

## SALES PAGE EMAIL PROMOTION TEMPLATES

Remember that waitlist you've been building? Now it is time to reconnect with your ICA and start selling.

Keep in mind that they are waiting for you to launch and sell your offer. In this short workbook you will see 3 different type of sales email templates that you can use to start getting eyes on your Sales Page.

Don't forget the last part with a few extra call-to-action prompts that you can use to swap out in the email copy AND even on your social media!

# 01

## SALES PAGE EMAIL PROMOTION TEMPLATES QUICK CONVERSION EMAIL

SUBJECT: Go [do important first action]

Hi {{ first\_name }} -

There's a whole world of [benefit] waiting for you!

[Name of Your Product] helps you [what super transformation does your product provide?].

The first step is to [what should they do?]. [Connection to their main goal].

Ready to get started?[call to action]

(sign off)(your name

# 02

## SALES PAGE EMAIL PROMOTION TEMPLATES LAUNCH DAY 1 OF 3...

**SUBJECT:** TIME SENSITIVE: The Doors are OPEN!

**BODY:**

Hey, it's {Sender-first-name} here...

THIS is the moment you've been waiting for... I've been talking about this for weeks.

{Product Name} is now OPEN!

==> YES! I want IN on {Product Name}

BONUS: {What's the name of the bonus that's going away - remember scarcity brings in rapid initial sales}!

This is your chance to go ahead and grab {explain the bonus that's expiring} briefly; ideally, you will have hinted at this in the anticipation-building emails / content}, valued at {estimated value}.

{Highlight a specific part of the expiring bonus to heighten desirability.}

{Juicy line making the prospect desperately want the process and/or outcome of that specific part you just zeroed in on.}

{Clear statement about the only people who will get the bonus.}

And REMEMBER:

{Extremely valuable bonus, offered only to the # of fastest action takers.}

Click here to join and secure your bonus {what bonus is}

If you've been watching what I've been sharing with you over the past few weeks...

# 02

## SALES PAGE EMAIL PROMOTION TEMPLATES

### LAUNCH DAY CONTINUED....2 OF 3

You may already realize just how VALUABLE this opportunity is...  
And that it's only going to be available for a very short time.

This is YOUR chance to {value proposition for product}...

To {expand on value prop, finishing the sentence with a powerful emotional outcome.}

Here's how {descriptor of product, like "the program" or "the conference"} is going to work:

When you {ACTION TO TAKE} {Product Name}...

You'll get {valuable description of Product Name}:

{Benefit + Feature= Highlighting the value}

{Benefit + Feature= Highlighting the value}

{Benefit + Feature= Highlighting the value}

PLUS: {Benefit + Feature= Highlighting the value}

PLUS: {Benefit + Feature= Highlighting the value}

AND the following BONUSES INCLUDED FOR FREE!

INCLUDED! {What's the bonus?} {(\$\_\_\_ value)}

INCLUDED! {What's the bonus?} {(\$\_\_\_ value)}

PLUS: {What's the bonus?} {(\$\_\_\_ value)}

In total, you get access to over \$\_\_\_\_\_ in bonuses...

When you {outcome of using product being offered} using {Product Name}...

# 02

## SALES PAGE EMAIL PROMOTION TEMPLATES LAUNCH DAY CONTINUED....3 OF 3

It makes all the difference between {specific descriptions of how the prospect has been feeling about the challenge product being offered solves}...

And being able to {obvious outcome of product} that gives you the {emotional outcome, which may or may not include money outcomes} you want to have.

All the details are here:

==> Yes, I want IN on {Product Name}

{Closing line},

{your signature/name} :)

P.S. Once you're inside, be sure to {first thing to do once purchase is complete}. {Excitement-focused reiteration of promise of product}.

# 03

## SALES PAGE EMAIL PROMOTION TEMPLATES CLOSING OF THE SALE

Hey (insert name)!!

You've heard me mention {Product Name} a few times now. So why don't I let you hear from someone else!

So many {members/customers/clients} are getting the results you are seeking. One of the biggest transformation has been {insert feedback from one testimonial outcome} but here are a few more:

{insert testimonial}  
{insert testimonial}

So you can see now how if you feel {insert a pain point} that the {Product Name} has all of the {steps/benefits/etc} that you need to start {insert transformation} right now!

Just to recap you also get these {bonuses/add-ons}:

- detail one
- detail two

But don't think on it too long, there is only a short period of time left before you lose out on {insert bonus items here} and that {insert monetary value} is icing on the cake!

{add a countdown timer}

==> Give me the {Product Name} !!

{Closing line},

{your signature/name} :)

P.S. Once you've got your {Product Name}, be sure to {first thing to do once purchase is complete}. {Excitement-focused reiteration of promise of product}.

# 04

## CALL TO ACTION PROMPTS THAT SELL

THESE ARE GREAT TO SWAP OUT SO YOUR EMAILS STAY FRESH AND FOCUSED ON A NEW KEY AREA ABOUT YOUR OFFER!

Attention – Biggest benefit, biggest problem you can solve, USP Interest – Reason why they should be interested in what you have to say

Credibility – Reason why they should believe you

Proof - Prove what you are claiming is true

Benefits – List them all

Scarcity – Create scarcity

Action – Tell them precisely what to do

Warn – What will happen if they don't take action

Now – Motivate them to take action now

