Message Number 1 – Send immediately to subscribers of your Lead Offer

Subject: Welcome to [LEAD OFFER NAME] – here’s how to get started

Hi [FIRST NAME]

Congratulations and thank you … you’ve got yourself a copy of [LEAD OFFER NAME].

Here’s how [SPECIFIC INSTRUCTIONS] to download it.

I want to also welcome you to [BRAND OR COMPANY NAME]. My [PASSION/GOAL/AMBITION] is to help [YOUR CLIENT AVATAR], just like you, achieve [RESULT YOU PROMISE].

Because you’ve got yourself access to [LEAD OFFER NAME], you’ll also going to benefit from getting the latest on [TOPIC/RESULTS]. Here’s what else to expect from me over the coming weeks …

I publish brand new [TOPIC/RESULTS] over on my blog [EACH WEEK/ONCE A FORTNIGHT] and so that you get instant access to these articles, I’ll send them out to you [WHEN].

I’ll also be sending you emails about new [COURSES/PRODUCTS/LATEST OFFERS/DISCOUNTS] from time to time so you don’t get to miss a thing.

Sounds good?

Great … here’s how to get started.

So that I can help give you relevant content and answer your questions about [TOPIC], I’d love the answer to this one question:

\*\* What’s your biggest challenge to [SOLVING PROBLEM]? \*\*

Ping me back a quick reply right now. Your answer will come straight into my inbox and I may be able to come back to you with a personal answer to your problem.

It will be great to hear from you!

That’s all from me for today. I will be back in touch tomorrow with my Number 1 nugget on making your [LEAD OFFER NAME] really work for you. Watch out for it … the subject line will be [EMAIL SUBJECT LINE].

See you tomorrow,

[YOUR NAME & EMAIL SIGN OFF]

P.S. Are you on Facebook?

I post my articles over on my Facebook Page as well as share my personal insights about [TOPIC/PROBLEM]. Click here to Like my page so that you get the best information from me. Thanks!

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Message Number 2 – Send 1 Day Delay

Subject: The [ONE THING] that will make the difference to you

Hi [FIRST NAME]

Yesterday you got access to [LEAD OFFER NAME] and I promised to send you my number one nugget to getting [THE BIG RESULT].

But before I do, did you know there is a way to fast track to [RESULTS]?

Each month I offer a limited number of special [NURTURE OFFER NAME]; a personalised one on one call direct with me to [BENEFITS OF YOUR NURTURE OFFER].

These aren’t right for everyone. I totally understand that some people like to take things a little slow to begin with, especially if [YOUR PROBLEM] isn’t stopping you from [DESIRED RESULTS] yet.

But I know that this may not be the case for you. You may be sick and tired of [PROBLEM] and want to fast track to get [DESIRED RESULTS] now!

If so, then click here to apply for a [NURTURE OFFER NAME] and we can set up a time to talk.

OK … back to my number one nugget.

[SHARE YOUR NUMBER ONE NUGGET]

That’s all from me today. I’ll be back again with the latest [ARTICLE/BLOG/VIDEO] on [PROBLEM] on [DAY].

[YOUR NAME & EMAIL SIGN OFF]

P.S. I know it may feel a little scary to reach out to someone like me to help you with [PROBLEM]. It’s the feedback I get from many people that they [SPECIFIC EMOTION/BLOCK] and it prevents them from moving forward to find a [SOLUTION].

[NURTURE OFFER NAME] is treated in absolute confidence and there really is no hidden agenda. If you want to discuss the services I offer at the end of our call together, we can do so. But my objective is to ensure you come away with [RESULTS FROM NURTURE OFFER].

Click here to apply right now.

There are only [NUMBER] of appointments each month, so I don’t want you to miss out.

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Message Number 3 – Send 3 days delay

Subject: are we speaking this week?

Hi [FIRST NAME]

Are we speaking this week?

You see, I’m just checking in with you to see whether you were thinking about applying for [NURTURE OFFER NAME].

Places are limited and if you are really serious about [SOLVING PROBLEM] and seeing [BIG RESULTS], this [NURTURE OFFER NAME] is really the quickest and simplest way of starting the process.

Me and you, on the phone, finding a way forward to [PROBLEM].

Click here to take the first step.

There are only [NUMBER] of quick questions to answer and your replies really help me understand your situation so we can make full use of our call together.

There is no charge for this call. Nor is there any obligation to take things any further.

Thank you and look forward to speaking soon,

[YOUR NAME & EMAIL SIGN OFF]