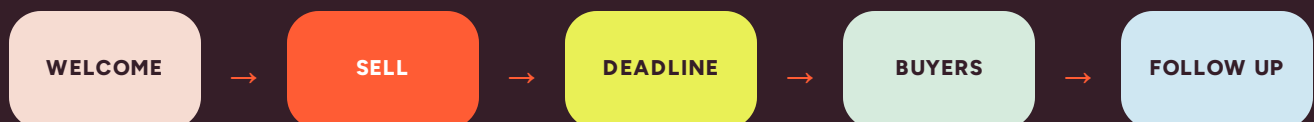


From Welcome *to* *Sale*

The email sequence library. Eight plug-in sequences, 36 emails and a collab opener that take people from joining your list to buying, then buying again.

8 SEQUENCES · 36 EMAILS + COLLAB OPENER



START HERE

Every email you need, *in the order you need it.*

This is the library. Every sequence in it is plug-and-play: a template with the blanks highlighted **[like this]**, three subject lines, preview text, tips, and then Maya's version so you can see it filled in.

Not sure which ones you need? Open the Email Funnel Builder app. Answer six questions and it tells you exactly which sequences to use, in what order, and which email in here to grab for each step.

Copying into your email platform? Use the From Welcome to Sale Word doc. Copying out of a PDF is a special kind of misery.

Inside (click to jump):

- | | | |
|-------|---------------------------------|--|
| 01 | New Subscriber Sequence | 7 emails + collab opener · Days 0 to 10 |
| <hr/> | | |
| 02 | Sales Sequence | 5 emails · Days 1 to 7 |
| <hr/> | | |
| 03 | Deadline Ending | 4 emails · The last 48 hours |
| <hr/> | | |
| 04 | Mini Launch | 3 emails · 5 days |
| <hr/> | | |
| 05 | After-Purchase Sequence | 3 emails · Days 0 to 7 after they buy |
| <hr/> | | |
| 06 | Clicked-But-Didn't-Buy Sequence | 3 emails · Starts 24 hours after a click |
| <hr/> | | |
| 07 | Re-engagement Sequence | 5 emails · About 11 days |
| <hr/> | | |
| 08 | Evergreen Sales Sequence | 5 emails · Days 0 to 4, for each person |
| <hr/> | | |

MEET YOUR EXAMPLE

This is Maya. *She's made up.*

Maya sells **The Calm Money Planner**, a \$37 printable budget planner for busy families. Her freebie is the **No-Spend Weekend Kit** and her new subscriber is Jess. Her favorite collab partner is Priya, who runs a meal-prep newsletter.

Later on she launches a second product, **The Debt Payoff Sprint**, a \$19 workbook, so you can see how one business uses every sequence in here.

Swap in your own stuff. Maya won't mind, she's busy checking her account.

Before you start any sequence, grab these:

- ☐ Your freebie's name and download link
- ☐ Your offer's name, price and sales page link
- ☐ One moment from your story when things were going wrong
- ☐ One quick win you can teach in under 10 minutes
- ☐ One customer result (or your own before and after)

SEQUENCE 01 OF 08 · 7 EMAILS + COLLAB OPENER · DAYS 0 TO 10

The New Subscriber Sequence

Use it when: Use it for every new subscriber, from the second they grab your freebie. It's the one sequence everybody needs.

How it works: The first two help them get to know you, and the last two ask for the sale. Subscribers who arrive through a partner get the collab opener instead of Email 1.

Email	Send	Its job	Link goes to
01	Day 0	Deliver the freebie	The freebie download
02	Day 1	Introduce yourself	Optional: your best blog post or free resource
03	Day 3	Give them a quick win	Optional: a blog post or resource that goes deeper
04	Day 5	Shift a belief	Nothing needed
05	Day 7	Show proof	A soft link to your offer in the P
06	Day 8	Introduce the offer	Your sales page or checkout
07	Day 10	Answer the big doubt	Your sales page or checkout
01B	Day 0	Collab opener (swap in for Email 1)	Freebie download

Remember: Make sure buying tags them as a customer and pulls them out, so nobody gets pitched something they already own.

NEW SUBSCRIBER SEQUENCE · EMAIL 01 OF 07

FREEBIE

DAY 0 · SEND INSTANTLY

Deliver the freebie

Its job: Get the freebie into their hands while they still remember signing up, and tell them you'll be back tomorrow.

PICK A SUBJECT LINE

- ✉ Here's your [freebie name] 🎁
- ✉ [First name], your [freebie name] is here
- ✉ Your download (as promised)

PREVIEW TEXT

Grab it now, then read the one thing I'd do first.

THE EMAIL

Hi [first name],

Here's your [freebie name]!

[Download it here →](#)

Quick tip before you dive in: start with [the one page or step to start with]. It takes about [X minutes] and it's the bit that [the fast result they get].

A little about me so I'm not a random stranger in your inbox: I'm [your name], and I help [who you help] [get what result].

Tomorrow I'll send you [what's coming next, e.g. the story of how I got started]. Keep an eye out for it.

(Gmail sometimes tucks me into the Promotions tab. Drag this email into Primary and you won't miss the good stuff.)

Talk soon,

[Your name]

P.S. If the link plays dead on you, hit reply and I'll send it straight over.

LINKS GO TO

The freebie download. One link, nothing else to click.

Make it *yours*

Send it instantly. Not in an hour. They're sitting there refreshing their inbox right now.

Put the link near the top.

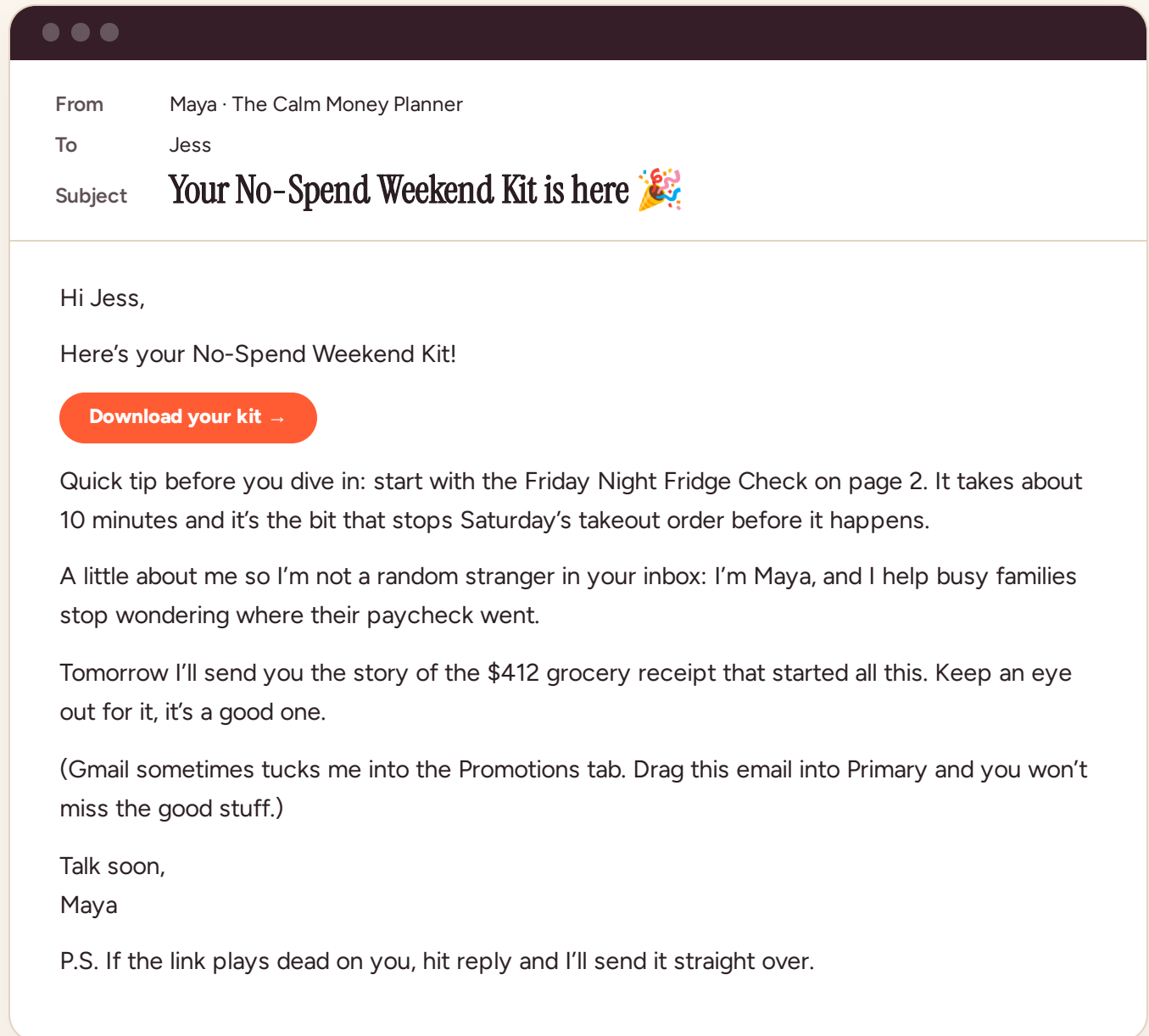
Nobody should have to scroll to find the thing they came for.

Keep it short. The download is the star of this email. You're the opening act.

NEW SUBSCRIBER SEQUENCE · EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Introduce yourself

Its job: Turn a stranger who grabbed a freebie into someone who knows who you are and wants your next email.

PICK A SUBJECT LINE

☒ The [specific thing] that started all this

☒ I wasn't always [good at the thing you teach]

☒ Can I tell you something embarrassing?

PREVIEW TEXT

And why I'm the last person who should be teaching this.

THE EMAIL

Hi [first name],

[Open in the middle of a moment. Drop them straight into a scene, e.g. It was a Tuesday night, and I was standing in my kitchen holding a grocery receipt for \$412.]

[What was going wrong back then. Be specific. Details beat adjectives every time.]

[The turning point. What you figured out, tried or changed.]

[Where you are now. Keep it real, nobody trusts a story where you end up perfect.]

That's why I do what I do. I help [who you help] [get what result] without [the thing they're dreading].

Here's what to expect from me: [how often you email] with [what your emails are about]. [One honest promise, e.g. No lectures.]

Now I want to hear from you. Hit reply and tell me: [one easy question about their problem]?

(Yes, a real human reads these. Me. Usually with cold coffee.)

[Your name]

P.S. [Optional: Want a head start? My most popular post is (title).]

[Read it here →](#)

LINKS GO TO

Optional: your best blog post or free resource. Or no link at all, just the reply question.

Make it *yours*

Start mid-scene. Skip the "My name is... and I've always been passionate about..." opener. Nobody's passionate. We're tired.

The reply question pulls double duty. Every reply tells Gmail you're someone they want to hear from, so more of your emails land in the inbox.

Make the question easy. Something they can answer in one line on their phone while waiting for the microwave.

NEW SUBSCRIBER SEQUENCE · EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.

From Maya · The Calm Money Planner
To Jess
Subject **The \$412 grocery receipt that started all this**

Hi Jess,

It was a Tuesday night, and I was standing in my kitchen holding a grocery receipt for \$412.

That was one week of groceries for a family of four, and I couldn't name a single meal we'd made.

Back then I checked my bank account with one eye closed. I had budgeting apps on my phone and I'd opened each of them exactly once.

The turning point wasn't a fancy spreadsheet. It was one boring Sunday when I wrote every bill on a single sheet of paper and stuck it on the fridge. Seeing it all in one place did something the apps never did.

We still order pizza (I'm not a monk), but now I know where the money goes, and we've paid off \$8,640 of credit card debt.

That's why I do what I do. I help busy families get a grip on their money without giving up every little thing they love.

Here's what to expect from me: one email a week, sometimes two, with simple money stuff you can use the same day. No lectures.

Now I want to hear from you. Hit reply and tell me: what's the one expense that always sneaks up on you?

(Yes, a real human reads these. Me. Usually with cold coffee.)

Maya

Give them a quick win

Its job: Hand them one small, fast result so they learn your stuff works before you ever ask them to pay for it.

PICK A SUBJECT LINE

- ☒ Try this today (takes [X] minutes)
- ☒ The [X]-minute fix for [problem]
- ☒ Steal this

PREVIEW TEXT

One tiny thing that makes [result] way easier.

THE EMAIL

Hi [first name],

Quick one today, because I want you to get a win before [the weekend / the end of the day].

[Name the small, annoying problem they have right now. One or two lines.]

Here's the fix:

1. [Step one]
2. [Step two]
3. [Step three, and stop at five steps max]

That's it. It takes about [X minutes] and you'll [what changes right away].

[One line on why this works, or what most people do instead.]

Try it and hit reply to tell me [how it went / what you found]. I love hearing these.

[Your name]

P.S. [Optional: Want to go deeper? Here's my post on (topic).]

[Read it here →](#)

LINKS GO TO

Optional: a blog post or resource that goes deeper. Or nothing.

Make it *yours*

Under 10 minutes. A small win they finish beats a big one they bookmark and never open again.

Don't teach everything.

Your freebie fixed one problem. This fixes the next tiny one.

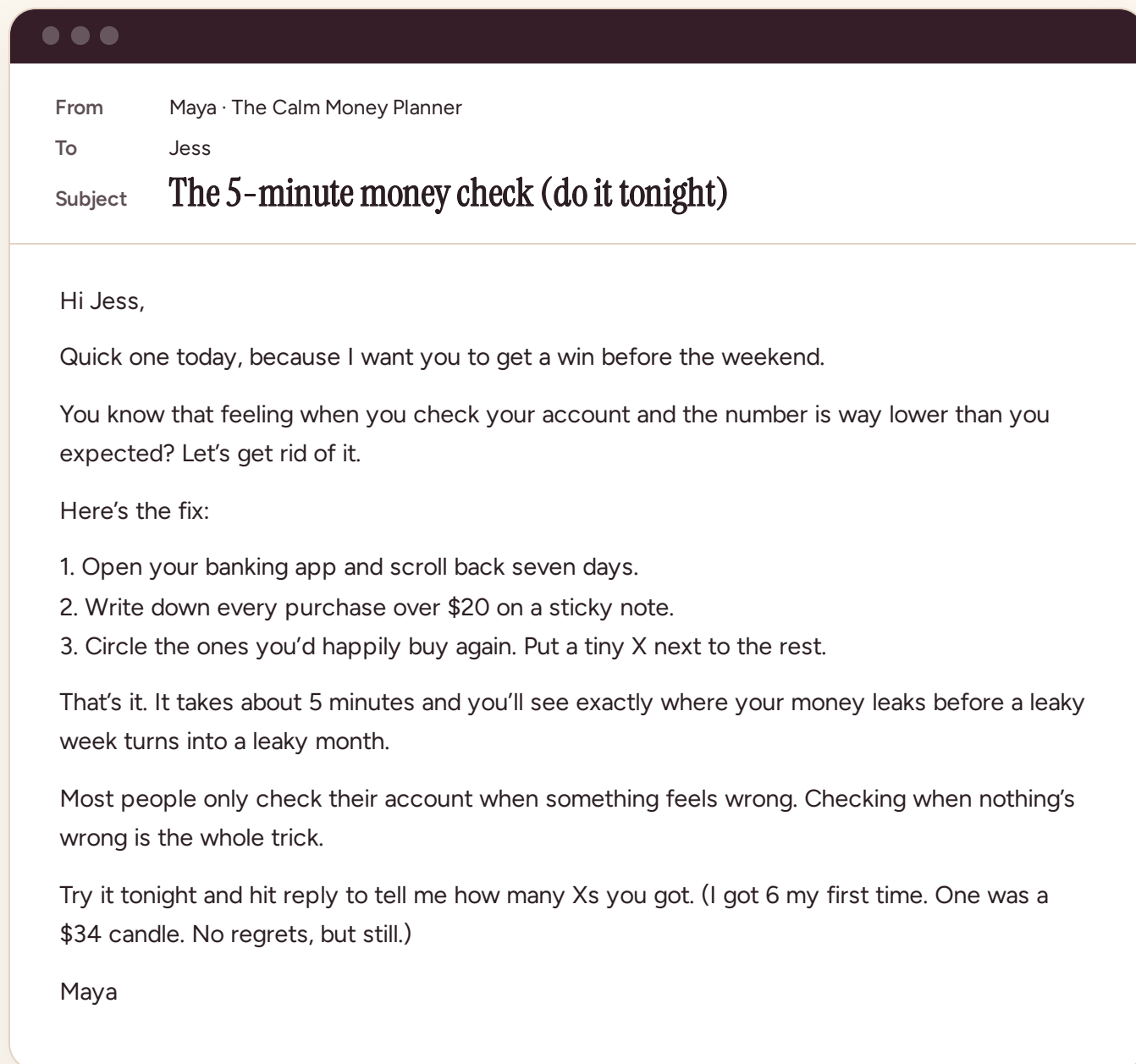
Make it doable from the couch.

If it needs a printer, a whiteboard and a free afternoon, pick something else.

NEW SUBSCRIBER SEQUENCE · EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Shift a belief

Its job: Knock over the belief that's quietly standing between them and the result, so your offer makes sense when it shows up.

PICK A SUBJECT LINE

- ☒ You don't need [thing they think they need]
- ☒ The [topic] myth I believed for [X] years
- ☒ What if [belief] is wrong?

PREVIEW TEXT

I believed this for way too long.

THE EMAIL

Hi [first name],

For a long time I believed [the belief your reader has, in their words].

[Why it made sense to believe it. Be kind here, they still believe it.]

[What happened because you believed it. The stuck part.]

Then [the moment or story that proved it wrong].

That's when it clicked. [What actually turned out to be true.]

So if you've been telling yourself [the belief], here's the thing: [the new belief, said plainly].

[One line on what becomes possible once they believe the new thing.]

[Your name]

LINKS GO TO

Nothing needed. Let the story do the work.

Make it *yours*

Finding the belief: ask yourself what excuse they'd give for not buying. That excuse is this email.

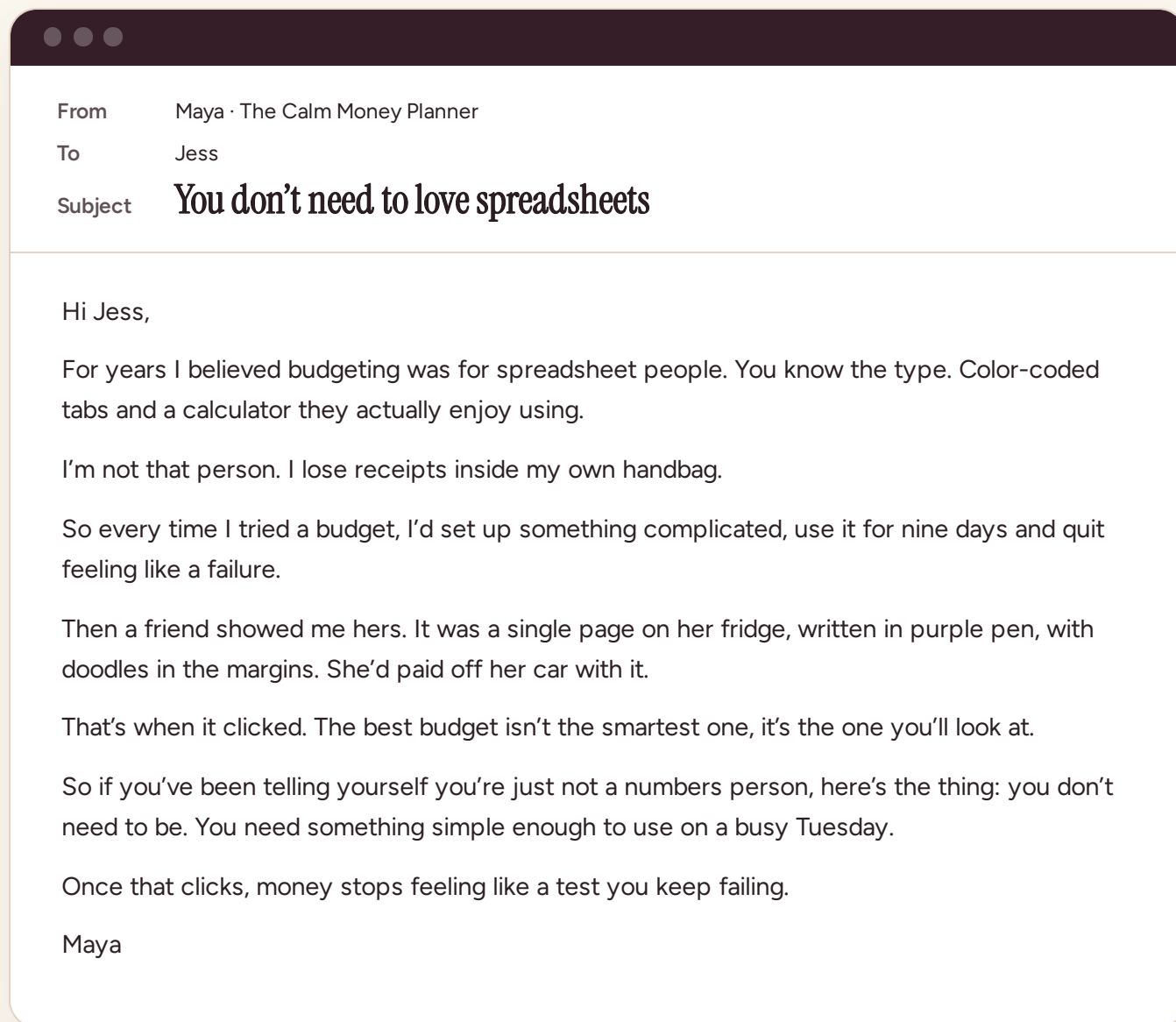
Don't make them feel dumb. You believed it too. Say so.

One belief per email. Got more? Save them for your regular emails. They make great ones.

NEW SUBSCRIBER SEQUENCE · EMAIL 04 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Show proof

Its job: Show them somebody like them got the result, then give your offer a light mention in the P.S.

PICK A SUBJECT LINE

- ☒ How [name] went from [before] to [after]
- ☒ She thought it wouldn't work for her
- ☒ [Specific result, e.g. \$1,206 in 30 days]

PREVIEW TEXT

And she started exactly where you are.

THE EMAIL

Hi [first name],

I want to tell you about [customer's name].

When [name] found me, [where they were stuck. Use their words if you have them.]

[What they were worried about before they started.]

[What they did. Keep it simple and doable.]

[The result. Be specific, use numbers or details.]

[A quote from them if you have one.]

The thing I love about [name]'s story is that [what it proves, tied back to the reader].

If [name] can [get the result] while [their real-life situation], so can you.

[Your name]

P.S. [Name] used my [offer name] to do this. I'll tell you all about it in a couple of days, but if you're curious now, here's a peek.

