# Goals:

* Sell a product/service

# Should have:

* Product/service to sell
* A competitor
* A clearly defined problem that your product/service “solves”
* A list of features, advantages, and benefits your product/service offers
* Lead magnet

# How to use:

* This series is used to sell a product/service.
* It can be used as an initial email series to sell a “cheaper” product (initial offer, tripwire, self liquidating offer).
* It can be used whenever you’d like to try and sell any other product/service.
  + For example, you launch a new product and you’d like to sell it to your list - use this script.
  + Another example, this series can be emails 9, 10, and 11 (or wherever) in your current series to sell a product. Recommend to “wrap” this series in “helpful” emails as these are obviously “sales” emails.
* Reply to all responses in a timely manner!

# Note:

* The first email of nearly every script assumes you’re going to be delivering a lead magnet first. If you’re using this series after a lead magnet has already been delivered, simply delete the “lead magnet portion” of the first email. And, of course, use the corresponding subject line.

Email #1

# Timeframe:

* Immediately or a couple hours after subscribed (if using concurrent email series)

# Subject lines:

* Per your request: [lead magnet]
* Here’s your download
* As you requested … [lead magnet]
* You’ll be amazed!
* By the numbers
* What is this?

# Content:

Hi [name]!

If you did not collect the name, use “Hi!” or any other saying that means “hello”.

I deliver upon my promises. **Please Click here to download your copy of [lead magnet name]!**

You know what’s really cool?

All the things [product/service name] can do / has / consists of!

Here’s a short list … *and* of course there’s a LOT more; however, inboxes can only hold so much ;)

1. [Biggest feature]

2. [2nd biggest feature]

3. [3rd biggest feature]

Remember, features are distinctive attributes or facts. For example,

* Holds 1,000 songs
* 8 hour battery life
* 3.5 hours of video tutorials
* Made with handwoven bamboo
* Made in America

All of these awesome features combined result in a pretty amazing product … if I do say so myself!

**Click here to see more awesome features** [link to product’s sales page]

I’m excited for you!

[your name]

[<http://yoursite.com>]

Email #2

# Timeframe:

* 24 hours after Email #1

# Subject lines:

* Why we win
* Round 3. FIGHT!
* Tell us, what’s easier?

# Content:

[name].

Real talk.

We have some competition when it comes to [product/service name].

Competition is good. It breeds creativity and … most importantly … better results for you!

Right now, our #1 competitor is [name of #1 competitor].

Note: If you don’t have a true “competitor” … “fight” the status quo.

This is why we’re better:

1. [Reason #1 why you’re better]

2. [Reason #2 why you’re better]

3. [Reason #3 why you’re better]

For more reasons we’re better and to get started, you’ll want to …

**Click Here for more reasons why we have what you need!** [link to sales page]

Whew, what a fight!

[your name]

[<http://yoursite.com>]

Email #3

# Timeframe:

* 24 hours after Email #2

# Subject lines:

* Achievement Unlocked!
* This is the shortcut
* 3 ways to [solve whatever problem your product/service solves]

# Content:

[name]!!

I know exactly what you’ve been waiting for … a *precise* list of “what we’re going to do for you.”

So, here it is:

1. Benefit #1

2. Benefit #2

3. Benefit #3

Remember! There is a difference between “benefits” and “features”. List the BENEFITS to the end user.

* ie. Get more ladies with X
* Get more sales with X
* Don’t be alone on X holiday with Y
* Never worry about your battery dying during the day
* Every time you wear a bamboo dress, you’re saving a tree!
* etc, etc, etc.
* BENEFITS!!!!

**⇒ Click Here to get more information about [product/service]** [link to your sales page]

I look forward to working with you and … I’ll talk to you later!

[your name]

[<http://yoursite.com>]