



## [EMAIL MARKETING – SERVICE PROVIDER 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.



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.

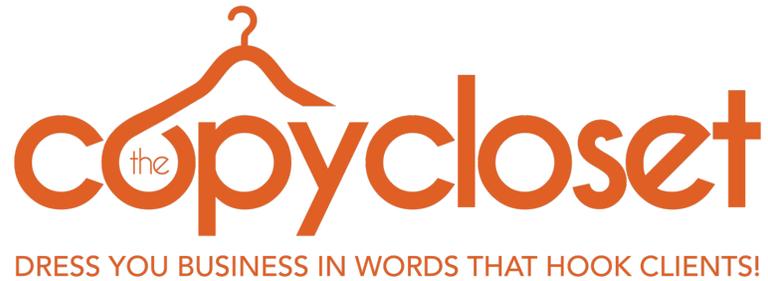
This Friday, I'm offering an incredibly awesome somethin' somethin' to give you

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: It's FRIDAY ... 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.



DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!

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 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.***



DRESS YOU BUSINESS IN WORDS THAT HOOK CLIENTS!



**[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: Black Friday Deal ends 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 Black Friday 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 [\$\$\$].

Here's the thing:

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

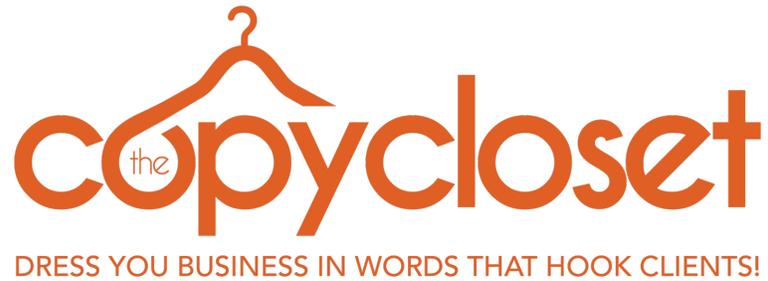
You have to want it.

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 back to the happy place in 3-2-1 ...**

Hey [First Name],

Awwww 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]