Take a look →

LINKS GO TO

A soft link to your offer in the P.S. Just a peek.

Make it *yours*

Ask before you name names. No permission? Use "a customer" or their first initial.

No customers yet? Use your own before and after, or a beta tester's result. Your story counts as proof.

The P.S. is a peek, not a pitch. One line and a link. The real pitch is tomorrow.

NEW SUBSCRIBER SEQUENCE · EMAIL 05 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.

From Maya · The Calm Money Planner
To Jess
Subject **She paid off \$3,180 in 4 months**

Hi Jess,

I want to tell you about Dana.

When Dana emailed me, she had \$3,180 on a credit card and a habit of not opening her statements. ("If I don't look, it isn't real," she told me. Relatable.)

She was sure a budget wouldn't work for her. She works night shifts and her paychecks are never the same amount twice.

So she kept it small. Every Sunday she spent 15 minutes filling in one page, then moved whatever was left over to the card.

Four months later, the card was at zero.

"I didn't feel like I was giving anything up. I just finally knew what was going on."

The thing I love about Dana's story is that she didn't earn more or cut out everything fun. She looked at her money once a week.

If Dana can do it on night shifts and a wobbly paycheck, so can you.

Maya

P.S. Dana used my Calm Money Planner to do this. I'll tell you all about it in a couple of days, but if you're curious now, here's a peek.

[Take a look →](#)

Introduce the offer

Its job: Name the problem they still have, then show them the thing that fixes it. Say what's inside and what it costs.

PICK A SUBJECT LINE

- ✉ It's here: [offer name]
- ✉ The next step after [freebie name]
- ✉ I made the thing I wished I had

PREVIEW TEXT

Everything you need to [result], in one place.

THE EMAIL

Hi [first name],

You grabbed [freebie name] because you wanted [the result the freebie gives].

[Nod to their progress or quick win.] But if you're like most people, [the bigger problem the freebie doesn't fully fix].

That's why I made [offer name].

It's [what it is, in one plain sentence] for [who it's for] who want to [result] without [the thing they're dreading].

Here's what's inside:

- [Thing inside] so you can [what it does for them]
- [Thing inside] so you can [what it does for them]
- [Thing inside] so you can [what it does for them]
- [Bonus, if you have one]

It's [price], and [how they get it, e.g. it lands in your inbox the second you check out].

[Get \[offer name\] →](#)

This is for you if [the person it's perfect for]. It's probably not for you if [who it's not for, said kindly].

[Your name]

P.S. [The one main reason to grab it, in one line.]

[Get yours here →](#)

LINKS GO TO

Your sales page or checkout.
Put the link in at least twice.

Make it *yours*

Say the price. Hiding it makes people assume it's huge, and then they don't click.

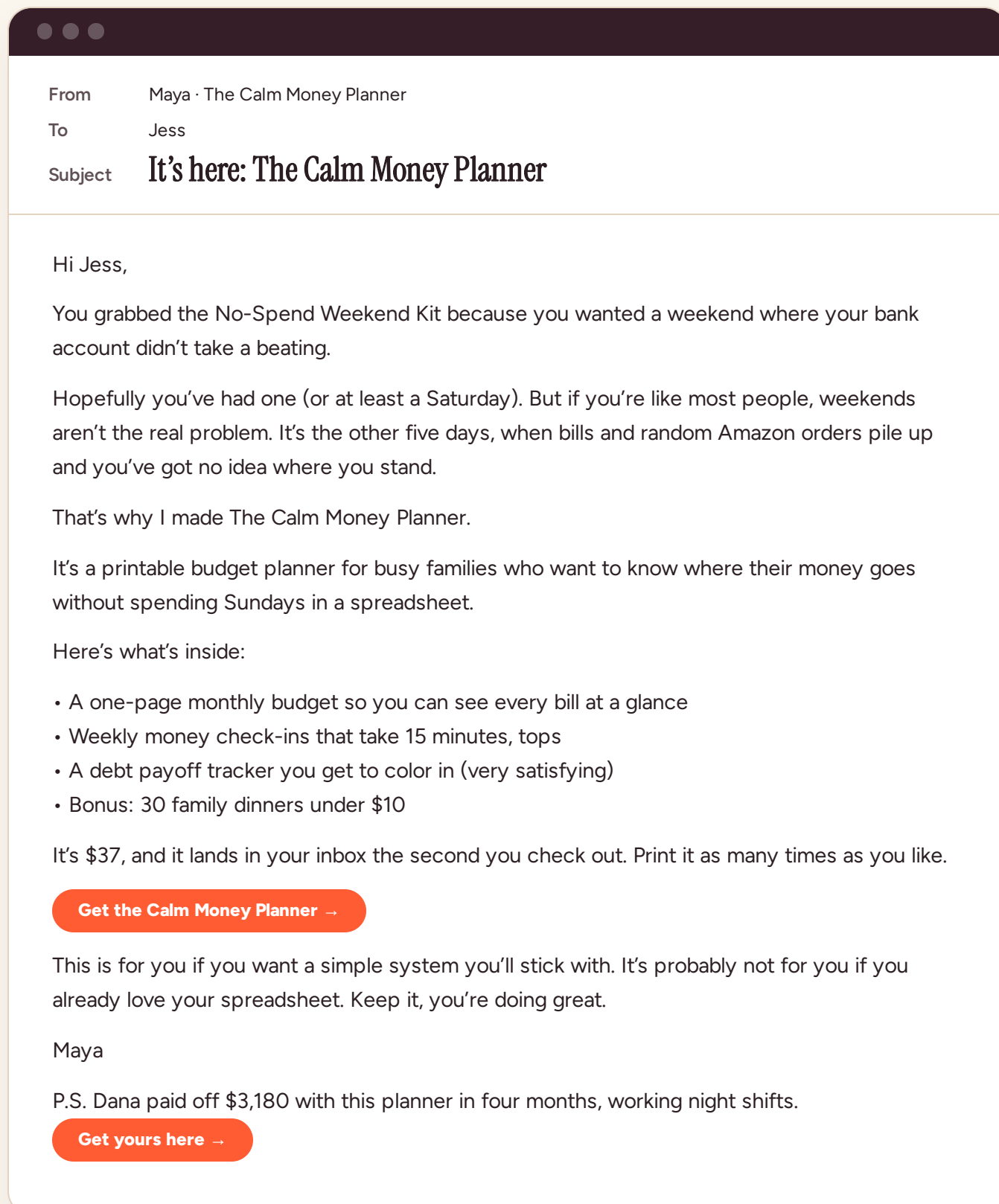
Write the not-for-you line. It builds more trust than another bullet ever will.

Bullets are outcomes. Not "12 pages" but what those 12 pages let them do.

NEW SUBSCRIBER SEQUENCE · EMAIL 06 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



NEW SUBSCRIBER SEQUENCE · EMAIL 07 OF 07

OFFER

DAY 10 · TWO DAYS LATER

Answer the big doubt

Its job: Come back from a new angle and answer the question that's stopping them from buying.

PICK A SUBJECT LINE

☒ Is it worth it? (let's talk)

☒ Quick question about [offer name]

☒ Can't I just [do it the free way]?

PREVIEW TEXT

The honest answer to the question you're probably asking.

THE EMAIL

Hi [first name],

When people look at [offer name], the question I hear most is: [the #1 doubt, in their words]?

Totally fair. [Agree with the part that's true.]

Here's the honest answer: [answer the doubt with a comparison, a fact or a story].

[Do the math or paint the picture. Cost per use, time saved, or what staying stuck is costing them.]

[One short piece of proof: a quote, a result or a number.]

So if [the doubt] is the only thing stopping you, [a warm, direct nudge].

Get [offer name] →

[Your name]

P.S. Got a question I didn't answer? Hit reply. I read every one.

Or grab it here →

LINKS GO TO

Your sales page or checkout.
In the body and the P.S.

Make it *yours*

Use the doubt you actually hear. Check your replies, DMs and comments. Your audience already wrote this email for you.

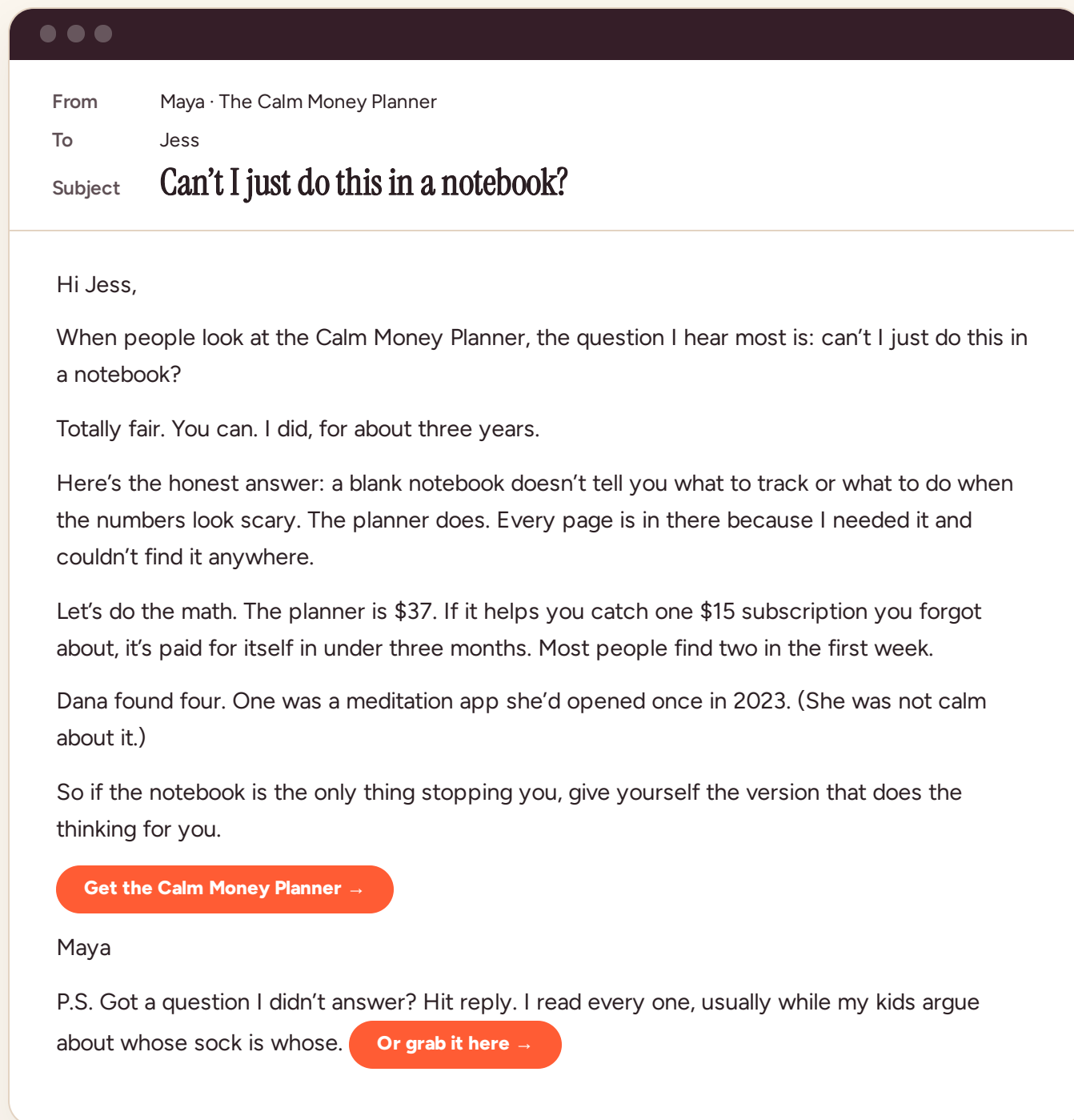
Price doubt? Do the math.
Worried it won't work for them? Tell a story about someone just like them.

Be direct. This is a sales email. Pretending it isn't makes it weird for everyone.

NEW SUBSCRIBER SEQUENCE · EMAIL 07 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



COLLAB OPENER • SWAP IN FOR EMAIL 1

COLLAB

DAY 0 • SEND INSTANTLY

The collab opener

Its job: Swap this in for Email 1 when someone joins through a partner. Deliver the freebie, thank the partner and borrow a little of the trust they already have.

PICK A SUBJECT LINE

- ✉ [Partner name] sent you my way 🙌
- ✉ Your [freebie name] (via [partner name])
- ✉ Any friend of [partner name]'s...

PREVIEW TEXT

Here's your download, plus a quick hello.

THE EMAIL

Hi [first name],

Welcome! You found me through [partner name]'s [workshop / newsletter / bundle / podcast], which means you've got great taste.

Here's your [freebie name]:

[Download it here →](#)

Quick tip: start with [the first page or step]. It's the fastest way to [the quick result].

A little about me: I'm [your name], and I help [who you help] [get what result]. [Partner name] and I [how you know each other or why you teamed up, one line].

Tomorrow I'll send you [what's coming next]. Keep an eye out for it.

Talk soon,

[Your name]

P.S. If the link plays dead on you, hit reply and I'll send it straight over.

LINKS GO TO

The freebie download. One link, nothing else to click.

Make it *yours*

Tag them by where they came from (e.g. collab-priya) so your email platform knows who gets this version instead of Email 1.

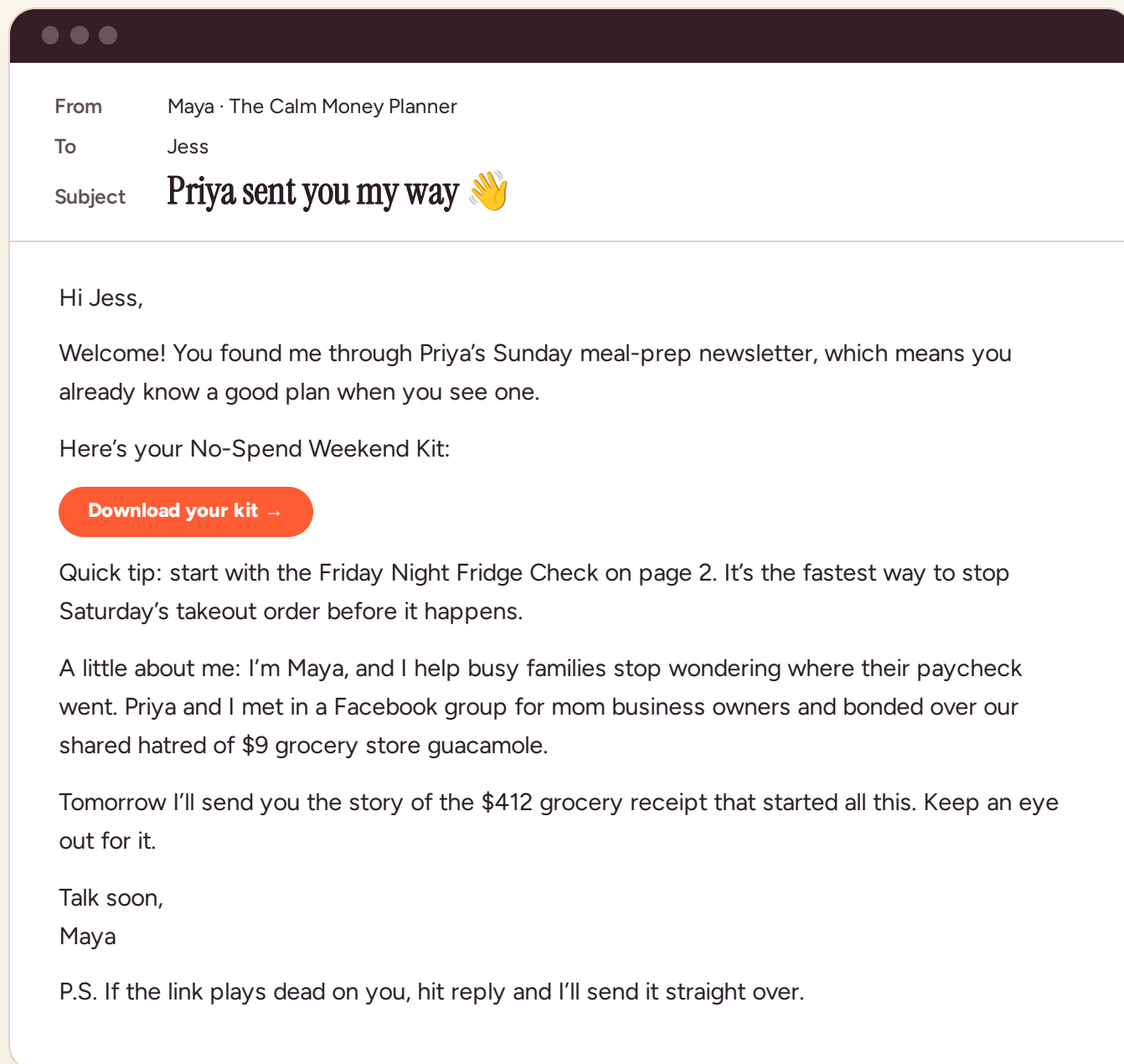
Say something nice about your partner. They might see it, and you want a second collab.

After this one, they slide straight into Email 2 like everyone else.

COLLAB OPENER · SWAP IN FOR EMAIL 1 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



SEQUENCE 02 OF 08 · 5 EMAILS · DAYS 1 TO 7

The Sales *Sequence*

Use it when: Use it when you want to sell to your whole list, not just new people: relaunching an offer or running a promo week.

How it works: Five angles on one offer, from the story behind it to the questions people ask before they buy. Send it to everyone except people who already bought.

Email	Send	Its job	Link goes to
01	Day 1	Announce it	Your sales page or checkout, at least twice
02	Day 2	Tell the story behind it	Your sales page, once in the body and once in the P
03	Day 4	Open it up	Your sales page
04	Day 5	Bring the proof	Your sales page, in the body and the P
05	Day 7	Answer their questions	Your sales page, after the answers

Remember: No deadline? Stop after Email 5. Got one? The Deadline Ending runs straight after.

Announce it

Its job: Tell your list the offer is here, who it's for and what it costs. Some people are ready to buy today, so let them.

PICK A SUBJECT LINE

- ☒ It's here: [offer name]
- ☒ Doors are open (finally)
- ☒ [Their problem]? Fixed.

PREVIEW TEXT

The thing you've been asking for is ready.

THE EMAIL

Hi [first name],

[Open with their problem in one or two lines that sound like the voice in their head.]

I hear this all the time: [what people tell you, in their words].

So I made something for it.

[Offer name] is [what it is, in one plain sentence]. It helps [who it's for] [get what result] without [the thing they're dreading].

Here's what you get:

- [Thing inside] so you can [outcome]
- [Thing inside] so you can [outcome]
- [Bonus, if there is one]

It's [price] [, plus the deal and when it ends].

Get [offer name] →

Over the next few days I'll show you [what's coming, e.g. what's inside and who it's helped]. But if you already know you want it, there's no reason to wait.

[Your name]

P.S. [Deal or bonus reminder, e.g. It's \$X until Sunday.]

Get it here →

LINKS GO TO

Your sales page or checkout, at least twice.

Make it *yours*

Lead with their problem, not your product. They care about the problem. The product is just how it goes away.

Give early birds a way in.

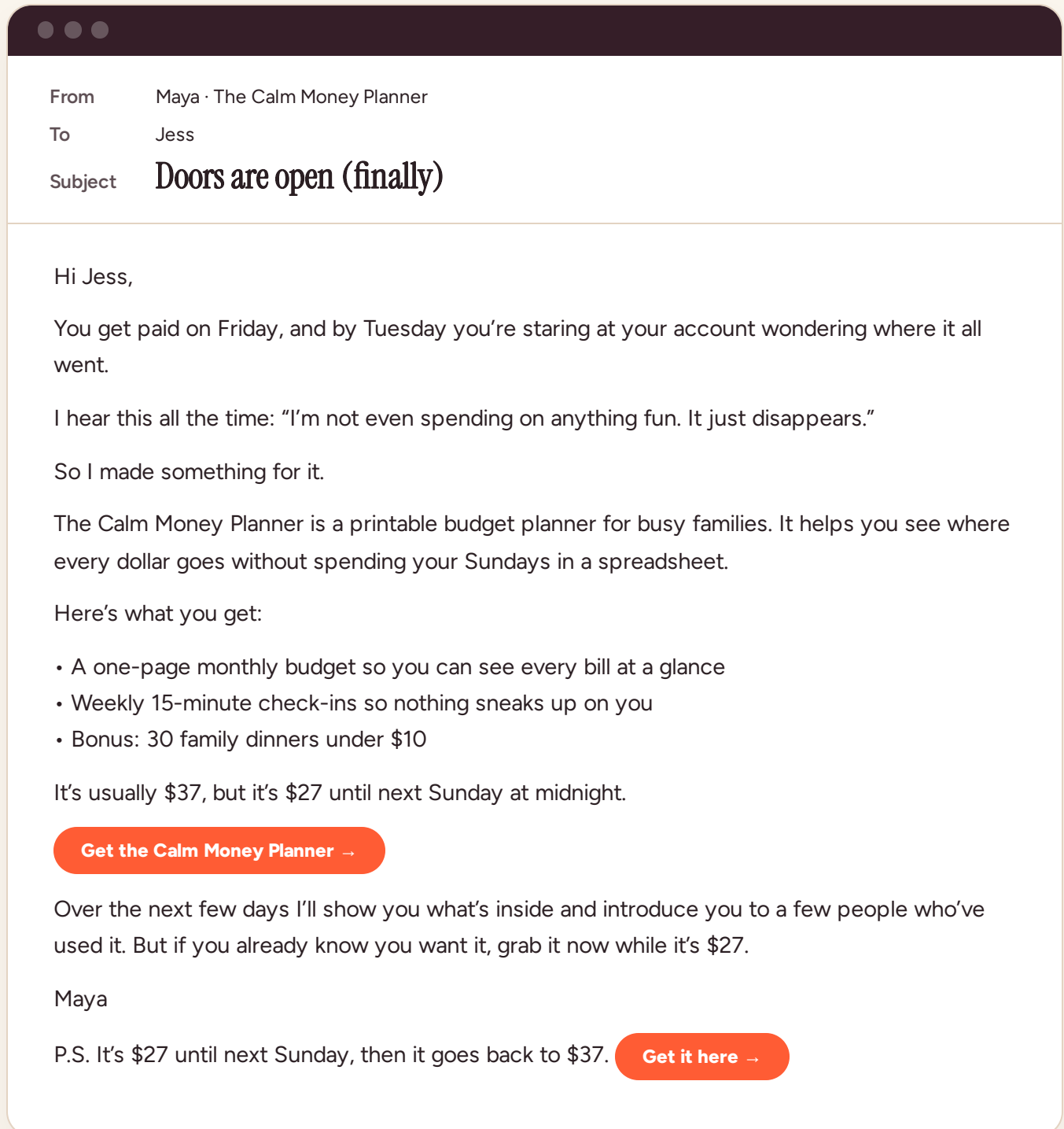
Some people will buy from this email alone. Don't make them wait for Email 5.

