

INSTANT SALES



A COLLECTION OF CASH-
GENERATING EMAILS

Disclaimer: The information contained herein is general in nature and for informative purposes only. It is based on the author's personal experience. The author assumes no responsibility whatsoever, under any circumstances, for any actions taken as a result of the information contained herein.

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LET'S GET YOUR SALES POPPIN'

Congratulations on your decision to purchase **Instant Sales (Emails)**. You have made a smart investment in your business. Here's why ...

Instant Sales (Emails) is a collection of the best emails I've used in my business – ones that have produced the best response and injected five-figure sales for my online offerings -- and I'm handing them over to you.

Email marketing carries a return on investment of 42:1. This means, businesses generate \$42 for every \$1 spent. But you'll only achieve these heavenly results if you sent great emails to people who are willing, able and ready to invest in your products and services.

Now, assuming you're talking to the right people, **Instant Sales (Emails)** takes the hard work out of writing emails and significantly increases your chances of hitting that dreamy ROI.

Real talk ... **Instant Sales (Emails)** is the next best thing to having a copywriter craft all your emails for you ... without the cost (that is unless you hire Word Stylistz where we deliver quality, budget-friendly writing solutions tailored to your voice and audience).

How To Use Instant Sales (Emails)

I've segmented the emails into categories so you can easily find your starting point. For example, if you sell tangible products, skip straight to the Products section where you'll find templates you can use for any type of flash sale – be it for smokin' hot summer sales or other times of the year.

Simply choose a sequence template and tweak it to fit your needs.

Now, I suggest you don't copy each email verbatim because it's important to infuse your company's personality to everything you send out.

Does It Work?

Check out what the Internet streets say about our copywriting skillz ...



Tanisha Lyons-Porter  recommends Apryl Beverly.



Yesterday at 11:48 AM · 

Absolutely perfect. Give the writing team a round of high fives from Los Angeles, CA. The copywriter on my order embodied my voice and I cant wait until your full service offerings launch. Yaaaaaaaas! *bows down



Bree Cee reviewed Apryl Beverly — 



October 5 at 9:36 AM · 

I don't normally leave reviews on Facebook...but Apryl Beverly KNOWS how to take the ideas out of your head and make them POP!

I've ordered her Shots Fired book, taken a course with her in the past and just received my Facebook Ad order today and every time I am more than happy with the results. If you're looking for a copywriter that understands YOU...look no further. Apryl is your girl!!!

I'm stopping by to let you know you did it - AGAIN! What you ask? Here's the tea... My Retreat - Winter 2018 is on November 2-4. I sent a teaser email to my community on Tuesday, September 18th using what I learned from you. That teaser email's open rate was 83.5%. Let me say that again - 83.5%. 🤩

Doors to my Retreat opened that Friday, September 21st at midnight. My house was fully booked by 8:46am the same day.

Apryl Beverly, you are a brilliant writer, extraordinary teacher and mentor like no other. You're changing the face of e-commerce leadership and making space for more blackgirlmagic. Thank you for clearing a path for your sistas to rise. 💛

[Apryl], I remember you sharing some challenges that came up around launching WordStylistz, so I needed you to know how much your work, your brilliance and your genius is very much needed in this world. "A man's gift maketh room for him, and bringeth him before great men." {Proverbs 18:16} He promised you that. XOXO



Rhonda L. Moore reviewed Apryl Beverly — 5★

25 mins · 🌐



Ok, Miss Apryl knows how to slay them words! She will make a potential client want to purchase from you because she makes the words leap off the page and captures your attention. Apryl also makes you feel like you are sitting around the table just shooting the breeze. She is a Word MASTER! If you have been looking for someone to write copy for you; You might as well stop looking right now, Apryl is the REAL MVP!

It's worked for them, it's worked for my six-figure business and it will work for you.

Now, let's get this thang started. Engage your audience through email and watch your customer base and profits grow.

Much love + gratitude,

Apryl B.

P.S. Want CUSTOM emails written specifically for your audience? Get them here: <https://wordstylistz.com/product/custom-email-sequences/>.

ABOUT THE INSTANT SALES EMAIL SEQUENCE

Before we dig into the fill-in-the-blank emails, please allow me to break down each core email in the sequence so you know the why and what before you hit send.

Announcement Email

Of all the emails you'll send, you may think the announcement email is least important. But that's all wrong.

