

"The most talented copywriter I've worked with"
~ Chris Barnard, Scheduling Institute ~

Instant Copy Template: Emails



INSTANT COPY - AND - PASTE EMAIL TEMPLATE

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Instant Copy Template: Emails

This template covers the creation of a proven 3-part automated email sequence designed to turn new prospects into buyers.

Let's say you're offering a free gift as a bribe for somebody to sign up to your email list. So they enter their email address and get on to your system. Here's the thing: Even if you pitch something immediately, only a small percentage of people will buy immediately. So you'll need follow-up emails set up in your autoresponder.

These are the emails you can start with. The example copy is based around a fictional business opportunity type offer, you should edit the copy to suit your own requirements. The important thing is to leave the framework, the structure in place, just change the words.

There are 3 main sections to the email template:

1. Subject line.

This is probably the most important part of the whole system - because if your email doesn't get opened, there's no way for your prospect to click on the links inside, reply to your email, or to get your message at all.

And to get opened, you first have to get noticed, and you do that with a great subject line.

2. Copy.

The sales copy you put in your email is very important...but the crucial part is to make sure it doesn't read like sales copy! If you try the slick salesy approach, you're more likely to be deleted (and unsubscribed) by your prospect without even being read. And that's before you even consider whether your copy will put you in the SPAM folder or not.

3. CTA.

In most cases there is only one purpose for you to send out an email to a prospect, especially when you are setting up an autoresponder sequence to follow up with opt-ins and get a sale...to get them to click through to your page (or someone else's).

This makes your CTA - Call To Action - extremely important. And the CTAs in your emails will all be centered around your links.

There are four major locations to put links in your emails...and in most cases you should use them all. They are:

1. **Solo Links** - these are links which are not surrounded by anything else, they are separated from the rest of the email content by a line spacing above and below, so they really stand out from the copy.
2. **Content Links** - these links are surrounded by copy - they are usually a handful of relevant words made into a link, so they blend in more with the copy, but may be naturally clicked as the prospect reads the copy.
3. **Image Links** - Images tend to get great click through rates as they attract attention and are more visually appealing.
4. **P.S. Links** - Just like a long form sales letter,- people do scroll down to the end of your emails to see who they're from, or if there's a payoff to reading the whole email - so the 'P.S.' section is one of the most read parts of an email. And if you don't have a P.S. - write one.

In this report, I'll break down the email templates into these four sections, so you can see exactly how they work together, and where you can insert your own content and details.

Here's a few notes about the following templates:

1. I have used the [firstname] shortcode as an example, your autoresponder probably needs a different shortcode to dynamically insert the prospect's first name. If you aren't collecting first names with your signups, simply leave this out altogether.
2. The main components that you need to replace with YOUR copy have been written in ALL CAPITALS, or 'XXXXX' - there may be other text on the email to swap out as well.
3. There is only 1 subject line per email here - but if you can, you should test different subject lines to see which ones get higher open rates.
4. These emails have not been written with the 'SPAM score' your autoresponder might provide in mind - each provider is different, and there are many factors that decide whether your email goes to an inbox, or a SPAM folder.
5. Very little formatting has been used - there can be the occasional bolded word, but all underlined text is a link to your content or sales page.

Email 1 Template:

Subject Line: Welcome aboard [firstname], here's where to start...

Body:

Hi [firstname],

This is XXXXX, and on behalf of COMPANY XXXXX I'd like to welcome you to the program. We are truly excited, and grateful that you've decided to join us.

[Click here to download your XXXXX FREE GIFT now >>](#)



I know this is going to transform your XXXXX whether you want to improve what you're doing, or you just want to get started on the right foot.

Here's what you can expect from us:

Each day we'll send you an awesome piece of content that will help you XXXXX quickly and easily, without the stress and hard work you've gotten used to up until now.

You'll love all these great resources, but they'll only be top quality materials which have been personally vetted and reviewed by us, and that will improve your XXXXX and your results.

And I've got some big plans to give away some great free training (which will be quite different to the download you claimed today), so please keep reading these emails when you see them, because there's also going to be some time-sensitive info that we send out now and then, so keep an eye out.

Sound fair? Great! Here's what you need to do now to get started...