Running a deal? Say the exact end date here so it isn't a surprise later.

SALES SEQUENCE · EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Tell the story behind it

Its job: Show them why this offer exists. A good origin story makes the offer feel like it was made for them, because it kind of was.

PICK A SUBJECT LINE

☒ Why I almost didn't make this

☒ The [thing] that started [offer name]

☒ This is a little embarrassing

PREVIEW TEXT

The real reason [offer name] exists.

THE EMAIL

Hi [first name],

[Start with the specific moment that made you create this. Put them right there with you.]

[What you tried first that didn't work. Be honest, it makes you relatable.]

[What you figured out.]

[How that turned into the offer. What you put in it and why.]

That's what [offer name] is. It's [the thing you wished you'd had back then].

If you're [where your reader is right now], this is for you.

[Get \[offer name\] →](#)

[Your name]

P.S. [Deal or bonus reminder, e.g. It's \$X until Sunday.]

[Get it here →](#)

LINKS GO TO

Your sales page, once in the body and once in the P.S.

Make it *yours*

Use a different story than the one in your welcome email. Your list has already heard that one.

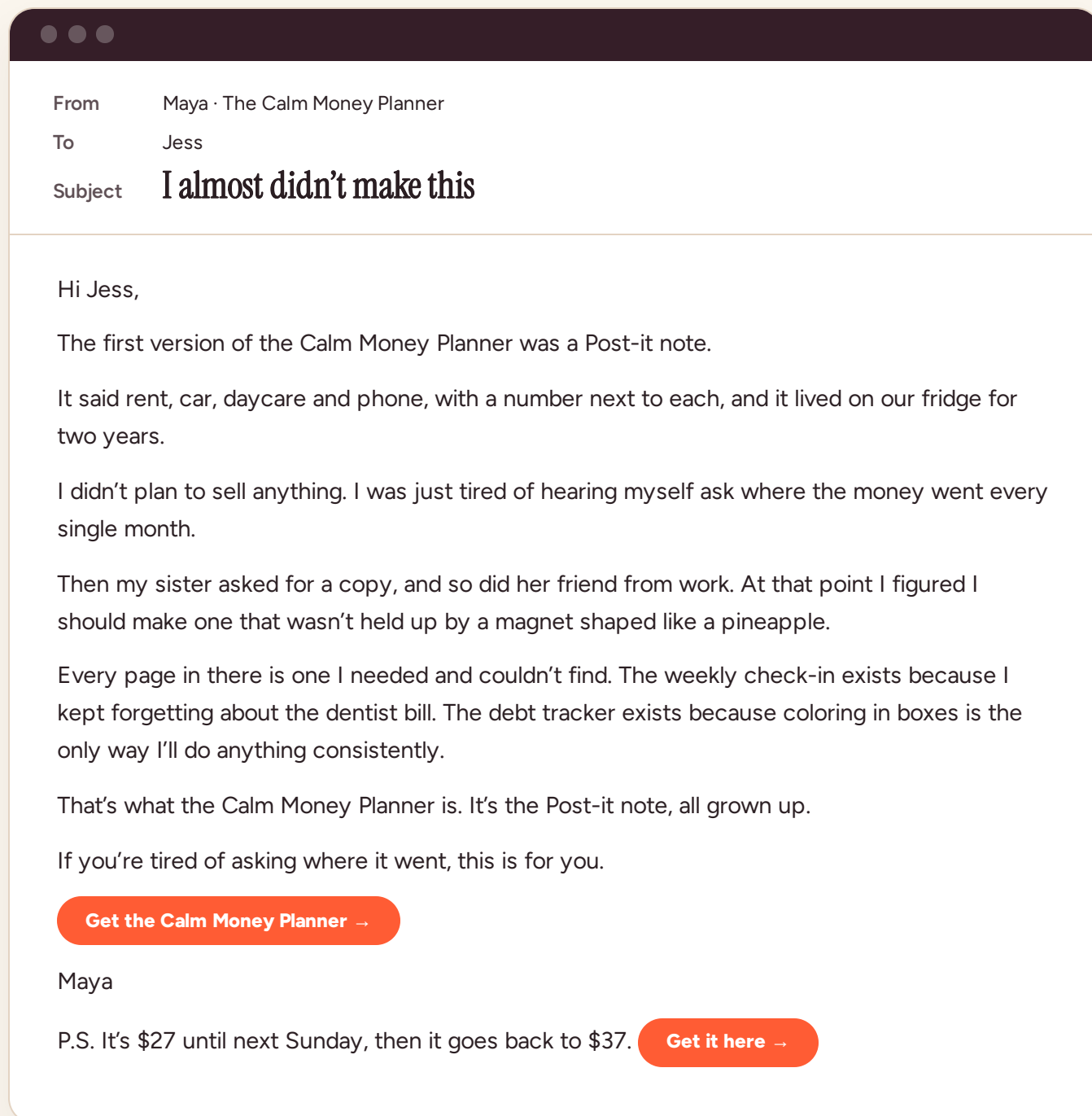
Every detail should point at the offer. If a detail doesn't explain why a part of the offer exists, cut it.

Small and weird beats big and dramatic. A Post-it note on a fridge is more memorable than "my life changed forever."

SALES SEQUENCE · EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Open it up

Its job: Show them exactly what they get. People don't buy mystery boxes.

PICK A SUBJECT LINE

- ☒ Take a peek inside
- ☒ What page **[X]** looks like
- ☒ **[Offer name]**, up close

PREVIEW TEXT

No mystery box here.

THE EMAIL

Hi **[first name]**,

Nobody buys a mystery box, so let's open this one up.

Here's what's inside **[offer name]**:

[Part 1 name]: **[what it is and what it does for them, in one or two lines]**

[Part 2 name]: **[what it is and what it does for them]**

[Part 3 name]: **[what it is and what it does for them]**

[Bonus name]: **[what it is and what it does for them]**

My favorite part? **[The bit you're proudest of, and why.]**

[How they get it and use it, e.g. It's an instant download.]

Get **[offer name]** →

[Your name]

P.S. **[Deal or bonus reminder, e.g. It's \$X until Sunday.]**

Get it here →

LINKS GO TO

Your sales page. Add a screenshot or mockup of the inside if you can.

Make it *yours*

Show, don't list. Drop a screenshot or mockup into this email. People buy what they can picture.

Tie each part to a person.

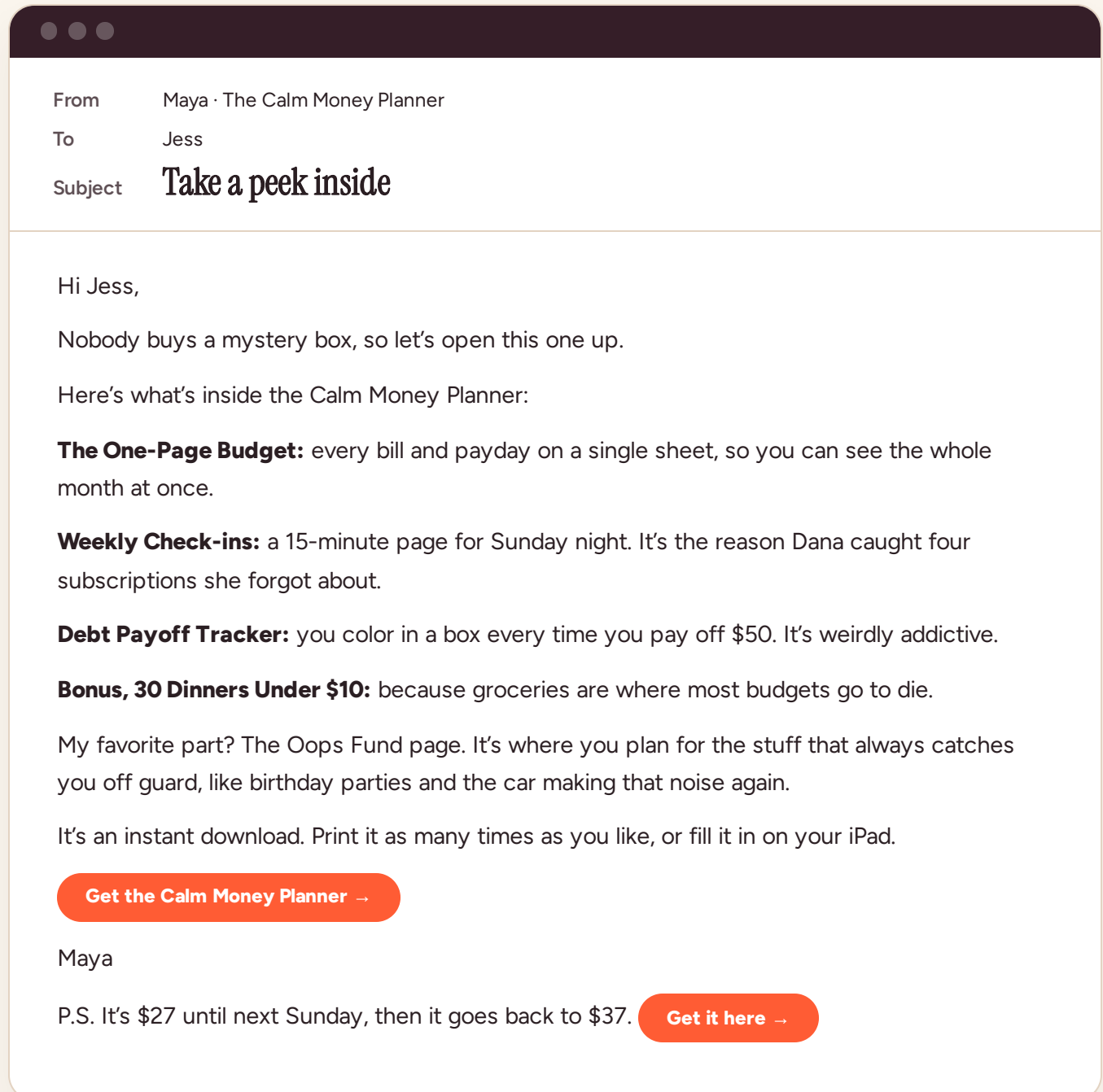
"It's the reason Dana caught four subscriptions" sells better than "includes a tracker."

The favorite-part line is where your personality shows up. Don't skip it.

SALES SEQUENCE · EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Bring the proof

Its job: Let other people do the selling. A few real results say more than any amount of you promising it works.

PICK A SUBJECT LINE

- ☒ She didn't think it would work
- ☒ What happened when [name] tried it
- ☒ Don't take my word for it

PREVIEW TEXT

Real people, real results.

THE EMAIL

Hi [first name],

I can tell you [offer name] works all day, but you'd expect me to say that. So here's what other people said.

[Customer name] [where they started]. [What happened.]

"[Their quote.]"

[Customer name] [where they started]. [What happened.]

"[Their quote.]"

[Customer name]: "[A short one-line quote.]"

What I love is that [what these people have in common with your reader].

If they can [get the result], so can you.

[Get \[offer name\] →](#)

[Your name]

P.S. [Deal or bonus reminder, e.g. It's \$X until Sunday.]

[Get it here →](#)

LINKS GO TO

Your sales page, in the body and the P.S.

Make it *yours*

No testimonials yet? Use your own before and after, a beta tester or a nice reply to your freebie. All of it counts.

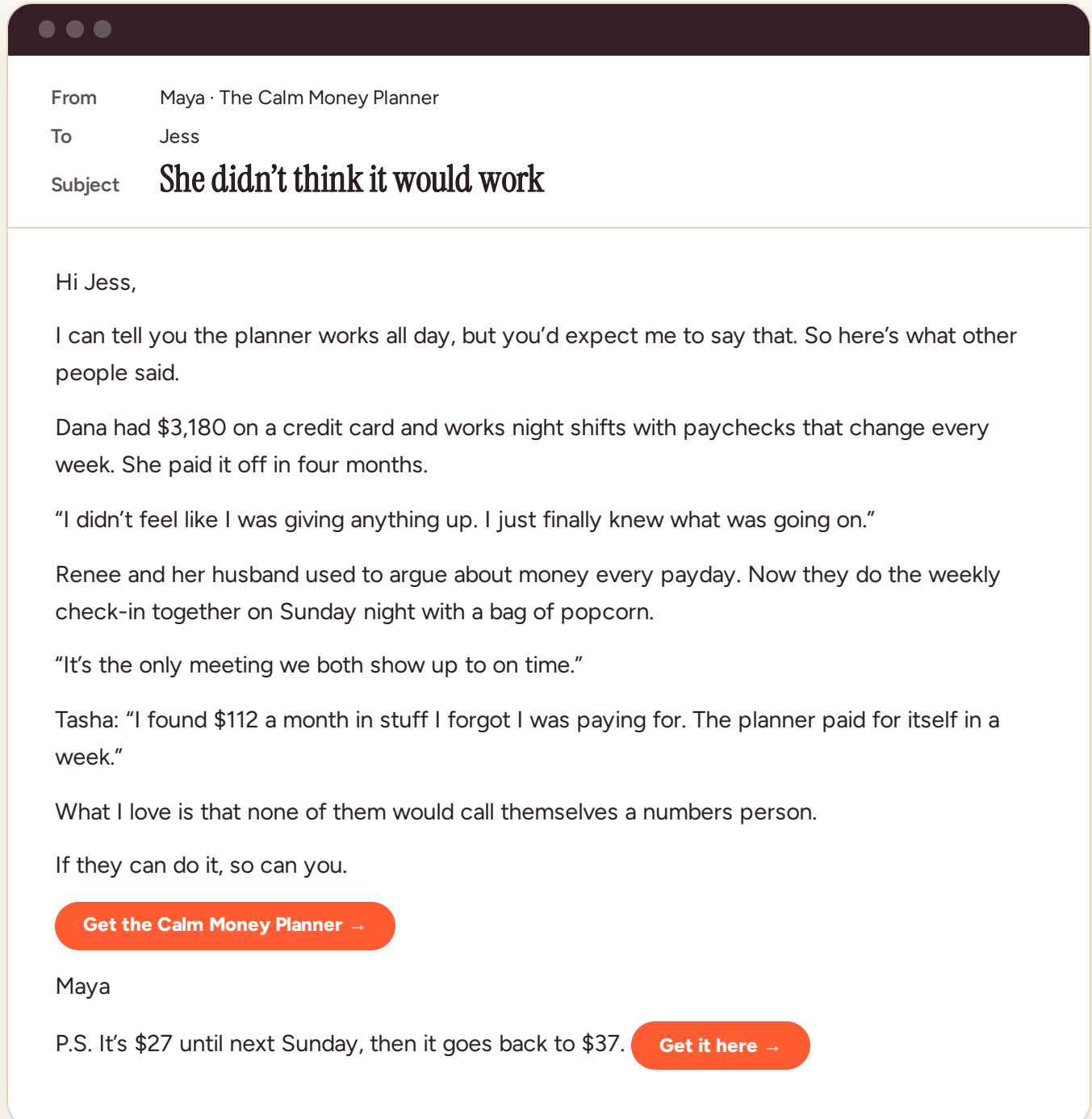
Mix it up. One longer story, one medium and one quick quote reads better than three of the same length.

Ask permission before you use someone's name. First name only is fine.

SALES SEQUENCE · EMAIL 04 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Answer their questions

Its job: Clear up the questions stopping people from buying. Every unanswered question is a sale that didn't happen.

PICK A SUBJECT LINE

☒ Your questions, answered

☒ Is it right for me?

☒ Before you buy [offer name]

PREVIEW TEXT

The stuff people ask me before they buy.

THE EMAIL

Hi [first name],

Here are the questions I get asked most about [offer name], with honest answers.

"[Question 1]?"

[Answer. Short and direct.]

"[Question 2]?"

[Answer.]

"[Question 3]?"

[Answer.]

"Is it for me?"

It's for you if [who it's perfect for]. It's probably not for you if [who it's not for].

Got a question I didn't answer? Hit reply. I read every one.

[Get \[offer name\] →](#)

[Your name]

P.S. [Deal or bonus reminder, e.g. It's \$X until Sunday.]

[Get it here →](#)

LINKS GO TO

Your sales page, after the answers.

Make it *yours*

The best questions to answer are about price, time, how it's delivered and whether it'll work for them.

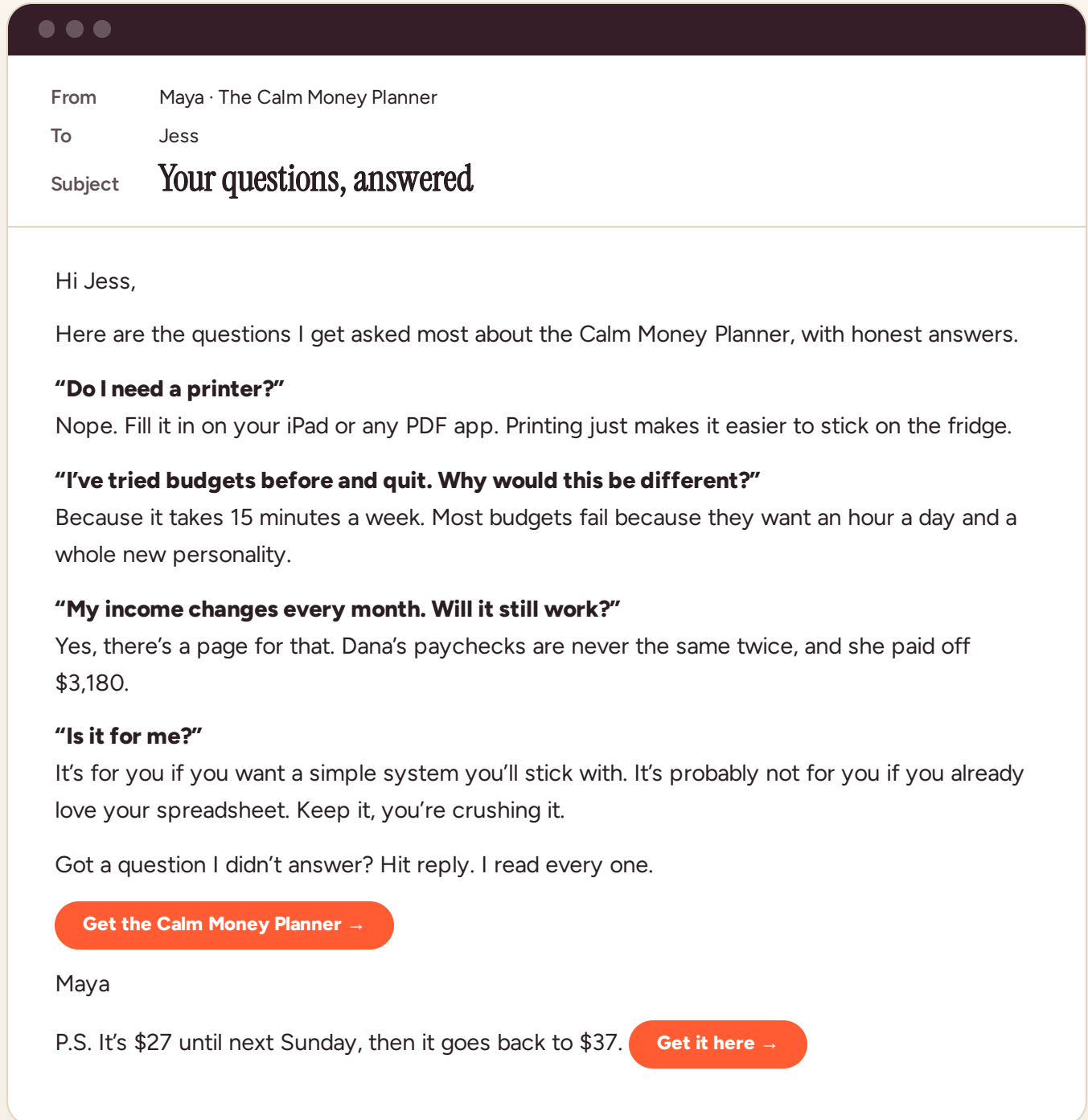
Steal from your inbox. The questions people actually DM you are better than any you make up.

No deadline? This is the end of the sequence. Roll them into your regular emails. Got a deadline? The Deadline ending starts next.

SALES SEQUENCE · EMAIL 05 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



SEQUENCE 03 OF 08 · 4 EMAILS · THE LAST 48 HOURS

The Deadline *Ending*

Use it when: Add it to the end of any sales push with a real clock on it: a discount ending or the doors closing.

How it works: Four short emails that get shorter as the clock runs down. They catch the people who meant to buy and got busy.

Email	Send	Its job	Link goes to
D1	48 hours left	The heads up	Your sales page or checkout
D2	24 hours left	Paint the picture	Your sales page or checkout
D3	Last day, morning	Closing tonight	Your sales page or checkout
D4	3 hours left	Last call	Your sales page or checkout

Remember: The deadline has to be real. If you say the price goes up Sunday, it goes up Sunday.

DEADLINE EMAIL 1 OF 4

DEADLINE

48 HOURS LEFT · DEADLINE ENDING

The heads up

Its job: Tell them the deadline is coming and exactly what changes when it passes. Just the facts.

PICK A SUBJECT LINE

- ☒ 48 hours left on [deal]
- ☒ Heads up (this ends [day])
- ☒ Ending soon: [deal]

PREVIEW TEXT

Making sure you don't miss this.

THE EMAIL

Hi [first name],

Quick heads up: [the deal] ends [day] at [time and time zone].

After that, [what happens, e.g. the price goes back to \$X or the bonus disappears].

[One line on what the offer does for them.]

If you've been meaning to grab it, now's a good time.

[Get \[offer name\] →](#)

[Your name]

P.S. [Optional: one short testimonial.]

LINKS GO TO

Your sales page or checkout.

Make it *yours*

Say the exact time and time zone. "Ends soon" means nothing. "Ends Sunday at midnight Eastern" means something.