You see, this is the MOST important email of your flash sale series because it sets the foundation of excitement and expectation for your subscribers. That's why you gotta get this one right – from the start.

The following flash sale email sequence will help you announce your offer and build anticipation among your readers.

Now, here are a few points to note:

- **Skip the Pics.** Yes, branding is important, but in this email, you want all eyeballs on your message only. Images can distract from your message and also get your email tangled in the evil web of spam. So skip the pics and focus on the message in this first email.
- **Stay Short.** Keep your content short and sweet so you intrigue without the fluff and keep your readers dying to find out more.
- **Stay on Point.** Be clear and straightforward about why you're writing and how what you're offering is going to rock their world or business.
- **Set the Expectation.** Be sure to connect every email to the next by setting expectations on when your reader will hear from you again. This way, you'll teach them to expect your emails to be filled with valuable content and offers.

Reveal Email

If your Announcement Email followed the core steps, your subscribers can't wait to open your Reveal Email. Here, you'll spill the tea and make an offer your audience can't help but say YESSS to.

Now, there's several psychology triggers that go into sales emails, but the most critical one for flash sales is URGENCY. Urgency sets a time limit on an offer, and in doing so, pushes readers to make a fast decision. And because we all suffer from FOMO (fear of missing out), we're likely to buy instead of do nothing and watch the awesome offer vanish.

FOMO Email

This email introduces your audience to people who have achieved success with your services or who love your products. The core point of this email is to create a sense of FOMO so your readers are excited about being a part of the community that uses your services or the "cool kids" who rock your products.

Make sure the people you highlight are relatable in that your audience can feel connected to their story and see themselves in the success stories you share from your clients or customers.

"Last Call" Email

I get it – you're worried that people will unsubscribe from your email list if you send out too many promotional emails. It's a fair fear to have, but here's what I want you to know:

The RIGHT readers – those who are able, willing and ready to buy – are actually happy to hear from you. I've received thank you messages for last-call reminders because my reader would've missed out had she not received that "final call" email.

You see, the biggest reason for sending out a series of emails for your flash sale is that people typically won't buy from the first email. They'll ponder it. They'll forget about it. They'll wait, knowing another email is coming ...

That's why most of your sales will come the last day or final hours of your flash sale. Now, if you only sent one email, how many sales might you miss out on?

Abandoned Cart Email

Online shoppers are savvy and easily distracted, which is why only about 30% of your customers actually follow through with a purchase.

By the way, abandoned cart simply refers to the people who place products and services in their online shopping cart and then peace out before whipping out their credit card and closing the sale.

Abandoned cart emails are intended to remind shoppers about your product or service so they're excited about going back to finish the purchase.

Now, this works best when the email is sent immediately. For example, I use ThriveCart payment processor which gives me an option to send abandoned cart emails to people within a few hours of them leaving items in their cart.

At this stage of the buying process, you'll have a 40% chance of having your email read. Adding an abandoned cart email to your flash sale email series will help close any gaps in your sales process and boost revenue for your business.

Alright, let's get to these Instant Sales Emails!

ONLINE SERVICES/DIGITAL PRODUCTS EMAIL TEMPLATES

[EMAIL #1 – ANNOUNCEMENT – DAY 1 – SEND 1-2 DAYS BEFORE SALE STARTS]

Subject Line: BIG announcement ...

Hey [First Name],

[Insert Your First Name] here with a BIG announcement I know you'll love!

OMG, I'm super excited ... you ready to hear the news?

Okay, okay ... here it goes.

This Friday, I'm offering an incredibly awesome somethin' somethin' to give you

It's also at an insane price, just for you. Think: less than [\$ price].

Honestly, it's worth way more – it's something I've offered for my highly successful private clients for years – but because it's my zone of genius and I want to help more people [the big thing you help people with – be specific i.e., make six figures without sacrificing their family time] ...

I'm making THIS as accessible as possible.

Oh and it'll also be a no-brainer for you to get in on this because I want to support you, guide you and, most of all, see you WIN.

So I won't spoil it today. But keep your eyes on your inbox because you do NOT want to miss this ... trust me.

It's coming Friday.

Talk tomorrow,

[insert closing]

[EMAIL #2 – REVEAL – DAY 2/3]

Subject Line: Here's the BEST email you'll open today ...