Step 1. Please 'Whitelist' all emails from XXXXX, because even legitimate emails you've asked for often end up in the 'spam' folder by mistake. [Follow the whitelisting instructions for your email provider here.](#)

Step 2. Create a special XXXX folder where you can save these emails after you have read them. (Don't create any rules to automatically sort them there - you may still miss something important...)

Step 3: It's time to get your XXXXX download! (But remember: it's only available until XXXXX as I said on the website - so don't wait. [Click here to get it now...](#)

Warm regards,

YOUR SIGNOFF

P.S. Make sure you WATCH/READ/LISTEN TO everything right away, while it's fresh in your mind, and make notes too - studies show that we remember a lot more information when we take written notes, than if we simply watch or listen to a presentation.

[Click here to get your XXXXX download now...](#)

Email 2 Template:

Subject: Did you get your free XXXXX download yesterday?

Body:

Hi [firstname],

I hope you downloaded your XXXXX yesterday and went through the whole thing. I know that if you did, you would have been amazed at the incredible opportunity I told you about in the XXXXX...

[If you haven't taken advantage of this yet - click here >>](#)



The story behind this XXXXX is amazing...just a few short years ago I was struggling as direct salesperson, going door to door, doing presentations to anyone who would listen. And it was hard work - I would routinely make my way home after 9pm, having been speaking to people since 8 or 9 am.

I thought I was 'hustling', but I merely had my nose to the grindstone. It even got so bad that I started skipping meals, leaving parking fines unpaid, I even spent more than a few nights in my car at the beach, because I couldn't make rent.

But when I discovered the secret to attracting hordes of high-paying clients and customers, when I found out how to bring them to me, instead of me doing the chasing - that day, everything changed.

My income leveled out - and then exploded. For the first time in living memory, I had money left over at the end of the month. Soon after, I found myself moving into a nice new house, driving a Mercedes, and working when and where I chose.

I started giving back - I donate to charities on monthly autopilot, I do volunteer work daily when my friends are all at work, but the best way I found to give back is to share my secret with as many people as possible.

Here's the key to making this work for you: Take Action!

Nothing happens until something moves, so get up and get moving right now. Grab your copy of the XXXXX product right now and get to work - this is the only true path to success.

[signoff]

P.S. Due to overwhelming demand, I will have to take down this special discounted offer asap, so please get yours now before I do take it down. And more importantly, take action!

Email 3 template:

Subject: Last call for XXXX [firstname]...

Body:

This is important so I'll keep this short...

The education technology I'm using tells me you haven't claimed your copy of the XXXXX yet, even though this is the lowest price you'll ever see from me...

[Click here to correct this dreadful situation >>](#)



Here's the thing...

I know what it's like to struggle. To be stuck in that 9-5 job, working for someone who has the power to cut off your modest income any time they want. To wonder where your next vacation is going to come from, when you have to scrimp and save just to pay the bills.

And I know the feeling of overcoming the odds and finally succeeding - and all I want is to share that with as many people as possible.

This is WHY I'm offering such a huge discount. This is WHY I guarantee it'll work for you, or you get your money back. This is WHY I am even doing this at all - to help other people just like you to get to where I am today - financially independent in a fun, easy to run online business.

So when you're ready to take the next step towards online financial freedom, click here to get started and you'll never look back.

Do it now, because the extremely limited offer I have posted is immensely popular, and I need to take down that page as soon as I can. Get yours before that happens.

[signoff]

P.S. If you're not quite convinced that this is for you - I'd like to sweeten the deal by giving you XXXXX - simply reply to this email after you've claimed your copy of XXXXX - and I'll personally send you XXXXX as my way of saying thank you. Go get yours now...

Summary

This is a relatively basic 3-email sequence designed to be sent to a prospect who opts in to a squeeze page to get a free report/audio/video or free gift of some kind, and then get them to purchase a product from you.

Simply substitute the 'XXXXX' parts with your product or free gift, as appropriate in the copy. And add your email signoff as well.

Next steps: For those who have the audacity not to buy even after email 3 - keep going! If they've opted in, you can email them for as long as you want, until they unsubscribe or buy. (And when they buy...put them into a buyer's sequence complete with upsells!)

To your success,

Brian Cassingena