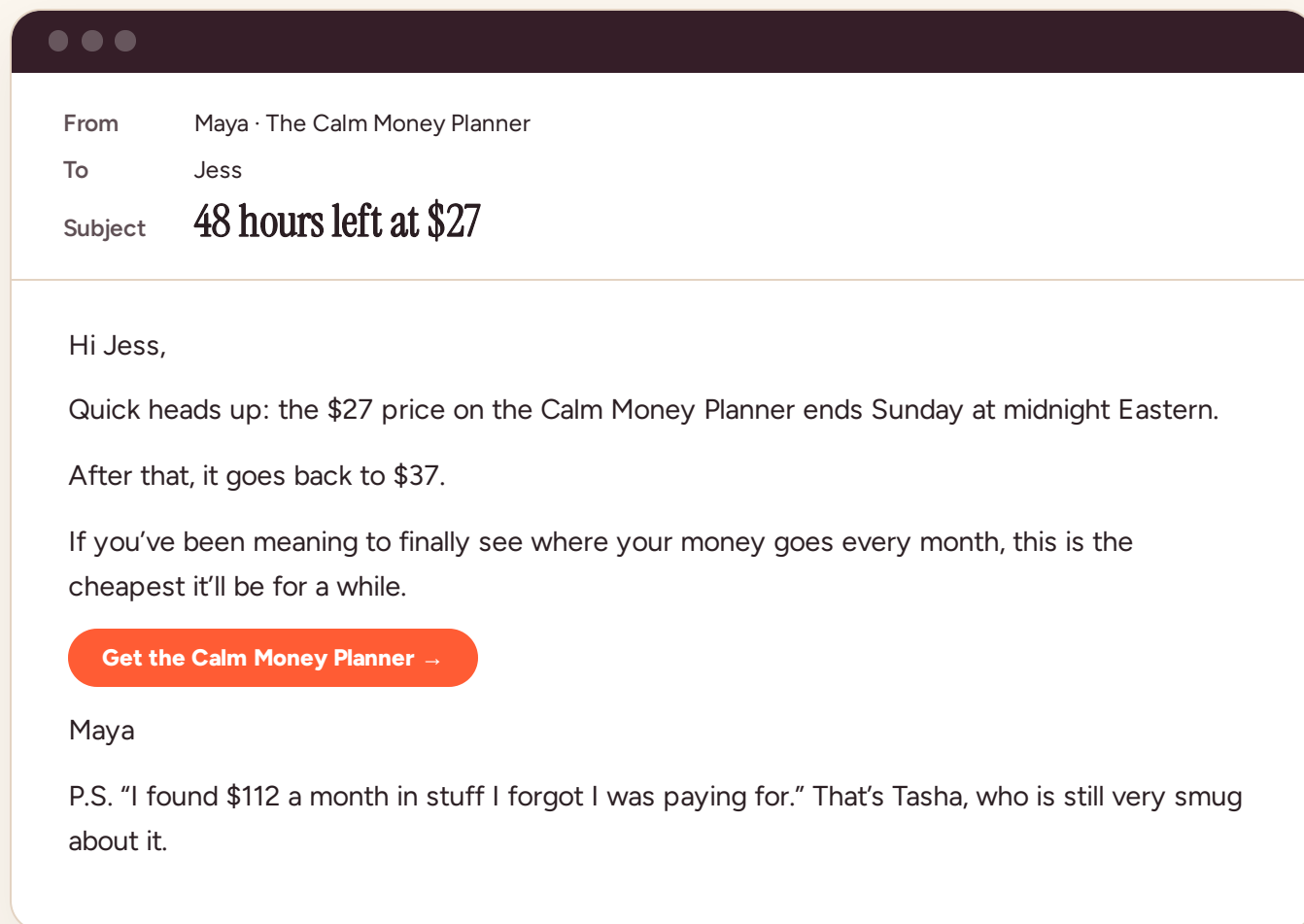
Keep it short. They know what the offer is by now. This email is about the clock.

The deadline has to be real. If you say it ends, end it. Otherwise your list learns your deadlines don't count.

DEADLINE EMAIL 1 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



DEADLINE EMAIL 2 OF 4

DEADLINE

24 HOURS LEFT · DEADLINE ENDING

Paint the picture

Its job: Help them picture life after they've got the result, then remind them the deal ends tomorrow.

PICK A SUBJECT LINE

- ☒ Last day tomorrow
- ☒ Tomorrow at [time]
- ☒ Your 24-hour warning

PREVIEW TEXT

Picture this for a second.

THE EMAIL

Hi [first name],

The [deal] on [offer name] ends tomorrow at [time and time zone].

Picture [a specific moment in their near future, once they've got the result].

That's what [offer name] is for.

It's perfect if [the person it's made for].

[Get \[offer name\] →](#)

After tomorrow, [what happens].

[Your name]

LINKS GO TO

Your sales page or checkout.

Make it *yours*

Make the picture specific.

Not "feel more confident" but the exact moment it shows up, like opening the banking app on payday.

One picture is enough.

Two sentences of future beats a paragraph of promises.

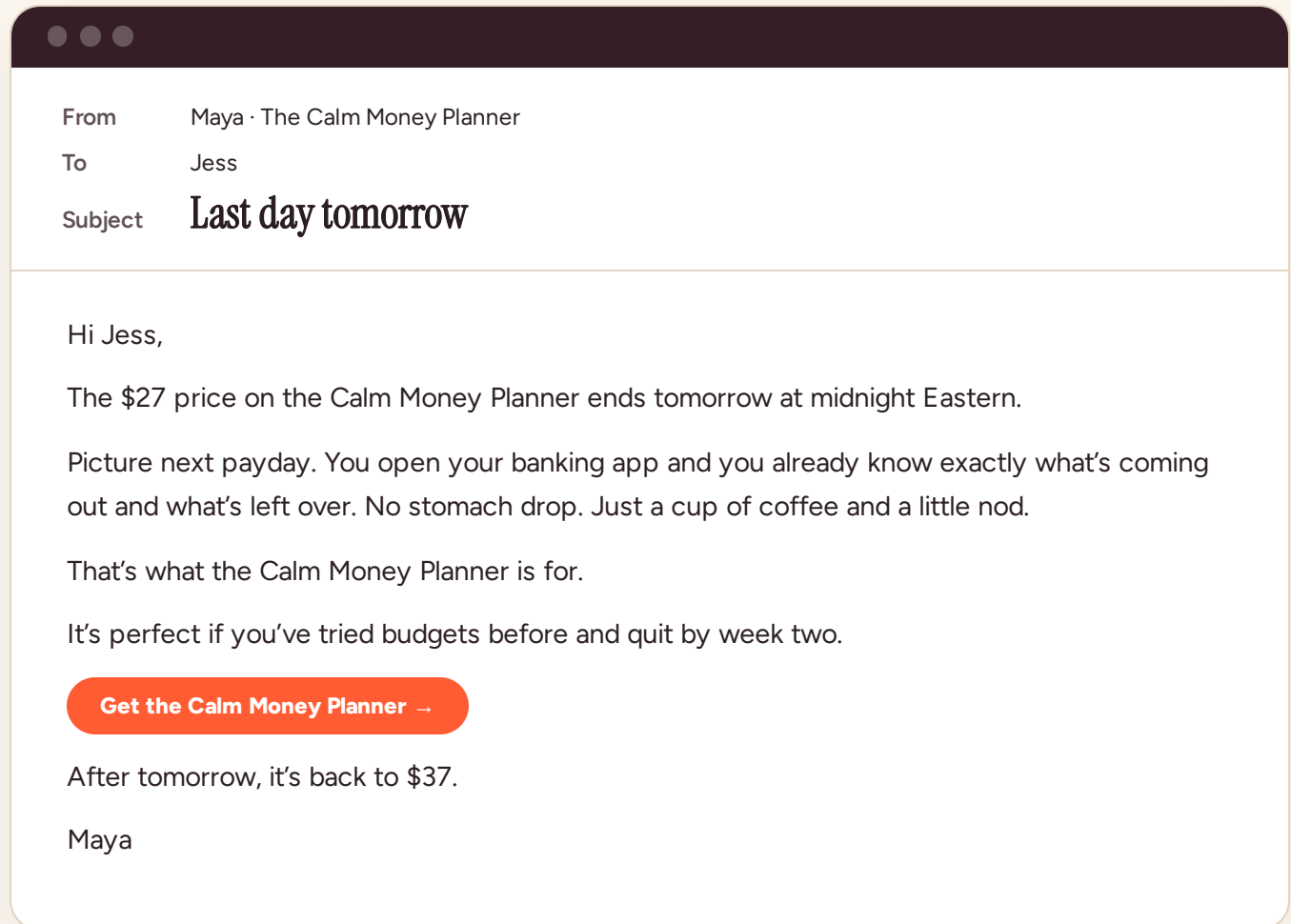
Repeat what happens

after the deadline. Some people only open this one.

DEADLINE EMAIL 2 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



DEADLINE EMAIL 3 OF 4

DEADLINE

LAST DAY, MORNING · DEADLINE ENDING

Closing tonight

Its job: Tell them today's the day and handle the last doubt standing in the way.

PICK A SUBJECT LINE

☒ Closing tonight

☒ Last day for [deal]

☒ Today's the day

PREVIEW TEXT

It ends at [time] tonight.

THE EMAIL

Hi [first name],

Today's the last day to get [offer name] [with the deal]. It ends tonight at [time and time zone].

If you're on the fence because [the most common last-minute doubt], [answer it in one or two lines].

[Get \[offer name\] →](#)

[Your name]

P.S. Questions? Hit reply. I'll be checking email all day.

LINKS GO TO

Your sales page or checkout.

Make it *yours*

Send it in the morning so they have the whole day to decide.

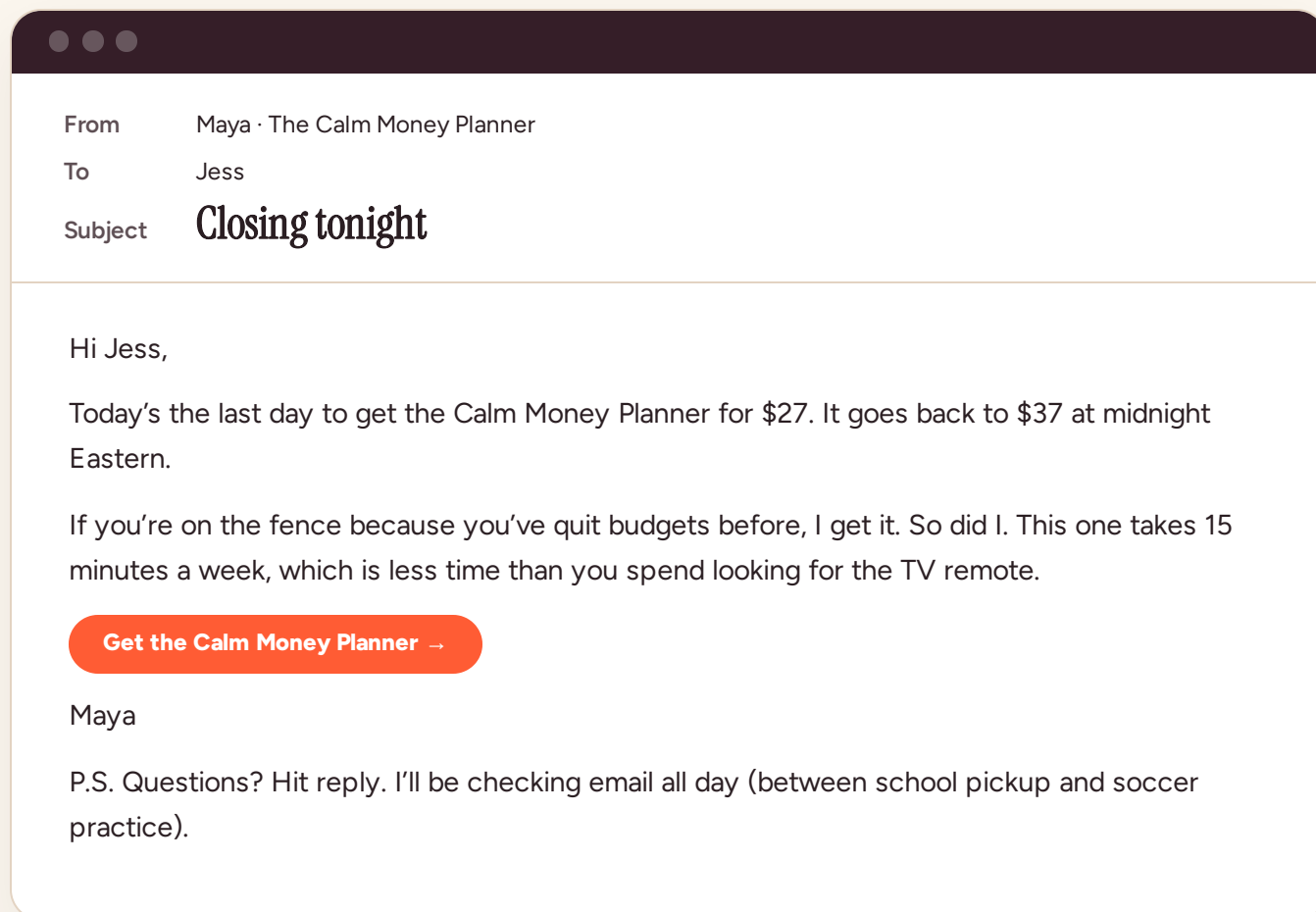
Pick one doubt only. The biggest one. This isn't the FAQ email.

The reply offer matters. Last-day questions turn into last-day sales when you answer them fast.

DEADLINE EMAIL 3 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



DEADLINE EMAIL 4 OF 4

DEADLINE

3 HOURS LEFT · DEADLINE ENDING

Last call

Its job: One last, very short reminder for the people who meant to buy and got busy.

PICK A SUBJECT LINE

☒ 3 hours left

☒ Last call

☒ 🕒 Closing at [time]

PREVIEW TEXT

Then it's gone.

THE EMAIL

Hi [first name],

Last call. [Offer name] [deal] ends in [X] hours, at [time and time zone].

[Get \[offer name\] →](#)

That's it. That's the email.

[Your name]

P.S. After [time], [what happens].

LINKS GO TO

Your sales page or checkout.

Make it *yours*

Yes, it's that short. Plenty of people buy in the last few hours. They don't need convincing, they need a reminder.

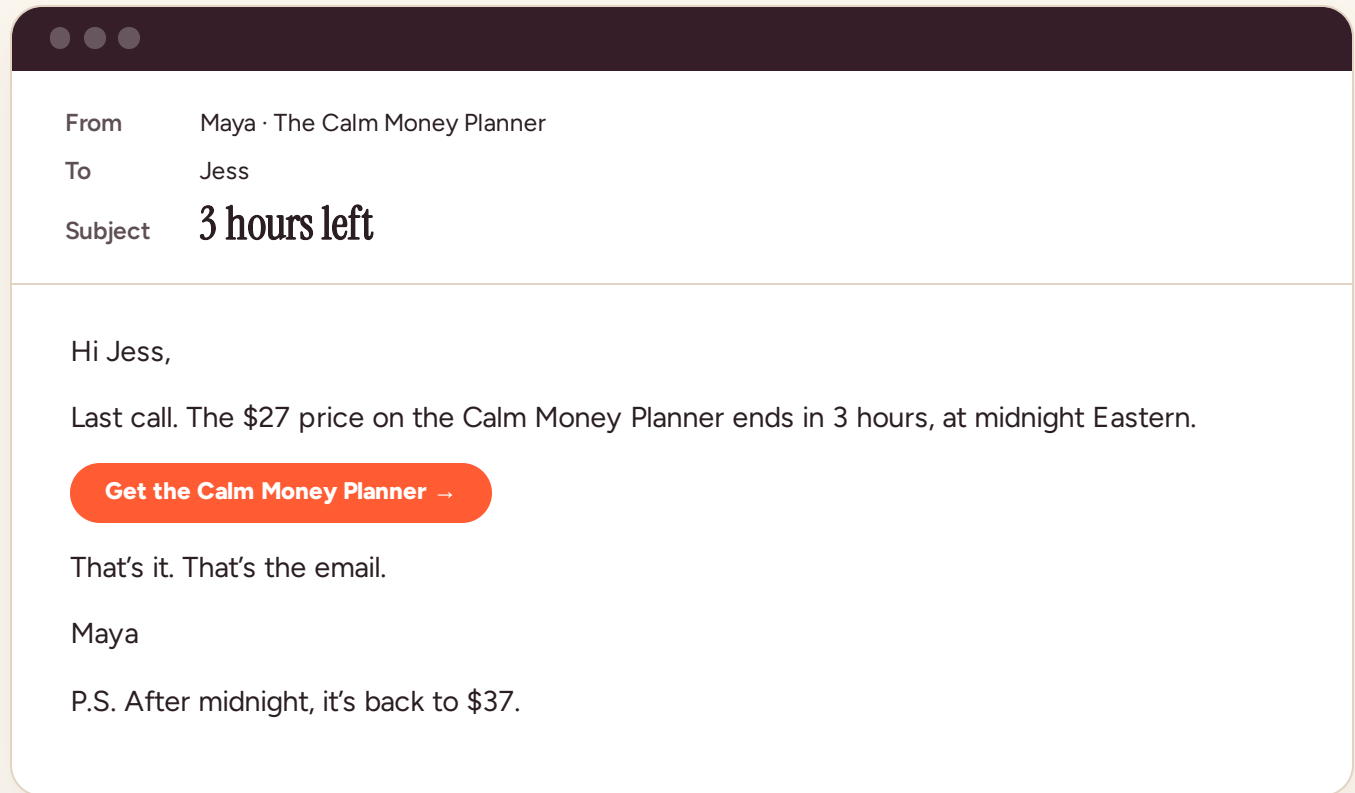
Don't skip it because you feel like you're nagging. The people who are annoyed can ignore it. The people who forgot will thank you.

After the deadline, actually change the price or close the cart.

DEADLINE EMAIL 4 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



SEQUENCE 04 OF 08 · 3 EMAILS · 5 DAYS

The Mini *Launch*

Use it when: Use it to launch something small and new (roughly under \$50) without a webinar or six weeks of build-up.

How it works: Announce it on Day 1 and close the launch price on Day 5, with a how-it-works email in between.

Email	Send	Its job	Link goes to
01	Day 1	It's new	Sales page or checkout
02	Day 3	Here's how it works	Sales page or checkout
03	Day 5	Launch price ends	Sales page or checkout

Remember: Make the launch discount small but real, like \$19 to \$27. Huge fake discounts make people suspicious.

MINI LAUNCH · EMAIL 01 OF 03

LAUNCH

DAY 1 · LAUNCH DAY

It's new

Its job: Announce your new thing, explain why it exists and give them a launch price with a real end date.

PICK A SUBJECT LINE

- ✉ New thing alert 🌟
- ✉ I made something (and it's [launch price])
- ✉ Meet [offer name]

PREVIEW TEXT

It's small, it's new and it's [launch price] this week.

THE EMAIL

Hi [first name],

I made something new, and you're the first to hear about it.

[The problem it solves, in your reader's words. Quote a real reply or DM if you have one.]

[Why you made it now. A question you kept getting, or a gap you noticed.]

It's called [offer name]. It's [what it is, in one plain sentence], and it helps you [result] in [timeframe or effort].

Inside:

- [Thing inside]
- [Thing inside]
- [Thing inside]

For launch week it's [launch price]. On [day] it goes up to [full price].

Get [offer name] →

[Your name]

P.S. It's perfect if [the person it's made for, in one line].

LINKS GO TO

Your sales page or checkout.

Make it *yours*

Small offer, short launch.

This works best for things under about \$50. Bigger offers need the full Sales Sequence.

The why-now line matters.

"You kept asking" is the best reason there is to launch something.

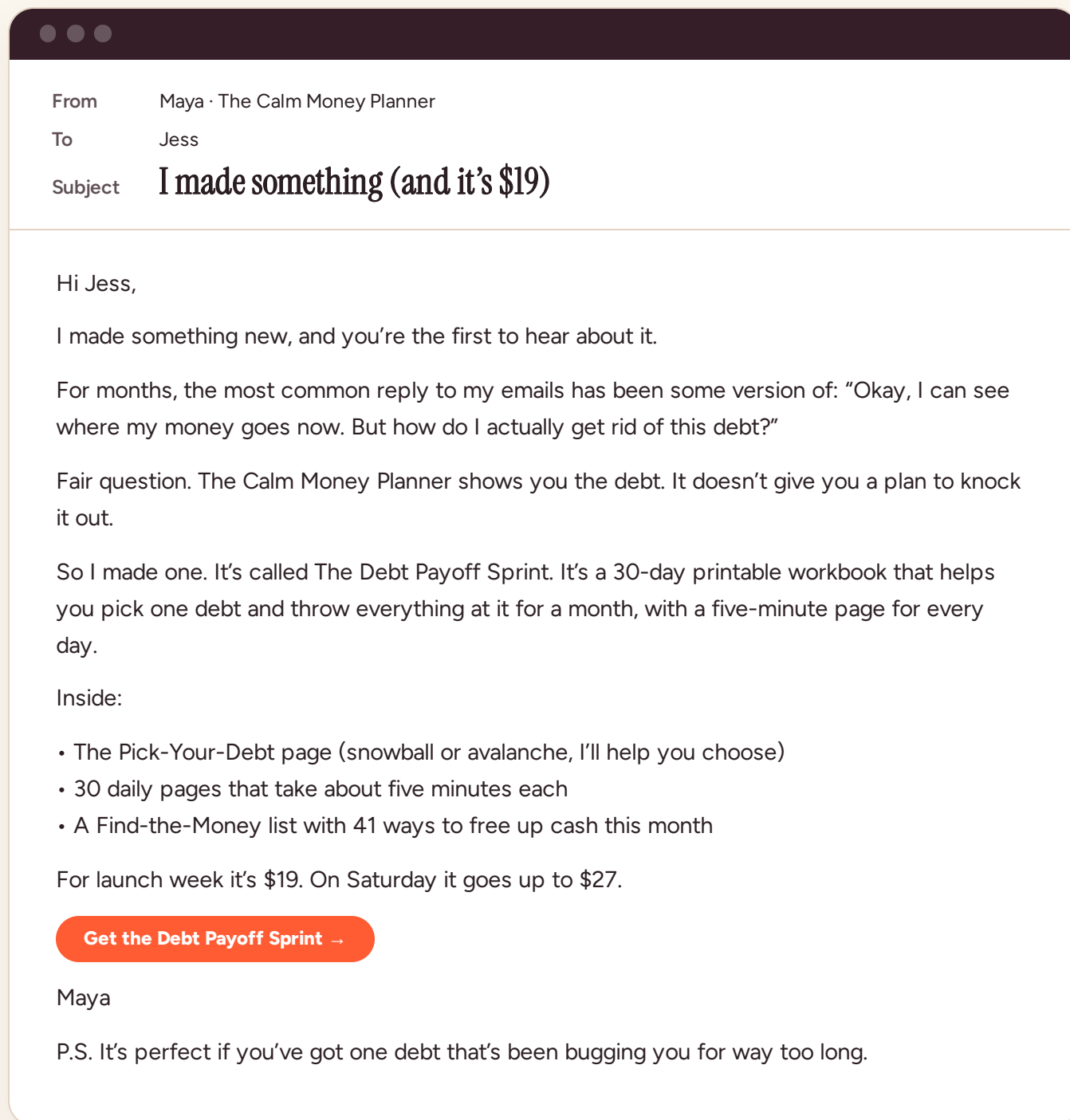
Warm them up first.