Hey [First Name],

The time is here! I'm sooo excited to reveal my BIG announcement ...

You ready for the incredible life-changing news?

Okay, here we go:

I'm officially [rolling out the red carpet/opening the doors/serving up all my best tips on a platinum platter ...] RIGHT NOW. That means YOU will be able to [insert life-changing thing they'll be able to do with your offer].

Here's a whiff of what you'll get when you get in on this special deal:

[Insert bulleted list of top 5 to 7 core features and benefits]

PLUS, the sweet cherry on top is you get EVERYTHING – and I mean everything for the insane price of \$[insert price] when you go here [insert link] and use the special code below:

[insert code]

Now, here's the thing:

A deal like this can't last forever. So you have until [insert expiration date] to hop off the fence and into a life and business you love.

Just imagine how much you could [insert major dream or vision i.e., grow your business/change your life] using [your offer promise i.e., video marketing that sells your products and services on autopilot, without you always needing to be online or meeting with prospects]!

Welp, if you're serious about doing that, THIS is your chance to get the guidance you need to do – all without emptying your bank account.

I'll be back tomorrow to tell you more about the [masterclass, course ...] and to introduce you to someone who started out just like you and is now [big goal your audience wants to achieve i.e., making multiple six figures all while still having time to volunteer at her daughter's school twice a week].

Trust me, hearing her/his story is going to have your jaw dropped, mouth wide open and change everything you thought you know about [your offer i.e., video marketing].

Talk tomorrow,

[insert closing]

P.S. You'll never again see me offer this program at such an insanely low price. PLUS, because nothing like this exists in the marketplace, you won't be able to get this information delivered in this way anywhere else. So, if you're struggling with [insert primary struggle], then don't wait on this => [insert link].

[EMAIL #3 – FOMO – DAY 3/4 – SEND IN THE A.M.]

Subject Line: [Insert Relatable First Name] did it. Will you?

Hey [First Name],

Today, I want you to meet “[Insert Relatable Name of Client].” [Name] is [insert description that would make her/him relatable to your audience].

Yep, [Name] is living the dream ... well almost.

You see, she has a secret. A secret that’s keeping her from [losing weight, having the business of her dream ...].

And you’re likely keeping the same secret, too.

What’s the secret?

[Name] is afraid to say YES to success.

Let me explain:

[Name] has no problem [insert things she/he is doing that is preventing him/her from achieving his/her goals].

But when presented with an opportunity that can catapult her/him into her/his best life, she/he comes up with a million excuses ... excuses you’ve likely used yourself:

[List 3 top excuses prospect uses for not achieving his/her big goal]

And the list goes on and on.

Now, here’s what I helped [Name] do ...

[Detail his/her transformation as a result of your course, class, program ...]

And that’s the type of life-/business-changing transformation I envision for you.

Because sometimes, a strategic plan and a few loving kicks in the behind are all you need to achieve your goals. I’m here to help you get the life/business you crave.

[Name] did it with my guidance. And now it's your turn.

Your transformation starts here:

[insert link]

See ya inside,

[insert closing]

P.S. Your chance to get in this incredible deal ends [insert date and time deal expires]. No extensions – once it's gone ... it's gone for good.

[EMAIL #4 – LAST CALL – DAY 3/4 – SEND IN THE P.M.]

Subject Line: last 6 hours to get [insert offer name] at this price

Hey [First Name],

Heads up that in exactly 6 hours, I'm pulling the lowest price EVER for [insert program name].

Those who join in the next 6 hours get to lock in this insanely low price forever, those who don't will pay way more for the same thing.

The [insert name of offer] is the ONLY [masterclass/course/book ...] of its kind that focuses on using [insert offer promise i.e. video marketing to skyrocket revenue without running a single ad].

It's the ONLY place you'll get the support, guidance and fluff-free strategies you need to make BIG things happen in your business, and ultimately, your life.

So, if you're tired of watching from the sidelines as mediocre people win with subpar services, then this is it.

If you're tired of [insert struggle #2], then this is it.

And if you're SICK and TIRED of [insert big struggle], then dang on it ... this is it!

You see, you don't have to do it scared or alone anymore ... not when you join us for [insert program name].

Ready to ditch the fear and do it BIG?

