

'Plug & Play' Welcome Email Sequence

Email #4: The FAQs

[The goal of this email is to hit all your hardest objections by answering their frequently asked questions.]

Make this email as long or short as possible. You never know which question will get your prospects to buy.

The number of questions should be determined by the level of questions you normally get. Answering just 5 questions is fine.

Also make sure to put more than one link. Either in the beginning and end of the FAQs or even after one or two questions. The choice is yours.]

Subject line: [Product] burning questions answered

[Introduce that you've been asked questions and they'll be answered here. Add scarcity if you have some]

The [product] is flying off the shelves!

So, if you want your own copy before the cart closes on [date], go to [link] and get it now!

Now...

I've been asked many questions about [product] and here are my answers:

[Then get into your FAQs]

Here are 7 questions:

1. What's included in (product name)? *(Describe what they get when they buy. You CAN -don't feel obligated to do this- also tell them what they'll have/achieve/feel when they finish)*

2. Are there any bonuses included? *(Not necessary if you don't have bonuses)*

3. How much does it cost? *(Price comparison – no matter how expensive)*

4. Is there a guarantee? *(Explain yours and why you do it)*

5. How is the product shipped? *(Is it physical? Is it an instant digital download?)*

6. Where and how can I get a copy of (product name)? *(BE VERY CLEAR in the process)*

7. How do I find the training? How is it delivered? *(i.e. members area, daily emails, instantly downloadable PDF etc)*

[After the questions are done, have a huge benefit with a testimonial]

In fact, this is what [name] from [place] had to say about [product]:

“[testimonial]”

[Then a nice call to action with your link]

Get [product] by today clicking on the link below:

[link]

I'll see you on the inside!

-YOUR NAME

[P.S. Reply with any other questions you have about
{product}]

P.S. If you have any other questions I didn't address above, just reply to this email and I'll take care of it asap ;)

Check out what our clients are saying:

listminers.com/testes

For questions and collaborations, email:

racso@listminers