Mention "something new is coming" in the P.S. of your regular email the week before.

MINI LAUNCH · EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



MINI LAUNCH · EMAIL 02 OF 03

LAUNCH

DAY 3 · TWO DAYS LATER

Here's how it works

Its job: Walk them through what happens after they buy, show an early result and say clearly who it's for.

PICK A SUBJECT LINE

- ☒ How [offer name] works
- ☒ Is [offer name] for you?
- ☒ What [name] did in [X] days

PREVIEW TEXT

Here's exactly what happens after you buy.

THE EMAIL

Hi [first name],

A few of you asked how [offer name] works, so here's the walk-through.

[Step or day 1]: [what they do first]

[Step or day 2]: [what happens next]

[Step or day 3]: [the result they end up with]

[An early result from a beta tester or first buyer, or your own. Include a quote if you have one.]

It's for you if [who it's perfect for]. It's not for you if [who it's not for].

It's [launch price] until [day], then [full price].

Get [offer name] →

[Your name]

LINKS GO TO

Your sales page or checkout.

Make it *yours*

No early results yet? Give it to two or three people for free before you launch. Ask them for one honest sentence.

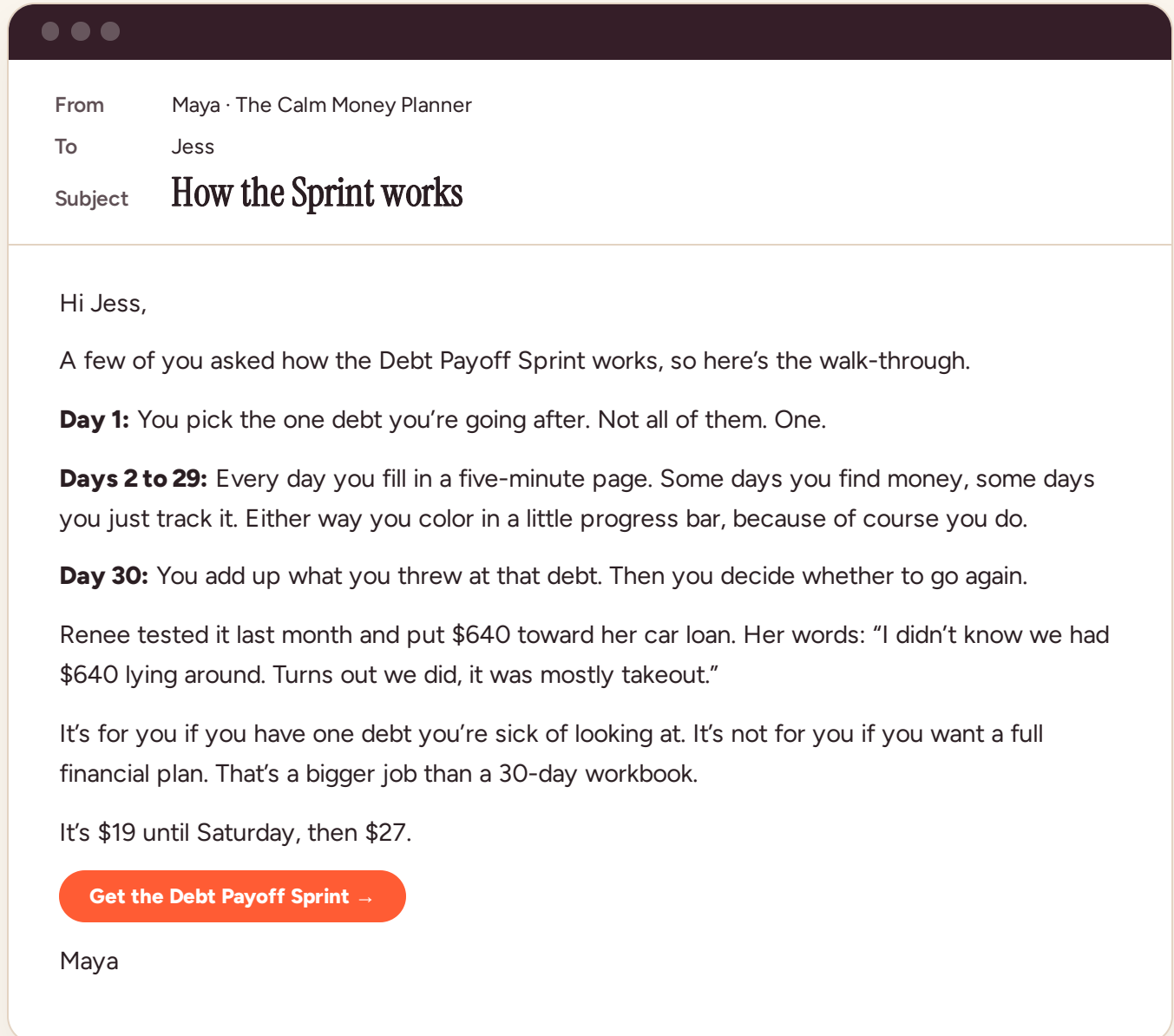
The walk-through kills the biggest fear, which is buying something and not knowing what to do with it.

Say who it's not for. It makes the right people trust you more.

MINI LAUNCH · EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



MINI LAUNCH · EMAIL 03 OF 03

LAUNCH

DAY 5 · LAST DAY OF LAUNCH

Launch price ends

Its job: Remind them the launch price ends tonight. Short, clear and done.

PICK A SUBJECT LINE

☒ Price goes up tonight

☒ Last day at [launch price]

☒ Going, going...

PREVIEW TEXT

Tomorrow it's [full price].

THE EMAIL

Hi [first name],

Quick one: the launch price on [offer name] ends tonight at [time and time zone]. Tomorrow it's [full price].

[One line that sums up what it does.]

[One line of proof, like a reply you got this week.]

Get [offer name] for [launch price] →

[Your name]

P.S. Already grabbed it? Thank you! Ignore this one and go [the first thing they should do].

LINKS GO TO

Your sales page or checkout.

Make it *yours*

Actually raise the price. Set a reminder for the second the launch ends.

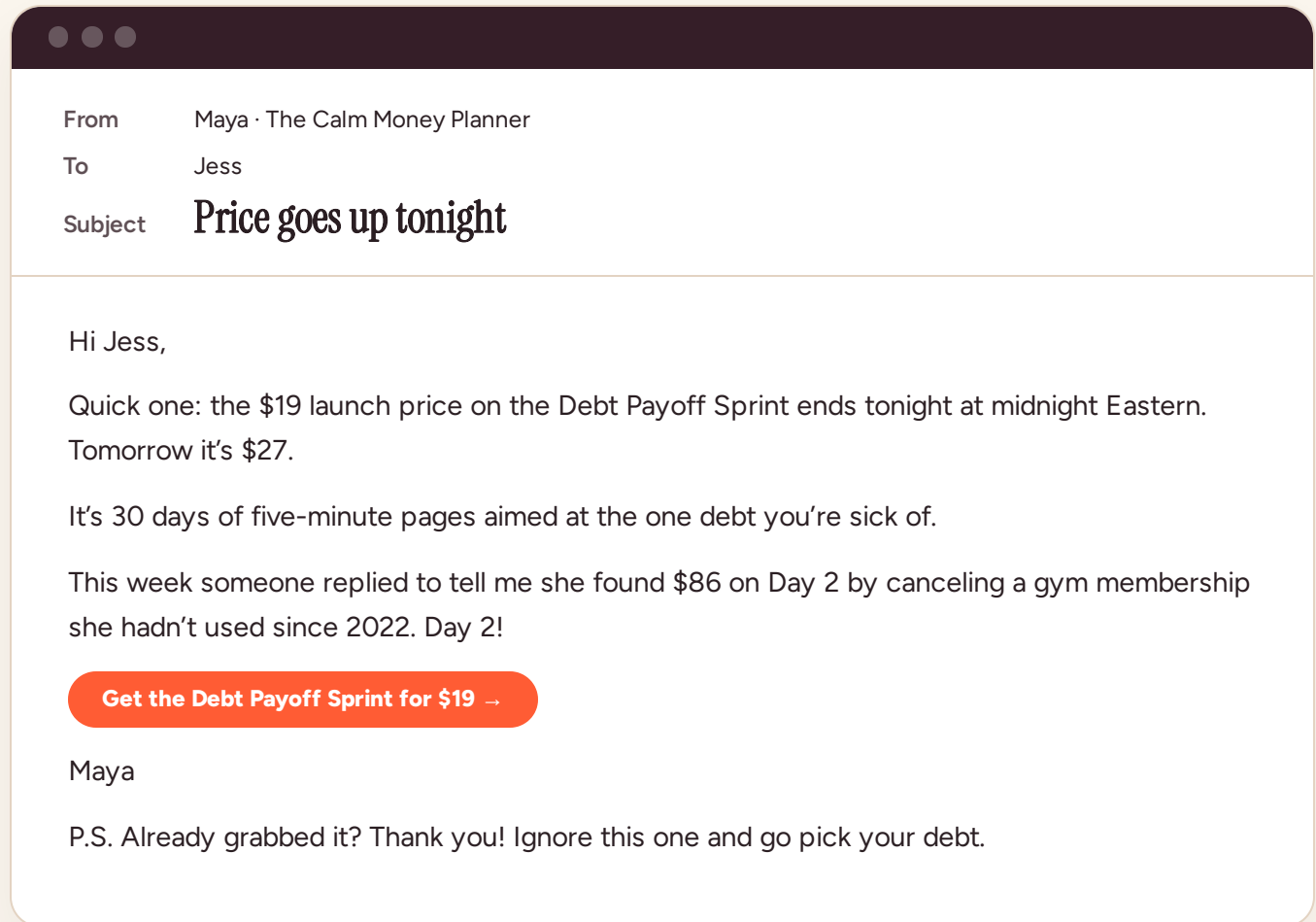
Fresh proof wins. A reply from this week beats your best old testimonial.

The P.S. for buyers keeps the people who already bought from feeling pestered.

MINI LAUNCH · EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



SEQUENCE 05 OF 08 · 3 EMAILS · DAYS 0 TO 7 AFTER THEY BUY

The After-Purchase Sequence

Use it when: Use it for every buyer, of every product, starting the second they pay.

How it works: Deliver it and nudge them to use it, then point them to whatever comes next.

Email	Send	Its job	Link goes to
01	Day 0	Thank you + here it is	Their download or login
02	Day 3	Quick check-in	Nothing, or the download again
03	Day 7	How's it going?	Next offer (one soft link)

Remember: People who use what they buy are the people who buy again. This sequence is how you make that happen.

AFTER-PURCHASE SEQUENCE · EMAIL 01 OF 03

AFTER

DAY 0 · SEND INSTANTLY

Thank you + here it is

Its job: Deliver what they paid for, make them feel great about buying and give them one tiny first step.

PICK A SUBJECT LINE

☒ You're in! Here's your [offer name]

☒ Thank you (and your download)

☒ [Offer name]: start here

PREVIEW TEXT

Your download, plus the first thing to do.

THE EMAIL

Hi [first name],

Thank you so much for grabbing [offer name]! [One line of real excitement. Be a person here.]

Here's your access:

Get your [offer name] →

[Optional: login details, or where else they can find it.]

Do this first: [the smallest possible first step]. It takes about [X minutes] and you'll [the quick result].

I'll check in on [day] to see how it's going.

If anything isn't working, hit reply. A real human (me) will sort it out.

[Your name]

P.S. Save this email so you can find your [download / login] again.
Future you will be grateful.

LINKS GO TO

Their download or login.
Nothing else.

Make it *yours*

Send it the second they pay, even if your checkout already delivers the file. Two places to find it beats one.

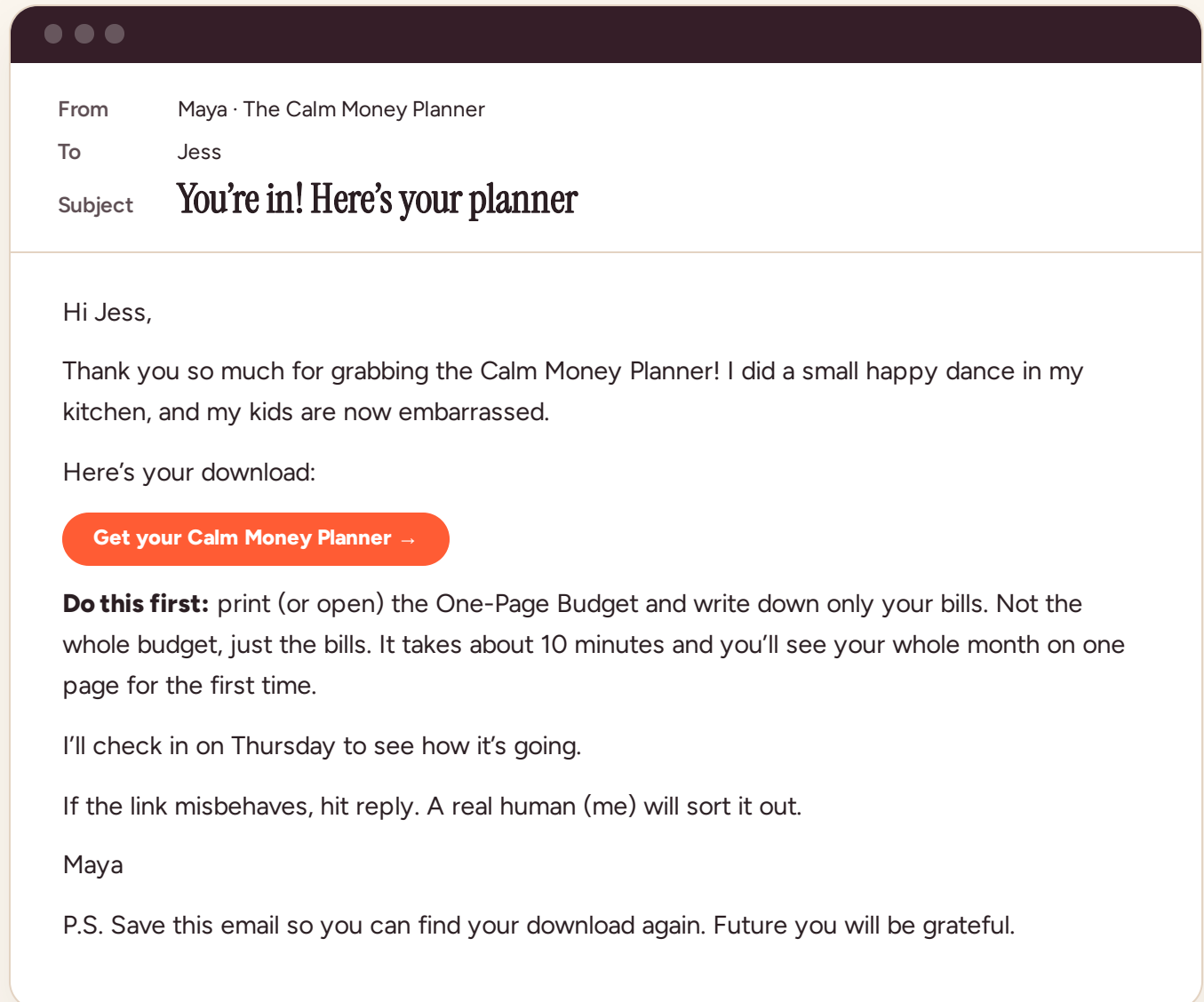
One first step, tiny on purpose. People who use what they buy are the people who buy again.

No upsell here. Let them enjoy the purchase. The next offer comes in Email 3.

AFTER-PURCHASE SEQUENCE · EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



AFTER-PURCHASE SEQUENCE · EMAIL 02 OF 03

AFTER

DAY 3 · THREE DAYS LATER

Quick check-in

Its job: Nudge them to actually use it, help them past the usual sticking point and get them replying.

PICK A SUBJECT LINE

- ☒ Did you try it yet?
- ☒ Quick check-in
- ☒ The [X]-minute thing to do today

PREVIEW TEXT

No pressure. Just a nudge.

THE EMAIL

Hi [first name],

Just checking in. Have you [done the first step] yet?

If yes, amazing. Your next step is [step two].

If not, no judgment at all. [A line about real life getting in the way.]

Here's the smallest way to start: [a tiny step that takes under 5 minutes].

Most people get stuck at [the common sticking point]. Here's the trick: [how to get past it].

Hit reply and tell me where you're at. I love hearing these.

[Your name]

LINKS GO TO

Nothing needed. Or their download link again, for anyone who lost it.

Make it *yours*

Write for both groups. The "if yes / if not" split means nobody feels behind.

Name the sticking point.

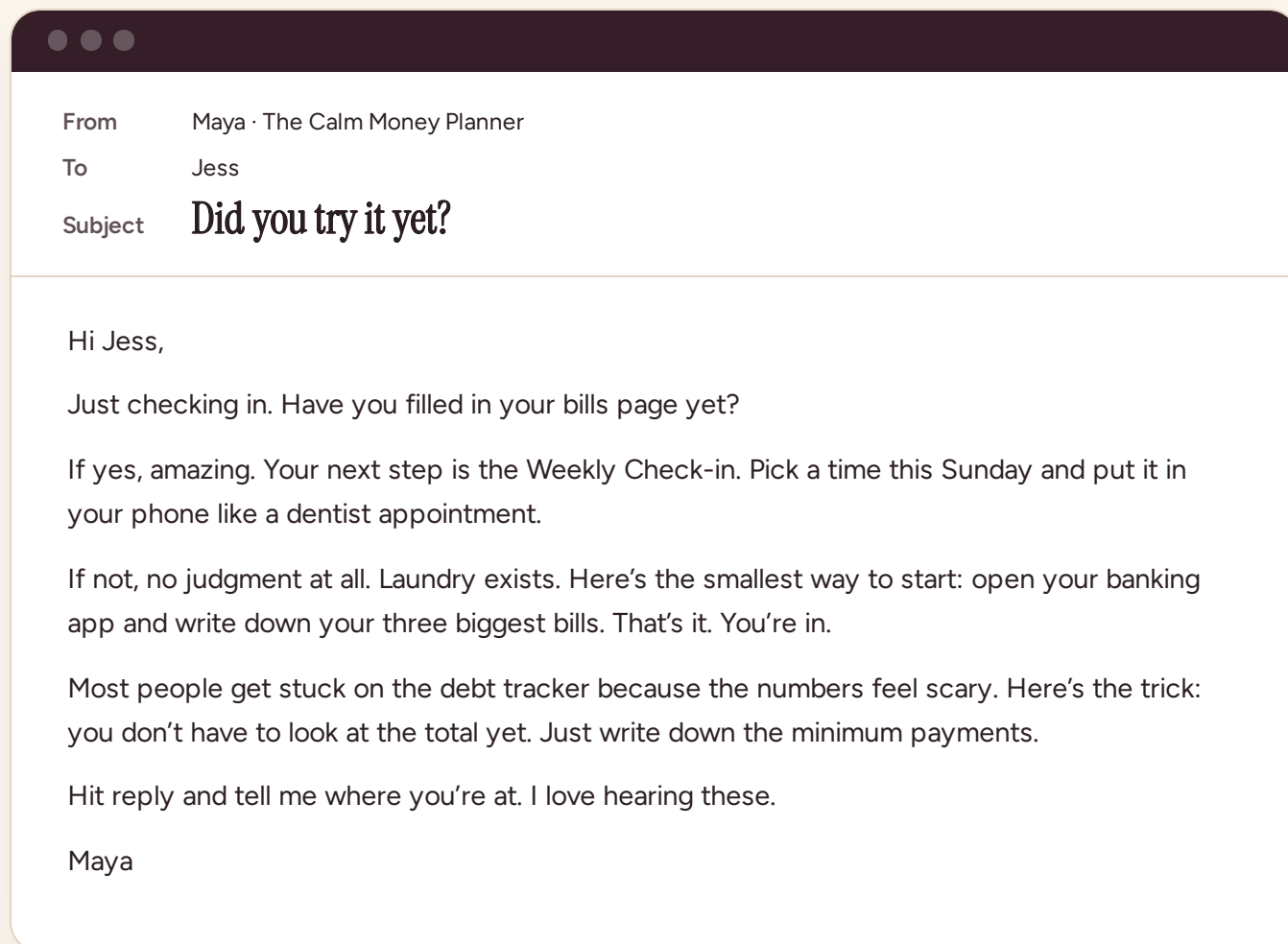
When you call it out before they hit it, they feel understood instead of stuck.

Replies are gold. They tell you what to fix and they turn into testimonials later.

AFTER-PURCHASE SEQUENCE · EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



AFTER-PURCHASE SEQUENCE · EMAIL 03 OF 03

AFTER

DAY 7 · ABOUT A WEEK LATER

How's it going?

Its job: Ask how it's going, collect feedback you can turn into testimonials and point them to the next step.

PICK A SUBJECT LINE

- ☒ How's it going?
- ☒ Can I ask you something?
- ☒ One week with [offer name]

PREVIEW TEXT

I'd love to hear how it's going.

THE EMAIL

Hi [first name],

You've had [offer name] for about a week now, and I'd love to know how it's going.

Hit reply and tell me:

1. What's one thing that's changed since you started?
2. What's still tricky?

Your answers help me make [offer name] better, and if you're okay with it, I might share a line or two with people who are on the fence. (I'll always ask first.)

When you're ready for the next step, [next offer] helps you [the next result].

[Take a look →](#)

[Your name]

LINKS GO TO

One soft link to your next offer.

Make it *yours*

Two questions, max. More than that and people save it for later (and never answer).

The next offer is one line.