Go here now:

[insert link]

See ya inside,

[insert closing]

[EMAIL #5 – LAST CALL – DAY 3/4 – SEND 2 HOURS BEFORE EXPIRATION]

Subject Line: [Name of Sale/Offer] [ends/expires] in 2 HOURS

Hey [First Name],

Welp, this is your 2-hour warning and in the words of Michael Jackson, “this is it ...”

This is the last email you’ll get about the best [Summer Sale or other time of year] deal ever – pinky promise!

And I’m only sending this one because I saw that you checked in on the previous emails, but you must’ve got distracted by cat videos, kids screaming your name a million times or one of those Kim Kardashian memes because we don’t have your name on the buyer list for this insane deal.

Just as a reminder when you register, you’ll get access to ...

[Insert bulleted list of top 5 to 7 core features and benefits]

Now, it’s tough to put a price tag on all this goodness, but if I had to price the value of it all, I’d say \$[insert valued price]. And as you can see, I’m being pretty generous with that amount.

Anyways, you can get the deal right now for the next 2 hours for only [XX].

Here’s the thing:

I’m not the pushy type so I’d never drag you kicking and screaming into this program.

You have to want it.

But, if you’re waiting until next time ...

If you’re unsure this will work ...

If you’re stuck trying to pretty up your product offering so it's absolutely “perfect” ...

I invite you to step out on faith and see what could happen when you take a risk.

Invest in yourself. This is your chance to move outside your corner of the world and serve the masses.

Whether you join or not – I got nothing but love for you and I appreciate you for saving a very special place in your inbox just for me.

Here's to changing the world!

[insert closing]

[EMAIL #0 – ABANDONED CART – SEND WITHIN 3 HOURS OF THE INCOMPLETE PURCHASE]

Subject Line: Teleporting you back to the happy place in 3-2-1 ...

Hey [First Name],

Awww shucks, I'm forgetful too. It's all good. But let's look on the bright side ... you have something inside your cart that's going to transform your business/life for the better.

So, please allow me to teleport you back over to the “happy place” so you can claim your [seat/spot] for [insert name of program].

We're teleporting in 3-2-1...

Click now => [insert link]

Now, I already know you (and your bank account) will love the [insert program name] (especially at that sweet deal), so you can't just go around leaving all this awesomeness for someone else to cash in on.

Now, here's your code [insert code].

Here's your shopping cart: [insert link]

Now, let's go.

See ya inside,

[insert closing]

ECOMMERCE SALES EMAILS TEMPLATES

[EMAIL #1 – ANNOUNCEMENT – DAY 1 – SEND 1-2 DAYS BEFORE THE START OF YOUR SALE]

Subject Line: Bet’cha this will be the BEST email you open today

Hey [First Name],

Yesss, high fives for reaching forth your fingers and clicking on the BEST email in your inbox today. Now, because we know your inbox is a crowded place, we’re going to keep this short and sweet ...

I hear Target, Walmart, Amazon and department stores are dropping major sales, but the one thing you’ll get from us that you’ll never get from them is ...

DIFFERENT.

Now, don’t take that as “hate” because I applaud what the big-box stores do ... it’s just not our style. You see, we cater to a more sophisticated shopper ...

Someone who doesn’t eat the same thing for breakfast every day.

Someone who hates the side part hairstyle.

And someone who appreciates DIFFERENT.

Now, if that sounds like you, here’s something that’ll make you go crazy. Not in a bad way, but in a purple suit, with a lace collar and high-heel boots kind of way.

I’ll be back tomorrow with the details on this insane sale, but in the meantime, go ahead and browse the store [link to store], make your wish list and come back to your email tomorrow for a deal so incredible it’ll turn your wish list into your purchased list!

[EMAIL #2 – REVEAL – DAY 2/3]

Subject Line: [Name of Sale/Offer] Let's go crazy ...

Hey [First Name],

I'm baaaack! Now, in the words of late-great Prince, "let's go crazy ..."

Grab your wish list, copy/paste this coupon code: [COUPON CODE HERE] and run on over to [insert link] to unlock your exclusive savings on whatever you buy this weekend from us.

Enjoy,

[insert closing]

P.S. Don't forget to use the coupon code I gave you yesterday: [insert coupon code]. You only have a couple more days before your savings disappear. Shop now => [insert store link].

[EMAIL #3 – FOMO – DAY 3/4 – SEND IN THE A.M.]

Subject Line: Are you REALLY gonna miss this?

