

‘Plug & Play’ Welcome Email Sequence

Email #1: The Concerned Grandma

Subject line: As promised, here’s your gift...

[Payoff to what they opted in for]

I’m so excited for you because this is pretty much my life's work up until this point.

You’ll be getting regular updates on how to get a ton more sales using high level copy strategies that are easy to implement and understand.

But first, remember to download your [“Guide to the Soft Offer That Doubles Conversions”]

[A little bit of what you can expect being on this list]

Also, you should know that I get a bit passionate. Kind of like Ron Artest when he would elbow players on the basketball court. Occasionally I curse, swear and use colorful language. It’s just the way I speak.

[Disqualify those who won’t ever buy from you]

If you know that will offend you down the line, please hit that unsubscribe button at the bottom of the page. No hard feelings. I’ll sleep fine.

But if you’re still here, you’re in for a fun ride. Becaaaaaauuseee....

[Tease with curiosity with benefits]

You'll get insight into my "Trust Conveyor" strategy for bringing your prospects to the sale in a calm, trusting, and ninja way.

Also, you'll find out the awareness scale for how to speak to your audience so they'll actually be pissed off if you don't sell them more.

If that doesn't tickle your fancy...

I'll tell you why your personal 30 day "eat healthier" goal is more important for converting sales than a testimonial proving your skills.

And a ton more of course.

It's a bit higher level than "features and benefits", but you won't have to deal with any hardcore technical learning jargon - just plug in what you want and make da moolah.

[Show your appreciation]

I promise you'll get an ROI just from the emails here because your time is valuable and I'd rather not disrespect it.

So, thanks again for joining me.

Let's make it happen,

-YOUR NAME

[Get a reply and some data to combat spam filters]

P.S. If you got this email okay, let me know with a reply.

And since you're there, tell me know what you're working on - I'd love to hear!

Check out what our clients are saying:

listminers.com/testes

For questions and collaborations, email:

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