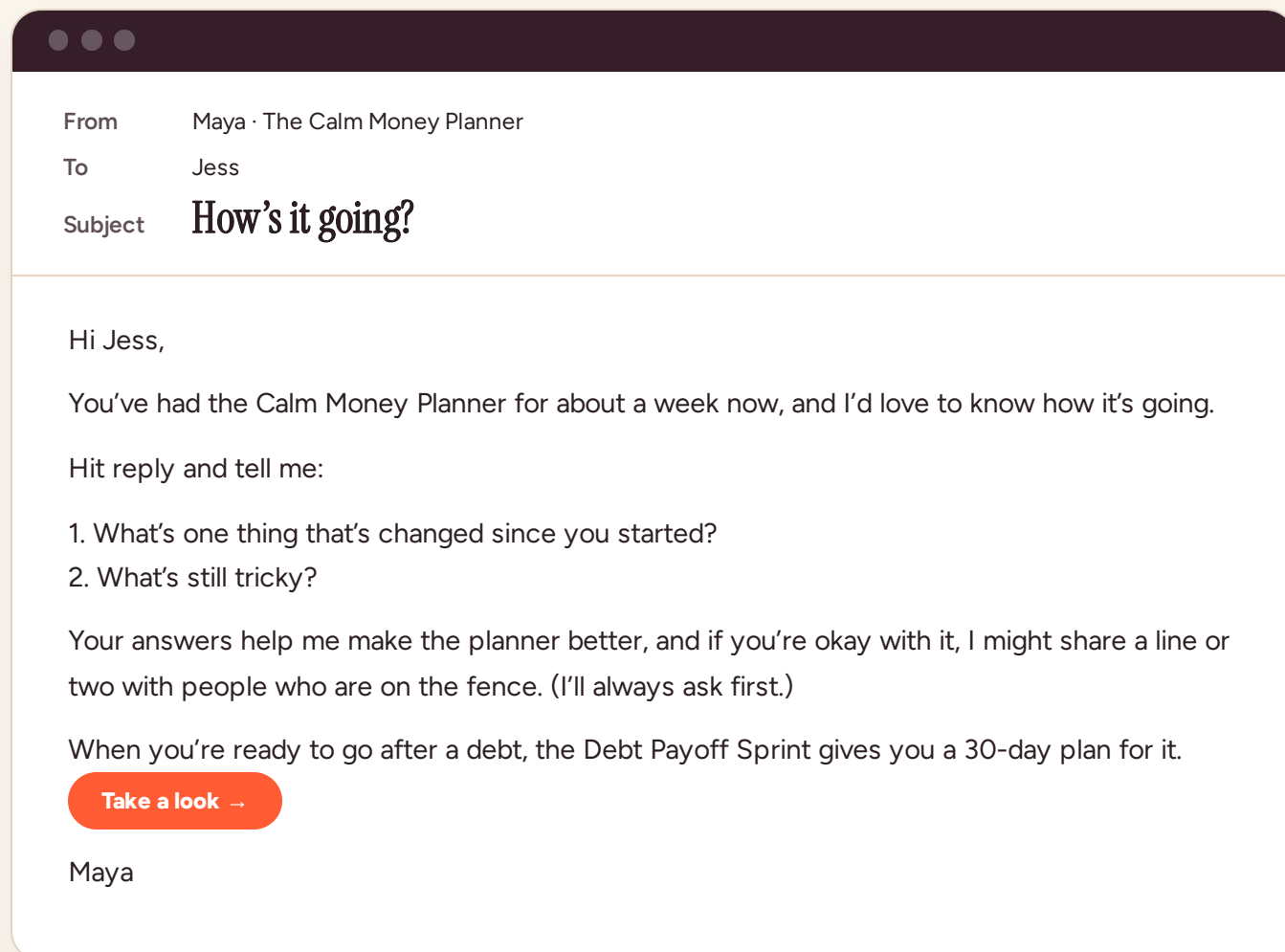
Not a pitch, just a door. Not sure what to sell them next? The Funnel Planner has a builder for that.

After this email, tag them as a customer and move them back into your regular emails.

AFTER-PURCHASE SEQUENCE · EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



SEQUENCE 06 OF 08 · 3 EMAILS · STARTS 24 HOURS AFTER A CLICK

The Clicked-But-Didn't-Buy Sequence

Use it when: Use it automatically for anyone who clicks through to your sales page and doesn't buy within 24 hours.

How it works: Help them decide, then give them permission to say no. It's the warmest audience you'll ever email.

Email	Send	Its job	Link goes to
01	Day 1	Still thinking about it?	Sales page
02	Day 3	What waiting costs	Sales page
03	Day 5	Is it a no?	Sales page

Remember: Never say you saw them click. It's true, but it feels like you've been watching them through the window.

CLICKED-BUT-DIDN'T-BUY SEQUENCE · EMAIL
01 OF 03

FOLLOW-
UP

DAY 1 · 24 HOURS AFTER THE
CLICK

Still thinking about it?

Its job: Help them decide, even if the answer is no. Answer the question most people have and invite theirs.

PICK A SUBJECT LINE

- ☒ Still thinking about it?
- ☒ Can I help?
- ☒ Any questions about [offer name]?

PREVIEW TEXT

Happy to help you decide, even if it's a no.

THE EMAIL

Hi [first name],

A lot of people take a look at [offer name] and then get pulled away by [a real-life interruption your reader knows]. Totally normal.

If you're still thinking about it, I'd love to help you decide, even if the answer is no.

The question I hear most is [the #1 question]. [Honest answer in two or three lines.]

If you've got a different question, hit reply and ask. I answer every one.

[Take another look →](#)

[Your name]

LINKS GO TO

Your sales page.

Make it *yours*

Don't say you saw them click. It's true, but it feels like you've been watching them through the window.

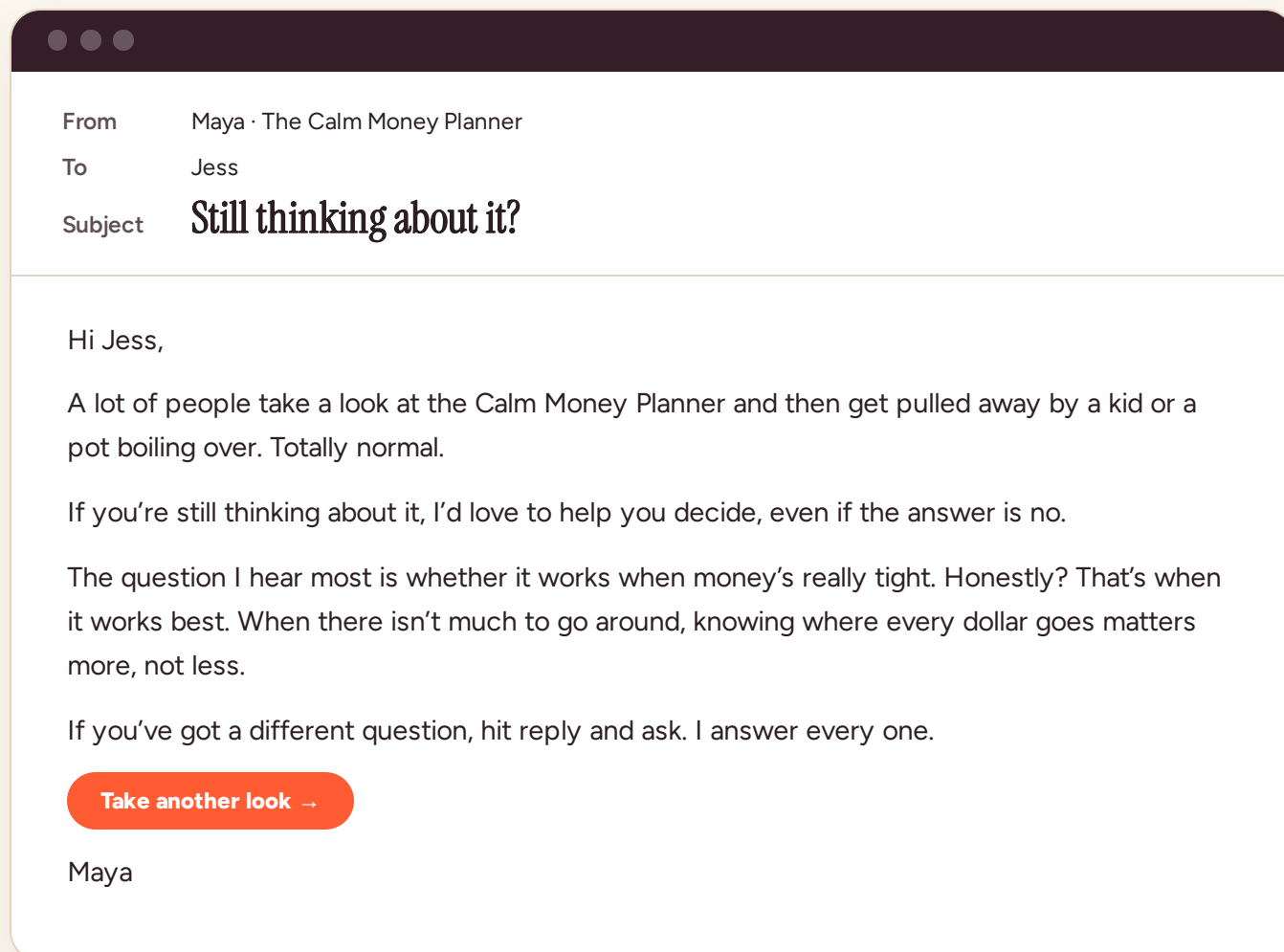
"Even if the answer is no" takes the pressure off, and people buy more when they don't feel pushed.

Pick the question people ask right before they buy, not the one they ask when they first find you.

CLICKED-BUT-DIDN'T-BUY SEQUENCE · EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



CLICKED-BUT-DIDN'T-BUY SEQUENCE · EMAIL 02
OF 03FOLLOW-
UPDAY 3 · TWO DAYS
LATER

What waiting costs

Its job: Tell a short story about putting something off, so they see what waiting is costing them.

PICK A SUBJECT LINE

- ☒ What putting it off cost me
- ☒ The [thing] I ignored for [X] months
- ☒ Later usually means never

PREVIEW TEXT

A slightly embarrassing story about my [thing].

THE EMAIL

Hi [first name],

[A short story about a time you put off something you needed. Make it specific and a little embarrassing.]

[What happened when you finally did it, and what waiting had cost you. Money, time or stress, pick one.]

I'm telling you this because [the problem your offer solves] is easy to put off. It's never urgent, until it is.

If [the problem] is still bugging you, [offer name] gets you started in [how little time it takes].

Get [offer name] →

[Your name]

LINKS GO TO

Your sales page.

Make it *yours*

The story doesn't have to be about your topic. Car insurance or a messy garage works fine. Anything they've put off too.

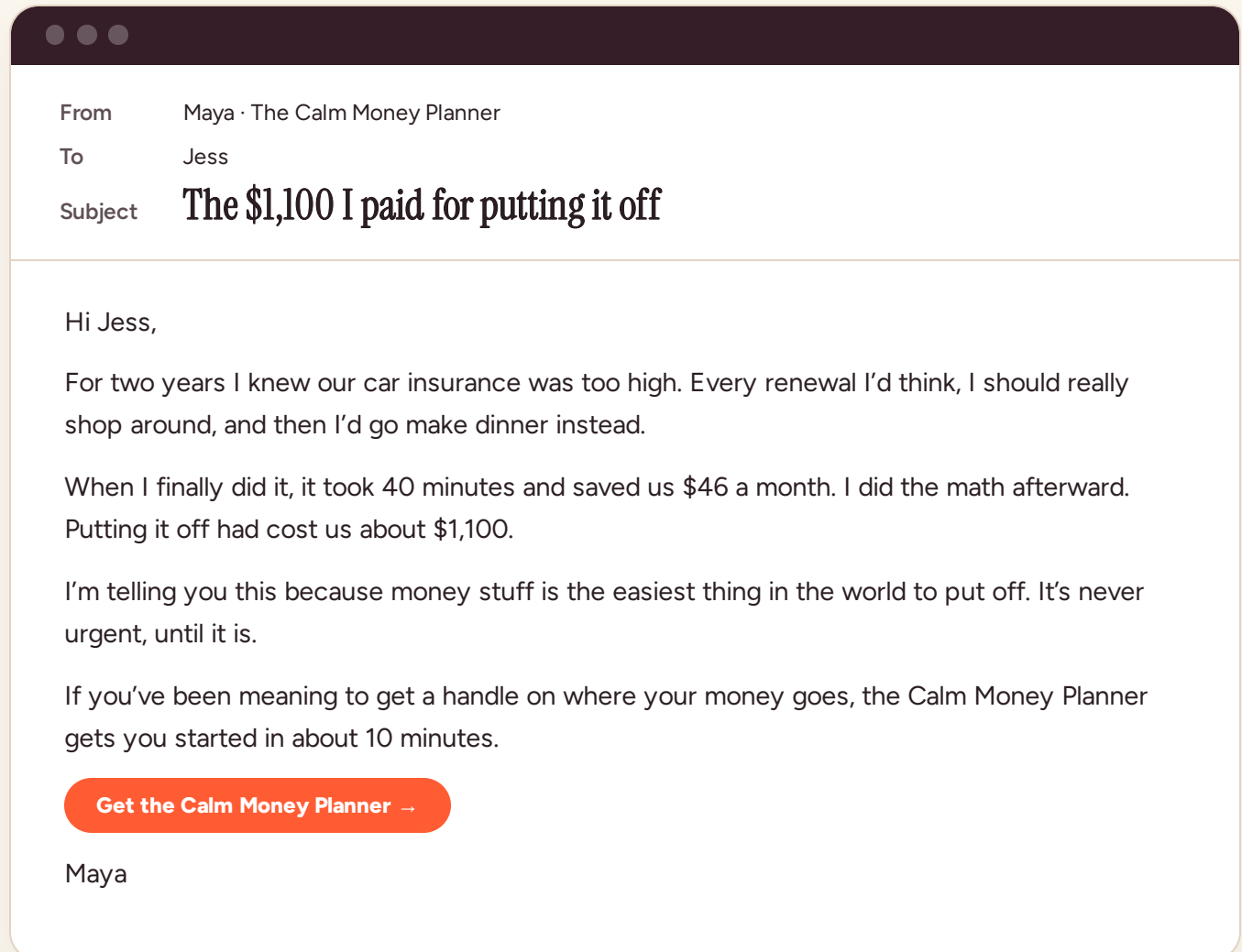
Do the math out loud. "That cost us about \$1,100" lands harder than "that cost us a lot."

Don't guilt them. You put it off too. That's the whole point of the story.

CLICKED-BUT-DIDN'T-BUY SEQUENCE · EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



CLICKED-BUT-DIDN'T-BUY SEQUENCE · EMAIL 03
OF 03FOLLOW-
UPDAY 5 · TWO DAYS
LATER

Is it a no?

Its job: Give them permission to say no, answer the last hesitation and promise this is the last email about it.

PICK A SUBJECT LINE

- ☒ Last one about [offer name], promise
- ☒ Is it a no?
- ☒ Should I stop mentioning this?

PREVIEW TEXT

Totally fine if it's not the right time.

THE EMAIL

Hi [first name],

This is the last email I'll send you about [offer name], promise.

If it's not the right time, that's completely fine. You'll still get my regular emails about [your topics], and nothing changes.

But if the only thing stopping you is [the most common hesitation], [answer it in a line or two].

Get [offer name] →

And if you're not sure it's for you, hit reply and tell me [what's going on with their problem]. I'll tell you honestly whether it'll help.

[Your name]

P.S. [Optional: a smaller option, e.g. Not ready for the full thing? My (smaller product) is (price).]

LINKS GO TO

Your sales page, plus an optional smaller offer in the P.S.

Make it *yours*

Keep the promise. If you say it's the last one, it's the last one. That's how they learn to trust your emails.

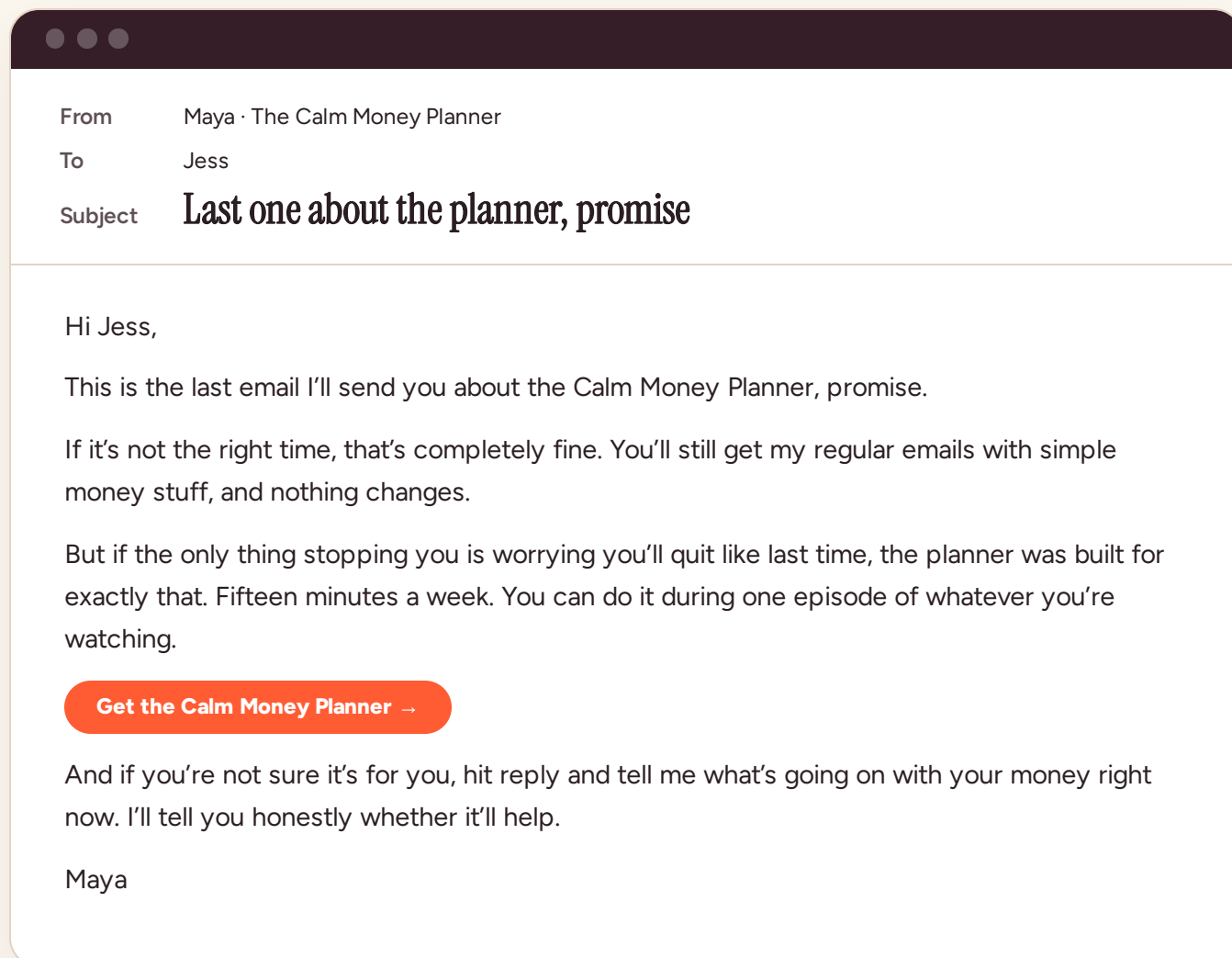
The honest-answer offer sells more than you'd think. People love being told "actually, this isn't for you."

The smaller option catches people for whom the price was the real problem.

CLICKED-BUT-DIDN'T-BUY SEQUENCE · EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



SEQUENCE 07 OF 08 · 5 EMAILS · ABOUT 11 DAYS

The Re-engagement Sequence

Use it when: Use it every three to six months for anyone who hasn't opened or clicked in 90 days.

How it works: Five friendly emails that win back the people who care and say goodbye to the rest.

Email	Send	Its job	Link goes to
01	Day 1	Just saying hi	Nothing needed
02	Day 3	A little gift	The gift
03	Day 5	One quick question	Reply (or click to answer)
04	Day 8	Should I stop emailing you?	Stay-on-the-list button
05	Day 11	Last call	Stay-on-the-list button

Remember: Removing people who never open keeps your emails out of spam for everyone else. A smaller list that listens beats a big list that doesn't.

RE-ENGAGEMENT SEQUENCE · EMAIL 01 OF 05

RE-ENGAGE

DAY 1 · START

Just saying hi

Its job: Say hello like a human, remind them who you are and promise something good in the next email.

PICK A SUBJECT LINE

- ☒ Are we still friends?
- ☒ Did I lose you?
- ☒ It's been a while, [first name]

PREVIEW TEXT

No guilt trip. Just a hello.

THE EMAIL

Hi [first name],

It's been a while since we've hung out in your inbox, and I wanted to say hi.

[What's new with you, in a line or two. Light and human.]

Lately I've been writing about [what your recent emails cover].

No guilt trip here. Inboxes get busy. If you want to stay, you don't have to do anything. Keep an eye out for my next email, there's [a gift / something good] in it.

[Your name]

LINKS GO TO

Nothing needed.

Make it *yours*

Sound happy to see them, not hurt that they've been ignoring you. Nobody opens an email from someone who's sulking.

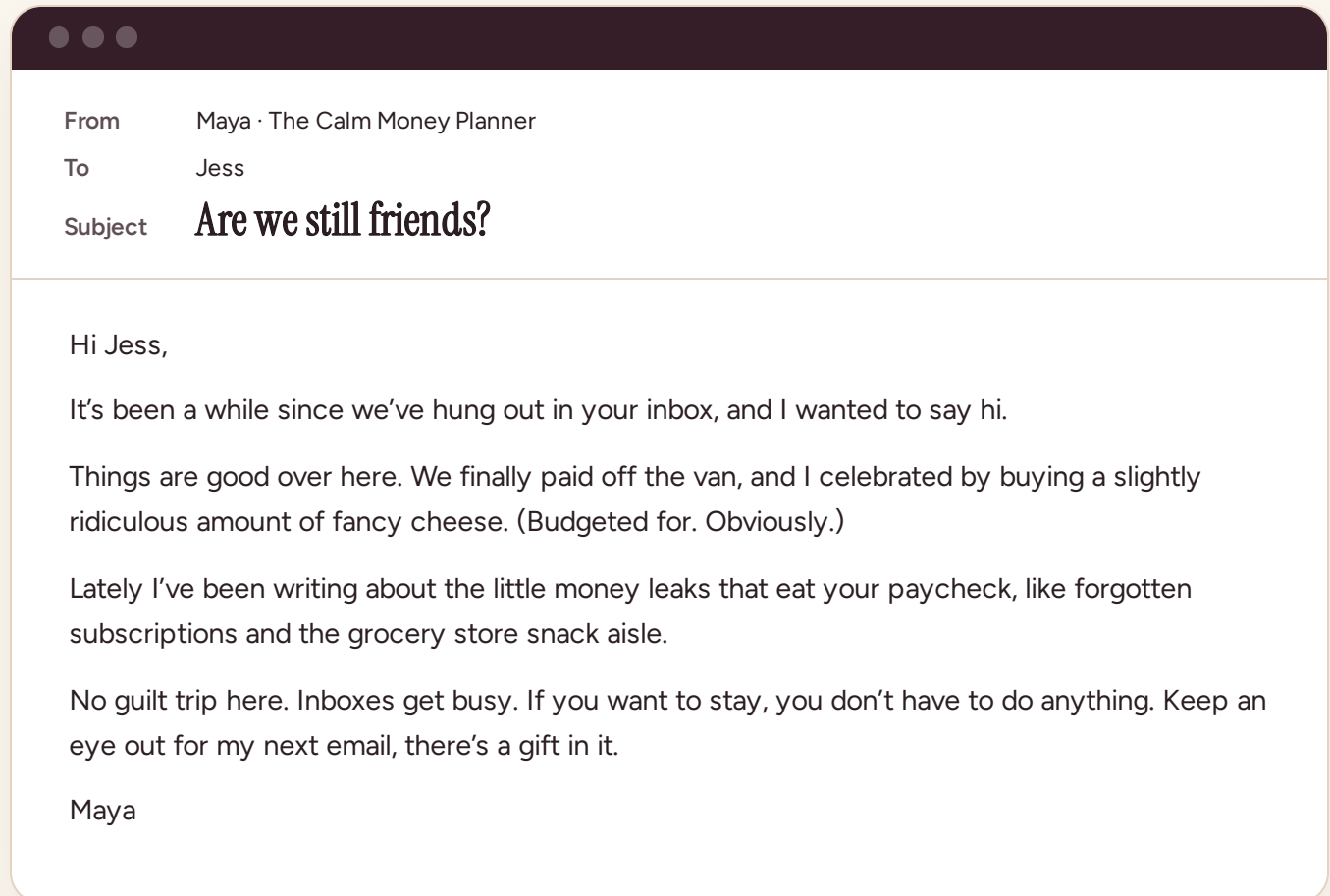
Tease the next email. It gives them a reason to open one more.