Hey [First Name],

A couple of days ago, I gave you a special coupon code to devour this weekend.

Have you used it yet?

If not, you wanna grab it now and here's why:

48 hours have already passed, leaving you with just a few more days to browse our wide selection of [insert what you sell] and choose something that complements your unique flava.

And with so much to choose from, trust me you'll need some time to get through this "candy store" of goodness.

So, let's not waste any more time. Here's what you wanna do today:

1. Click here [insert store link] to get teleported over to the store.
2. Add some products to your cart.
3. Enter your exclusive coupon code: [INSERT CODE]
4. And voila – watch your prices drop it low.

Remember, your special code gives you an incredible savings on anything you purchase until [day the sale expires].

Now, you'll never again see prices this low, so best to check out the store now so you don't miss out.

[insert closing]

[EMAIL #4 – LAST CALL – DAY 3/4 – SEND IN THE P.M.]

Subject Line: OMG, I can just see you in THIS ...

Hi [First Name],

You are holding the golden ticket.

Let me explain:

If you're the bold, stylish diva I think you are, you're going to love these products:

[List a few product names – about 5 to 7 to entice reader to check out the store]

We have soooo much to choose from that you just gotta grab your coupon code [insert code] and come see for yourself:

[insert store link]

See ya inside the store,

[insert closing]

[EMAIL #5 – LAST CALL – DAY 3/4 – SEND 2 HOURS BEFORE EXPIRATION]

Subject Line: [Name of Sale/Offer] ends in 2 HOURS

Well, [First Name], this is your 2-hour warning before your special offer disappears like Cinderella’s glass slipper at the end of the ball.

This is the last email you’ll get about the best [Summer Sale or other time of year] deal ever – pinky promise!

And I’m only sending this one because I saw that you checked in on the previous emails, but you must’ve got distracted by cat videos, kids screaming your name a million times or one of those videos of kids doing the Turkey Wobble, Wobble dance because we don’t have you down as getting in on this insane deal ... yet.

Just as a reminder, [insert code] unlocks special savings exclusively for you for the next 2 hours.

Now, I’m not the pushy type so I’d never drag you kicking and screaming buying my high-quality products. I know you’d look awesome in everything we have, but you have to believe that just as much as I do.

Claim your special offer here:

[insert store link]

See ya inside the store!

[insert closing]

P.S. Remember your exclusive coupon code gives you XX% off your purchase and it expires in just 2 HOURS.

[EMAIL #0 – ABANDONED CART – SEND WITHIN 3 HOURS OF THE INCOMPLETE PURCHASE]

Subject Line: Seems like there's a problem with your order

Hey [First Name],

Awww shucks, we noticed you didn't process your order. Now, we're guessing something awfully important came up that made you leave all this valuable stuff just sitting in your cart unattended.

But it's cool – we understand which is why we're here to teleport you back to the happy page – the place where you turn your wish list into the purchased list. #Yay

Teleporting you in 3-2-1 ...

Click here now:

[insert link]

We've reserved your entire order. All you have to do now is grab your coupon code [insert code] and go here [insert link].

See ya inside the store!

[insert closing]

MEET YOUR MILLION-DOLLAR WORD STYLIST

I'm Apryl Beverly, The Million-Dollar Word Stylist and president of BAAB Writing and Marketing Services LLC. I'm most known for crafting compelling copy that has generated over \$11 million in revenue for B2B solo entrepreneurs, small businesses and some of the country's largest brands.



I am also the creative mind behind the wildly popular [CopyCloset](#) membership and the founder of [Word Stylistz™](#).

And I'm thrilled to say that, based on worldwide market research, Word Stylistz is the first woman-owned flat rate copywriting service agency catering to the unique needs of small business owners and entrepreneurs who serve multicultural audiences.

I have a unique “tell-it-like-it-is” writing style that has earned me a variety of awards and recognitions including hitting the Amazon Best Seller's List in 3 categories just 24 hours after releasing my first book, [Shots Fired! How to Write Copy that Pierces Hearts \(And Opens Wallets\)](#).

I have 18 years of copywriting and marketing communications experience. I earned a bachelor's degree in journalism from The Ohio State University and an MBA in marketing from the University of Phoenix.

More than half my life has been spent banging on the keyboard and I am honored to flood your business with engaging, personality-infused copy that attracts fat stacks of leads and makes your bank account sing.