happened... or if it was a bad result, explain how to avoid it.]

Month Two Results: [Quick description of results]

This was a [describe the month - good month? Surprising month? Disappointing month?]. Here's why...

[Describe the results achieved this month, along with as much hard data as possible.]

Now, one thing [Name] did a little differently than most people who are trying to [achieve some result] is that he [describe what case study subject did that affected results].

If you're looking to [get some specific result], you may want to try the same thing.

Now check this out...

Month Three Results: [Quick description of results]

This is where [Name] really started to pick up momentum. Check out these stats:

[Insert table or description of results. Ideally, put the beginning stats right alongside the "after" stats to make a stark contrast. Also, insert proof such as photos, videos, screenshots, etc.]

Here's The Bottom Line...

There's no denying that [product or resource] works. Just look at [Name]'s results: [describe "before" and "after" results, put them in a table, provide a photo or otherwise showcase them.]

Now here's the thing...

[Name] isn't special. [He/she] doesn't [have some special qualification/skill/experience] or [have some other special qualification/skill/experience]. [He/she] is just like you

- [quick explanation again of why this person is average and not extraordinary].

The bottom line is that if [Name] can [get some extraordinary result] using [product or resource], then you can too.

But don't take my word for it - find out for yourself by clicking here [link to product or resource].

Your Friend,
[Your Name]
www.yourproductwebsite.com

Email 8: Product Review Email

NOTE: This is a direct review for whatever product you are promoting for this launch.

Subject: A Surprising Review of [Name of Product]

You've been hearing a lot about [Name of Product]. Question is: does it work as advertised?

The answer might surprise you. Read on to discover the good, the bad and the ugly as we take a close look at [Name of Product]...

What Does [Product Name] Do?

If you're not familiar with this product, let me quickly run explain what it can do for you. The [Product Name] is designed to [explain what the product does].

But does it work? Read on...

The Good

The best part about [Product Name] is that it [list the best feature/benefit]. This is especially useful when [explain/insert reason].

Of course that's not the only good thing about [product name]. Here are some other highlights:

[Identify and explain another good point about the product.]

[Identify and explain the third good point about the product.]

[Identify and explain any other major benefits worth mentioning, especially anything that sets this product apart from the competitors.]

Is this product perfect? Of course not. Which brings us to the next point...

The Bad

There is one thing about [product name] that was very disappointing. [Explain what was disappointing and why it was a problem.]

However, [if possible, explain how to get around this flaw. In other words, handle any objections to this flaw.].

Take note, [Product Name] also [talk about any other potential problems with the product].

And that brings us to the last point...

The Verdict

You've probably already figured out the verdict by now.

Do I recommend [Product Name]?

The answer is [yes/no]. And that's because [give the reason why you recommend or don't recommend the product - for the purposes of this Email let's assume you recommend it].

However, there's one segment of the population who may not be as happy with this product. This includes [some segment of the population, like "toy dog owners" or "those who need to lose more than 50 pounds" or "beginning photographers"].

These folks probably won't be thrilled with the product because [explain why].

However, if you don't fall into that group, then I think you'll really enjoy using this [type of product]. Check it out here to learn more [link to the sales page] - you'll be glad you did!

Your Friend,
[Your Name]
www.yourproductwebsite.com

Email 9: The Direct Promo Email 1

NOTE: Both this email and the next email are both direct ads for the product you are promoting. There's no subtlety here, you're going for the sale... plain and simple.

Subject: "Who Else Wants to [Get Some Amazing Result] - for FREE?"

If you're like a lot of [type of person, such as "people who want to lose weight" or "car-restoration enthusiasts"], then you know how tough it is to [get some specific result].

Seems like every time you try to [perform some specific activity or get a result], you just end up [getting some undesired result]. It's frustrating. It's [some other descriptor, such as "expensive" or "time-consuming"]. And it's [some other descriptor].

Until now...

Introducing [Name of Product] - your guide to quickly and easily [getting a desired benefit].

Inside this jam-packed [video/guide/etc] you'll discover:

- A surprising way to [get some benefit] - you won't believe how easy it is until you see it for yourself!
- The #1 trick for [getting some benefit or result] - this is making waves all over the internet - just wait till you see what it is!

- The biggest mistake you may be already making - and how to avoid it before you [get some bad result].
- [Insert any other top benefits.]

And much, much more. By the time you finish this [guide/video/etc], you'll know exactly how to [get some desired result].

But don't take my word for it. Just look at what [Name of person giving testimonial] says about this amazing [guide/video/etc]:

[Insert strong testimonial]

And [he/she] is not the only one. Check this out:

[Insert another strong testimonial]

The good news is that you too can get these kind of results for yourself. And if you act right now, you can get [Product Name] for free. All you have to do to claim your copy is [exact instructions, such as "enter your email address and click 'submit' below] - and do it now, because this special offer could disappear at any time!

Your Friend,
[Your Name]
www.yourproductwebsite.com

Email 10: The Direct Promo Email 2

Subject Line: Who else wants to [get a good benefit]?

Hi [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!

Your Friend,
[Your Name]

www.yourproductwebsite.com

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

Email 11: 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 ones 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").

Subject Line: So what's the deal with [product name]? (See the truth inside...)

Hi [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 heard 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.

Your Friend,
[Your Name]
www.yourproductwebsite.com

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].