Plain and short works best here. Skip the images and fancy formatting.

RE-ENGAGEMENT SEQUENCE · EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



RE-ENGAGEMENT SEQUENCE · EMAIL 02 OF 05

RE-ENGAGE

DAY 3 · TWO DAYS LATER

A little gift

Its job: Give them something genuinely useful for free, so they remember why they signed up in the first place.

PICK A SUBJECT LINE

- ☒ I made you something
- ☒ A little welcome-back gift
- ☒ My best stuff, all in one place

PREVIEW TEXT

No catch. Promise.

THE EMAIL

Hi **[first name]**,

As promised, a little something for you.

[The gift: a freebie, checklist, template or discount code. Pick one thing.] [Grab it here →](#)

[Why it's useful right now, in one or two lines.]

And if you'd rather catch up on my best stuff, here's what people loved most lately:

- **[Best post or email #1]**
- **[Best post or email #2]**

That's it. No catch.

[Your name]

LINKS GO TO

The gift. Plus up to two of your most-loved posts or emails.

Make it *yours*

Make the gift quick to use.

A one-page checklist beats a 40-page ebook they'll never open.

Use your greatest hits.

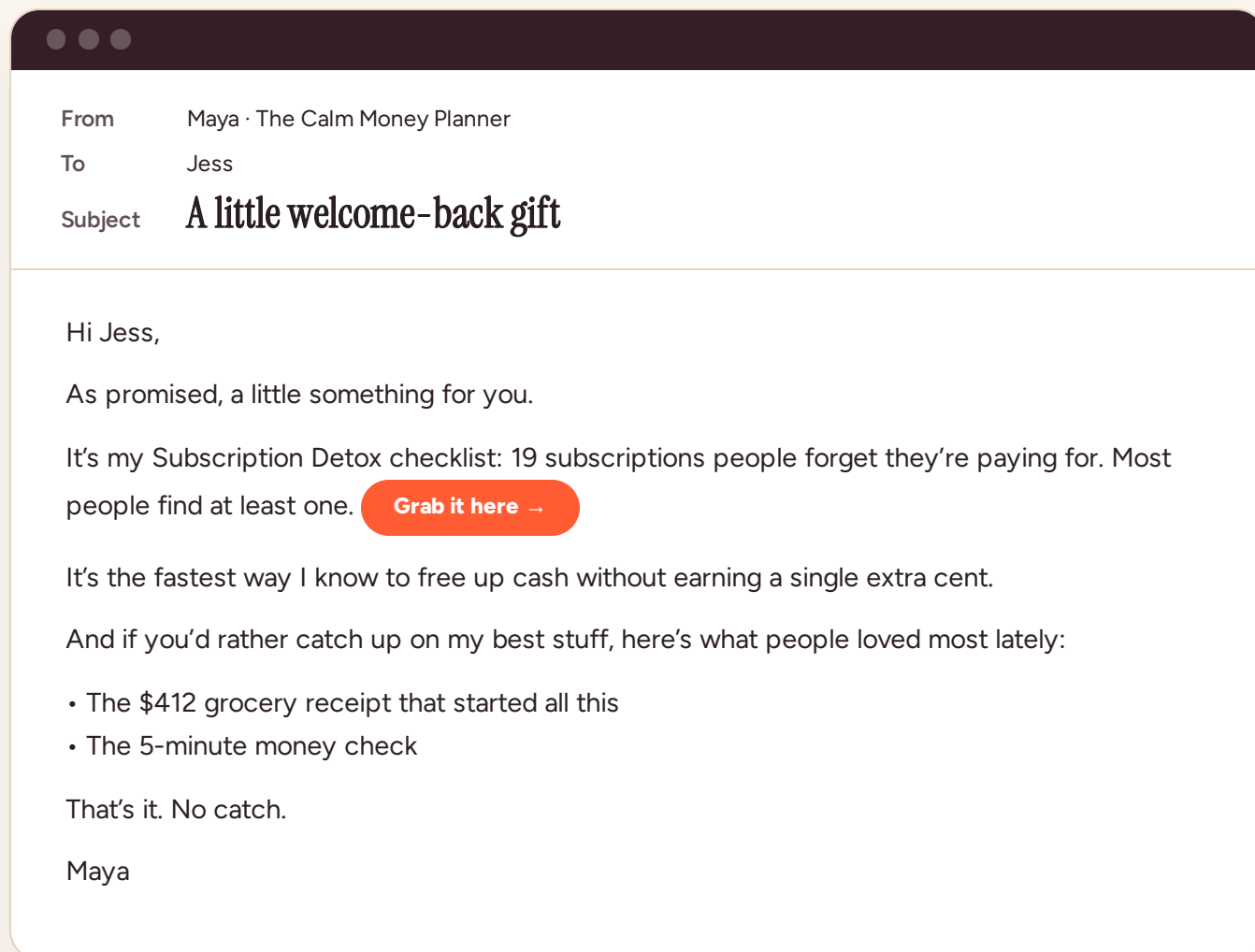
Check which emails or posts got the most clicks and replies. Those are the ones.

Clicks count. Anyone who clicks here has woken up. Tag them and move them back to your regular emails.

RE-ENGAGEMENT SEQUENCE · EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



One quick question

Its job: Ask what they want from you, so they can raise their hand in one click or one reply.

PICK A SUBJECT LINE

- ☒ Quick question (one click)
- ☒ What do you want more of?
- ☒ Help me out?

PREVIEW TEXT

One click and you're done.

THE EMAIL

Hi **[first name]**,

Quick question, and you can answer with one click (or one reply):

What do you want more of from me?

- **[Option A]** → reply with A
- **[Option B]** → reply with B
- **[Option C]** → reply with C

(Answering also tells me you want to stay on the list. Two birds, one email.)

[Your name]

LINKS GO TO

Optional: one link per answer, each one tagging them with their choice.

Make it *yours*

Turn the options into links if your platform can tag on click. Each answer tags them, so you know what they want and who's awake.

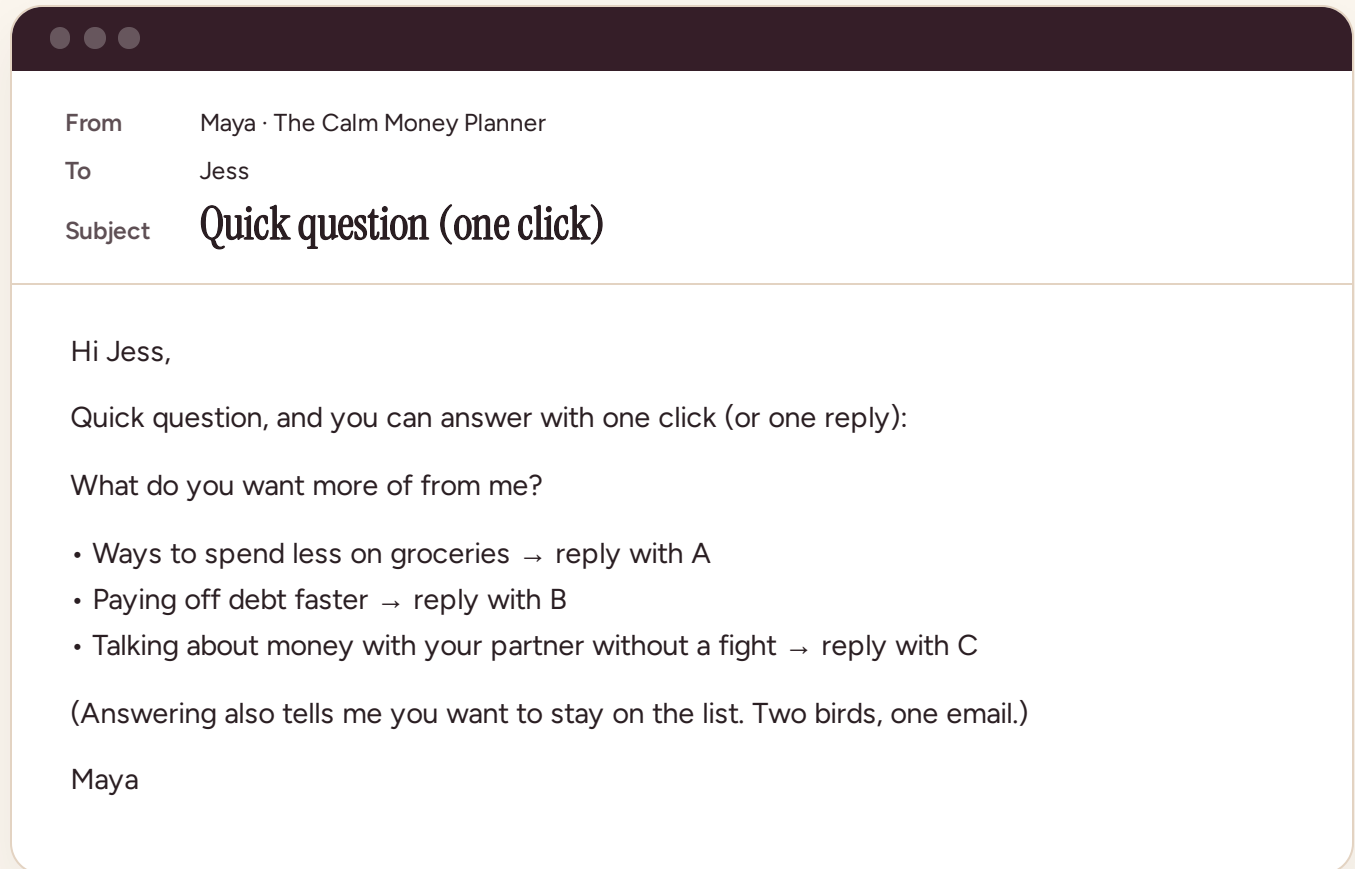
Steal the answers for content. Whatever wins is your next few emails.

Keep the options specific. "Saving on groceries" gets more clicks than "money tips."

RE-ENGAGEMENT SEQUENCE · EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Should I stop emailing you?

Its job: Ask straight out if they still want your emails, with one easy button to stay.

PICK A SUBJECT LINE

- ☒ Should I stop emailing you?
- ☒ Honest question
- ☒ Do you still want these?

PREVIEW TEXT

Totally fine either way.

THE EMAIL

Hi **[first name]**,

I've noticed you haven't opened my emails in a while, and that's okay. Seriously.

But I don't want to clutter your inbox with stuff you don't want.

If you'd like to keep getting my emails about **[your topics]**, click below and you're all set:

Yes, keep me on the list →

If I don't hear from you, I'll take you off the list in a few days. No hard feelings at all.

[Your name]

LINKS GO TO

A Keep me on the list button that tags them as active.

Make it *yours*

Honesty wakes people up.

This subject line often gets more opens than anything else you've sent them.

Make the button tag them

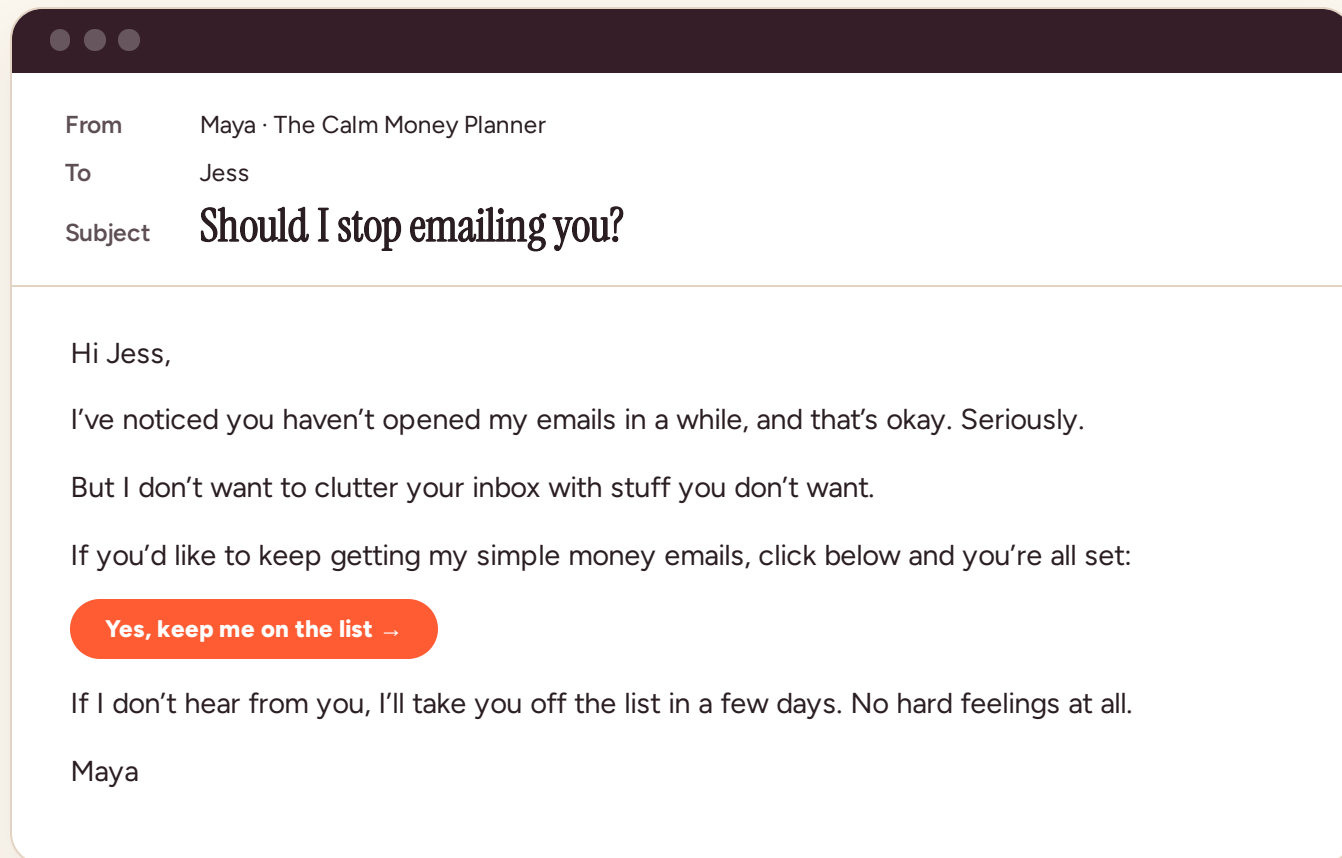
as active, then pull them out of the sequence.

Mean it. If they don't click, you really are going to remove them.

RE-ENGAGEMENT SEQUENCE · EMAIL 04 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Last call

Its job: One final chance to stay. If they don't click, you remove them, and your list gets healthier.

PICK A SUBJECT LINE

- ☒ Is this goodbye?
- ☒ Removing you tomorrow
- ☒ Last email (unless you click)

PREVIEW TEXT

One click and you're staying.

THE EMAIL

Hi **[first name]**,

This is the last email you'll get from me unless you click the button below.

Keep me on the list →

No click, no problem. I'll take you off tomorrow, and you can always rejoin at **[where they can sign up again]**.

Thanks for being here, **[first name]**. Truly.

[Your name]

LINKS GO TO

The same Keep me on the list button.

Make it *yours*

Then actually remove them.

A smaller list of people who open beats a big list of people who don't.

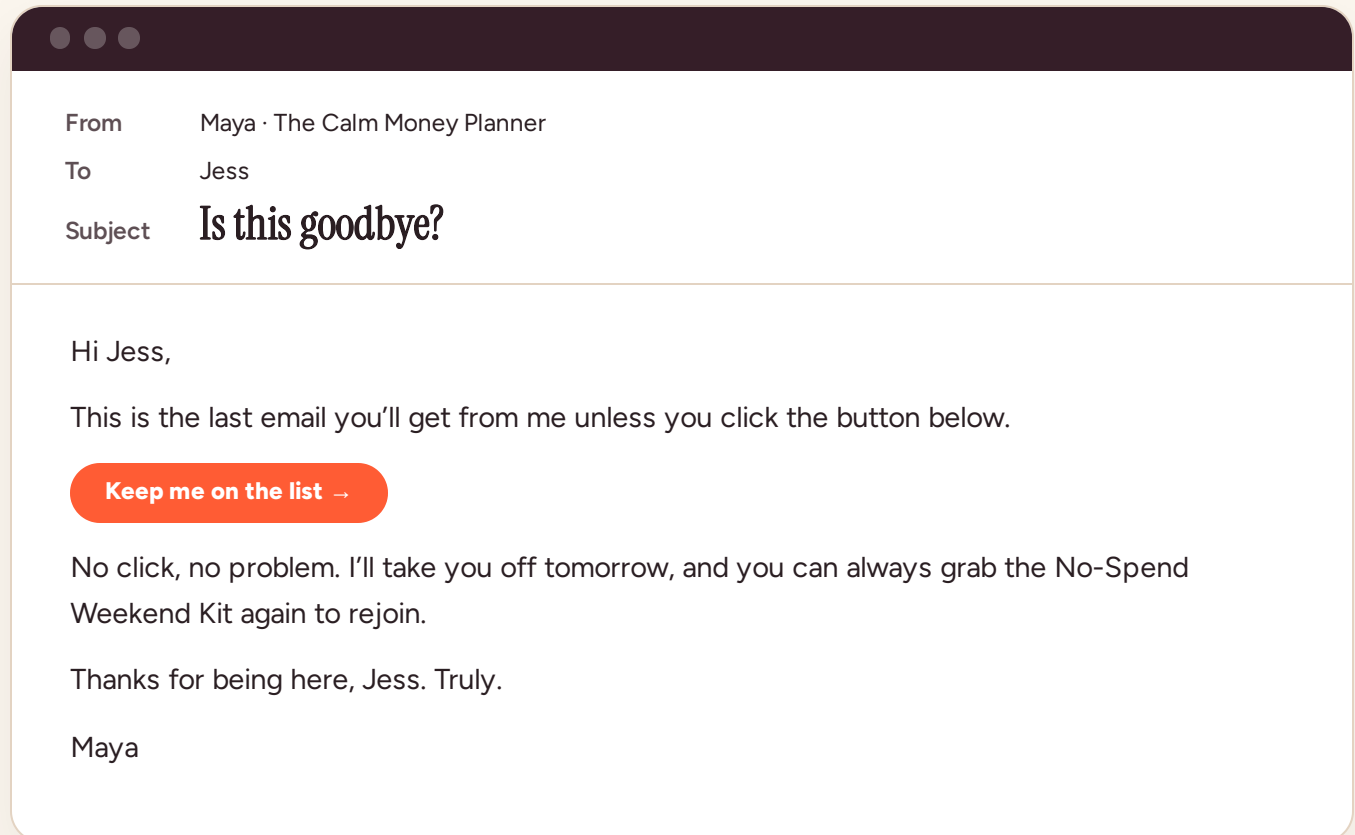
Why it matters: email providers notice when lots of people ignore you, and start sending you to spam. Cleaning your list protects your emails to everyone else.

Bonus: many platforms charge by list size, so this can lower your bill too.

RE-ENGAGEMENT SEQUENCE · EMAIL 05 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



SEQUENCE 08 OF 08 · 5 EMAILS · DAYS 0 TO 4, FOR EACH PERSON

The Evergreen Sales Sequence

Use it when: Use it to sell on autopilot, any day of the year. Trigger it when someone finishes the New Subscriber Sequence without buying (wait 30 days), or clicks a link about your offer's topic.

How it works: A value email first, then your offer with a bonus that's theirs for 72 hours.

Email	Send	Its job	Link goes to
01	Day 0	The big mistake	Nothing needed
02	Day 1	The offer + their bonus	Sales page or checkout
03	Day 2	Proof + questions	Sales page or checkout
04	Day 3	24 hours left	Sales page or checkout
05	Day 4	Bonus ends tonight	Sales page or checkout

Remember: Use a tool like Deadline Funnel or an expiring coupon, so each person's 72 hours are real.

EVERGREEN SALES SEQUENCE · EMAIL 01
OF 05

EVERGREEN

DAY 0 · WHEN THE TRIGGER
FIRES

The big mistake

Its job: Name the mistake your reader is making, show them the better way and hint that something is coming tomorrow.

PICK A SUBJECT LINE

- ☒ The [topic] mistake almost everyone makes
- ☒ Why [common approach] doesn't work
- ☒ It's not your fault (mostly)

PREVIEW TEXT

And what to do instead.

THE EMAIL

Hi [first name],

Can I tell you the [topic] mistake I see more than any other?

[The mistake, described so specifically they recognize themselves.]

It's not your fault. [Why everyone makes it, e.g. it's what the internet tells you to do.]

Here's what works better: [the better approach, in a few lines].

[A quick example or result.]

This is exactly how [offer name] works. Tomorrow I'll tell you more about it, and I've got a little something extra for you if you decide to grab it.

[Your name]

LINKS GO TO

Nothing needed. This one is all value.

Make it *yours*

Teach something real. If this email were the only one they read, it should still help.

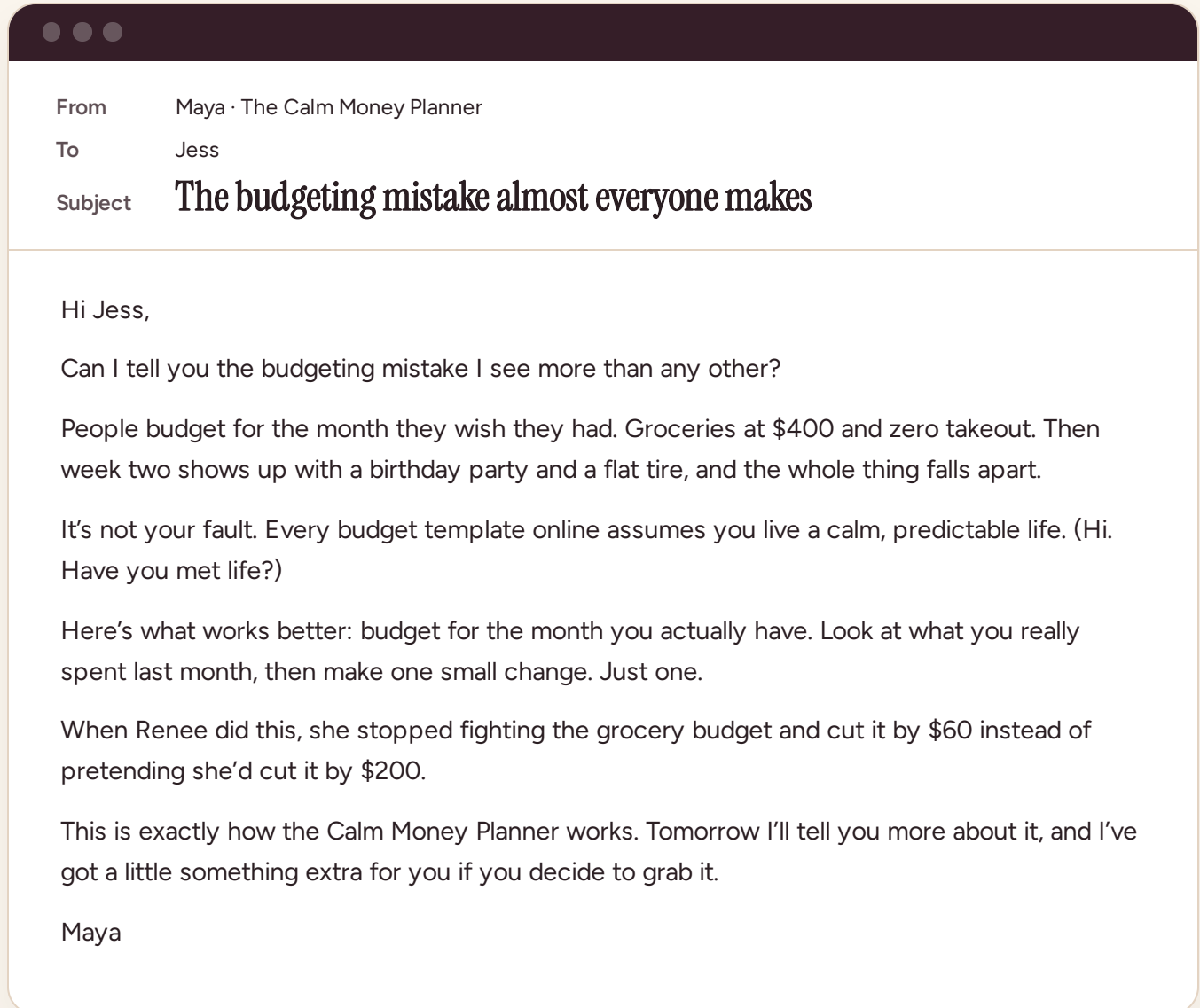
The mistake should lead to your offer. Your offer is the better way. That's the whole trick.

The tease at the end makes tomorrow's email something they look for.

EVERGREEN SALES SEQUENCE · EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



The offer + their bonus

Its job: Introduce the offer and a bonus that's only theirs for 72 hours. Their personal clock starts now.

PICK A SUBJECT LINE

- ☒ Something just for you
- ☒ A little bonus (72 hours)
- ☒ About [offer name]

PREVIEW TEXT

It disappears in 72 hours.

THE EMAIL

Hi [first name],

Yesterday I told you about [the mistake]. Today I want to show you the fix.

[Offer name] is [what it is] for [who it's for] who want to [result] without [the thing they're dreading].

Inside:

- [Thing] so you can [outcome]
- [Thing] so you can [outcome]
- [Thing] so you can [outcome]

It's [price]. And because you've been hanging out with me for a while, if you grab it in the next 72 hours you'll also get [bonus or discount].

Get [offer name] + [bonus] →

Your bonus disappears [when, e.g. Thursday at 8pm, or in 72 hours].

[Your name]

LINKS GO TO

Your sales page or checkout, with the bonus attached.

Make it *yours*

Pick a bonus they'd actually want, like a related template or a quick add-on. Or a discount, if bonuses aren't your thing.

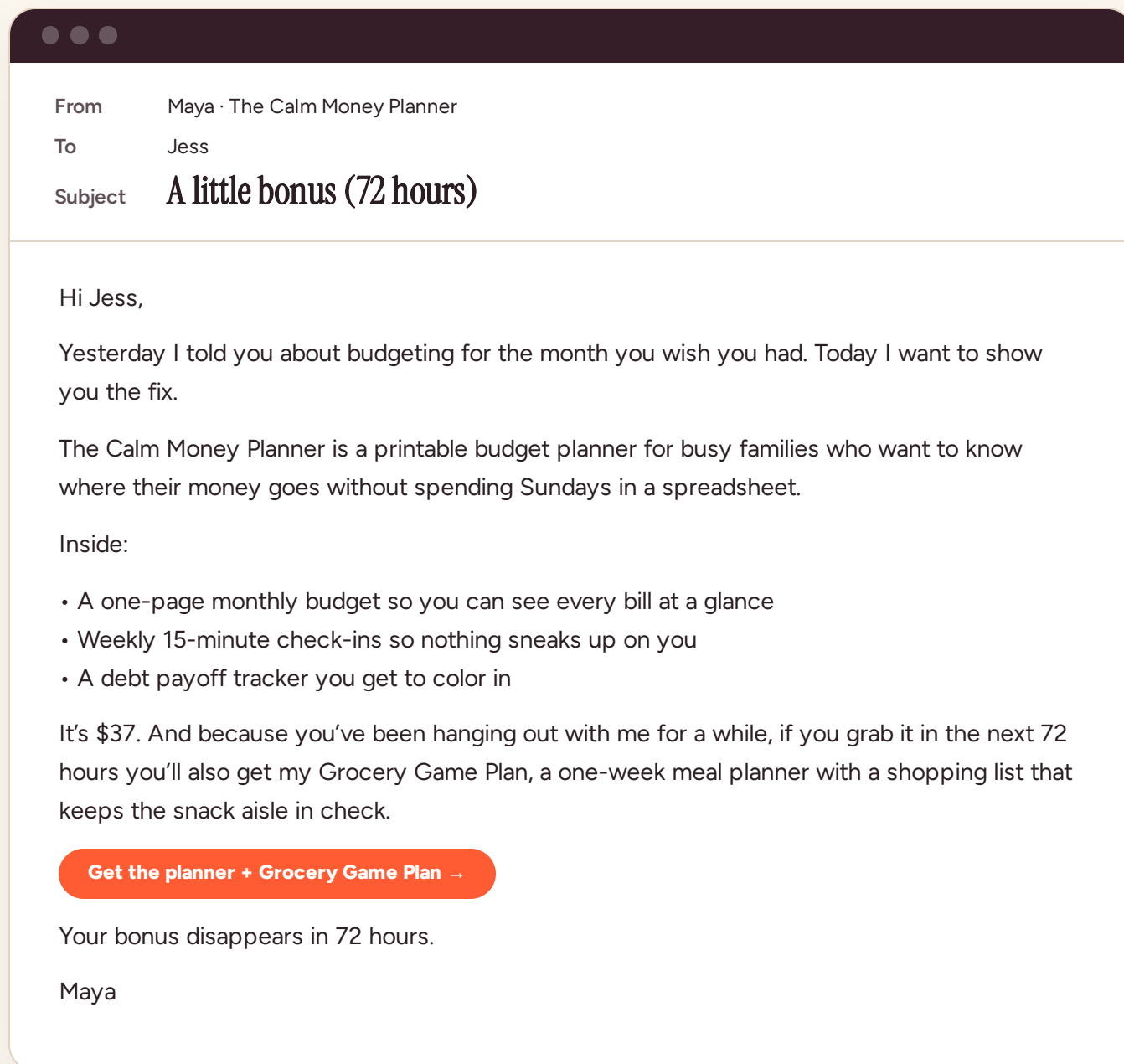
Their clock, not yours. Every person gets their own 72 hours from this email. Tools like Deadline Funnel or an expiring coupon code handle this for you.

The deadline has to be real. When their 72 hours are up, the bonus is gone. For them, for good.

EVERGREEN SALES SEQUENCE · EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Proof + questions

Its job: Share one result and answer two common questions, then remind them about their bonus.

PICK A SUBJECT LINE

- ☒ What **[name]** did with it
- ☒ Is it worth **[price]**?
- ☒ Your questions, answered

PREVIEW TEXT

One story and two honest answers.

THE EMAIL

Hi **[first name]**,

Quick story, then a couple of questions people ask.

[Customer name] **[where they started]**, and **[what happened]**.
 “**[Their quote.]**”

“**[Question] ?**”
[Answer.]

“**[Question] ?**”
[Answer.]

Your **[bonus]** is still waiting for you, but only until **[their deadline]**.

Get [offer name] →

[Your name]

LINKS GO TO

Your sales page or checkout.

Make it *yours*

One great story beats three okay ones in an email like this.

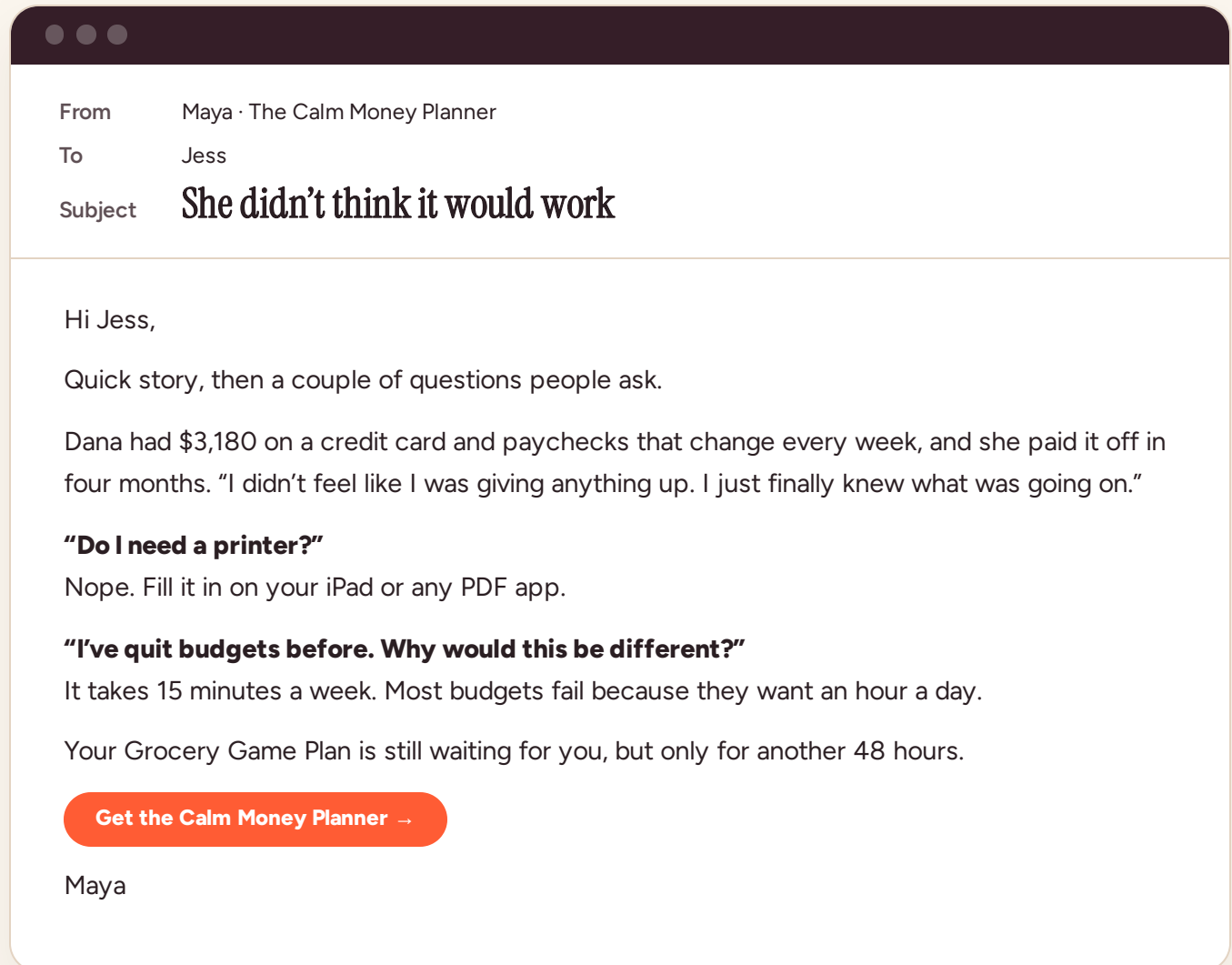
Pick the two questions that come right before someone buys: usually price and whether it works for them.

Mention the bonus once, near the end. The story does the selling here.

EVERGREEN SALES SEQUENCE · EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



24 hours left

Its job: Let them know their bonus ends tomorrow and paint a quick picture of life with the result.

PICK A SUBJECT LINE

- ☒ Your bonus ends tomorrow
- ☒ 24 hours left on your bonus
- ☒ Tomorrow it's gone

PREVIEW TEXT

One more reminder, then I'll stop.

THE EMAIL

Hi **[first name]**,

Heads up: the **[bonus]** that comes with **[offer name]** disappears tomorrow at **[time]**. I'll send one more reminder before it goes, then I'll stop.

[Picture of the result in one or two specific lines.]

Get **[offer name] + **[bonus]** →**

[Your name]

LINKS GO TO

Your sales page or checkout.

Make it *yours*

Short wins. They know the offer by now. This email is about the clock.

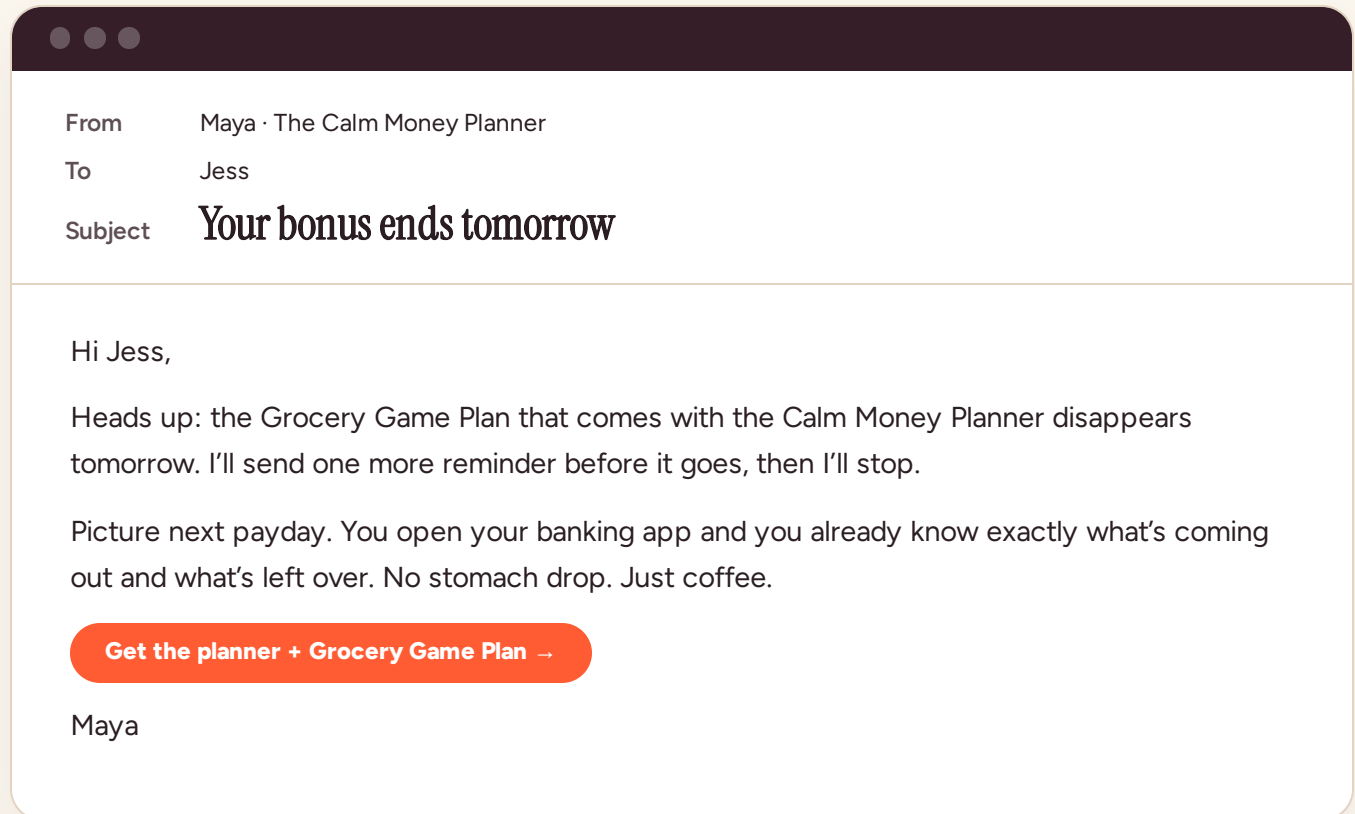
Promise to stop, then stop. It makes the deadline feel real.

Use their deadline, not a general one. That's what a personal countdown tool is for.

EVERGREEN SALES SEQUENCE · EMAIL 04 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Bonus ends tonight

Its job: Last call on their bonus. Two lines and a button.

PICK A SUBJECT LINE

- ☒ Bonus ends tonight
- ☒ Last call on your bonus
- ☒  A few hours left

PREVIEW TEXT

Then it goes back in the vault.

THE EMAIL

Hi **[first name]**,

Last call. Your **[bonus]** with **[offer name]** ends in **[X]** hours.

Get **[offer name] + **[bonus]** →**

After that, **[offer name]** is still here, but the bonus isn't.

[Your name]

LINKS GO TO

Your sales page or checkout.

Make it *yours*

Yes, this short. This is the email that catches the people who meant to buy and got busy.

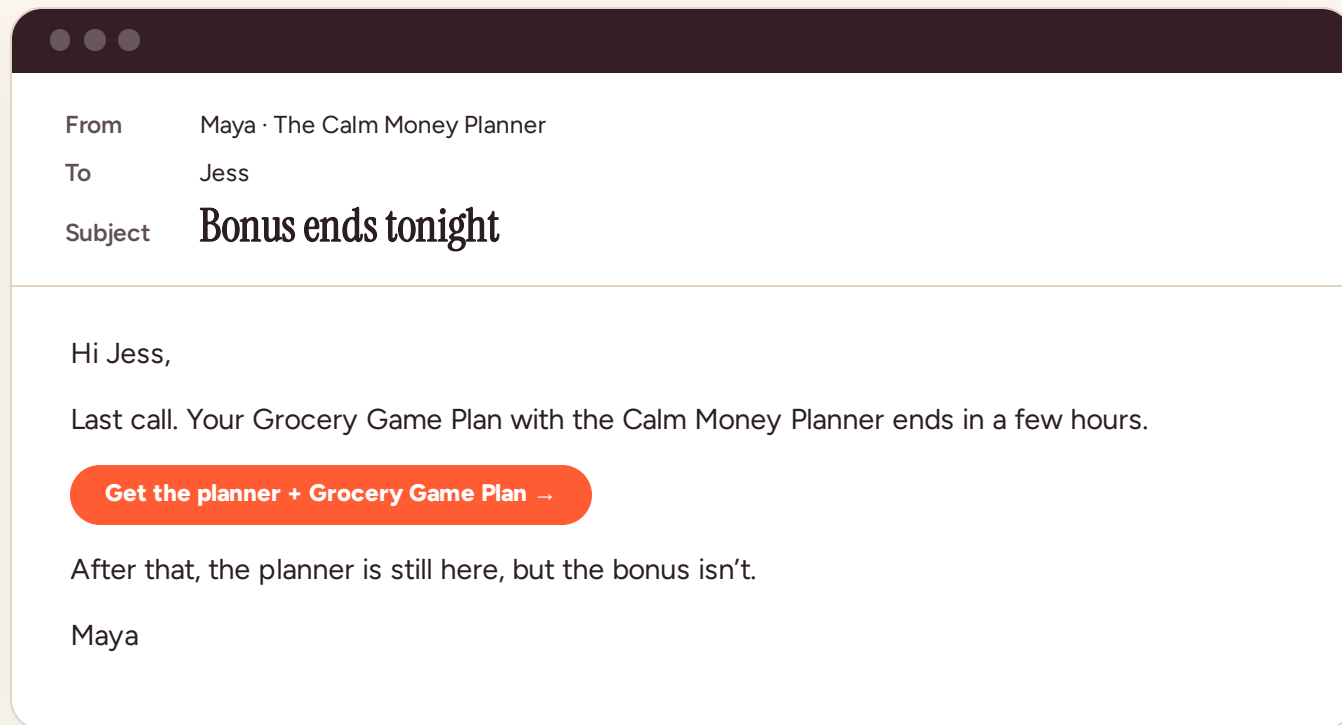
After this, they go back to your regular emails. Don't run this sequence on them again for at least a few months.

Buyers should be pulled out the moment they pay, so they never see this one.

EVERGREEN SALES SEQUENCE · EMAIL 05 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



BEFORE YOU HIT GO

Do this once and *sleep better.*

- ☐ Every [bracket] is gone. Search your emails for “[” to be sure.
- ☐ Buying tags them as a customer and pulls them out of sales emails for that product
- ☐ Each sequence's delays are set to match its schedule
- ☐ Deadlines in your emails match the real deadline on your checkout
- ☐ Collab subscribers get the collab opener instead of Email 1
- ☐ You've sent every email to yourself, clicked every link and read two on your phone

Between sequences: everyone goes back to your regular weekly emails. That's what What the Hell Do I Email? is for.

THAT'S THE LIBRARY

From welcome *to sale*. And again.

Eight sequences that cover every moment, from the second someone joins to the day they buy their second thing from you.

Use the Email Funnel Builder whenever you start something new. It'll tell you which of these to grab.

You got them on your list. Now get them to buy.

WWW.SELLABLEBYDESIGN.COM