

The Sales *Sequence*

Five emails that sell your offer to your whole list, plus a four-email Deadline ending for when there's a clock on it.

5 SALES EMAILS + 4 DEADLINE EMAILS



START HERE

Sell it to the people who *already like you.*

Your New Subscriber Sequence sells to new people. But what about the hundreds (or thousands) already on your list? The ones who joined last year, opened half your emails and never bought anything?

They're not uninterested. Nobody gave them a proper reason to buy yet. This is that reason.

Five emails over one week. Then a deadline, if you want one.

Use the Sales Sequence when you want to: relaunch an offer you already have, run a promo week, sell before a price goes up, or remind your whole list your thing exists. Send it to your whole list, minus anyone who already bought.

Add the Deadline ending when there's a real clock: a discount ending or the doors closing. It runs right after Email 5.

The one rule of deadlines: they have to be real. If you say the price goes up Sunday, it goes up Sunday. Fake deadlines teach your list to ignore every deadline you ever send.

Maya's back. This time she's selling the Calm Money Planner to her whole list for \$27 instead of \$37, until Sunday at midnight.

THE WHOLE SEQUENCE

Nine emails at a glance

Emails 1 to 5 go out over a week. The Deadline ending runs on Days 8 to 10 if you have a deadline.

Email	Send	Stage	Its job	Link goes to
01	Day 1	SALES	Announce it	Your sales page or checkout
02	Day 2	SALES	Tell the story behind it	Your sales page
03	Day 4	SALES	Open it up	Your sales page
04	Day 5	SALES	Bring the proof	Your sales page
05	Day 7	SALES	Answer their questions	Your sales page
D1	48 hours left	DEADLINE	The heads up	Your sales page or checkout
D2	24 hours left	DEADLINE	Paint the picture	Your sales page or checkout
D3	Last day, morning	DEADLINE	Closing tonight	Your sales page or checkout
D4	3 hours left	DEADLINE	Last call	Your sales page or checkout

No deadline? Stop after Email 5 and send people into your regular emails. You'll sell again, and they'll still be there.

EMAIL 01 OF 05

SALES

DAY 1 · OPEN THE DOOR

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.

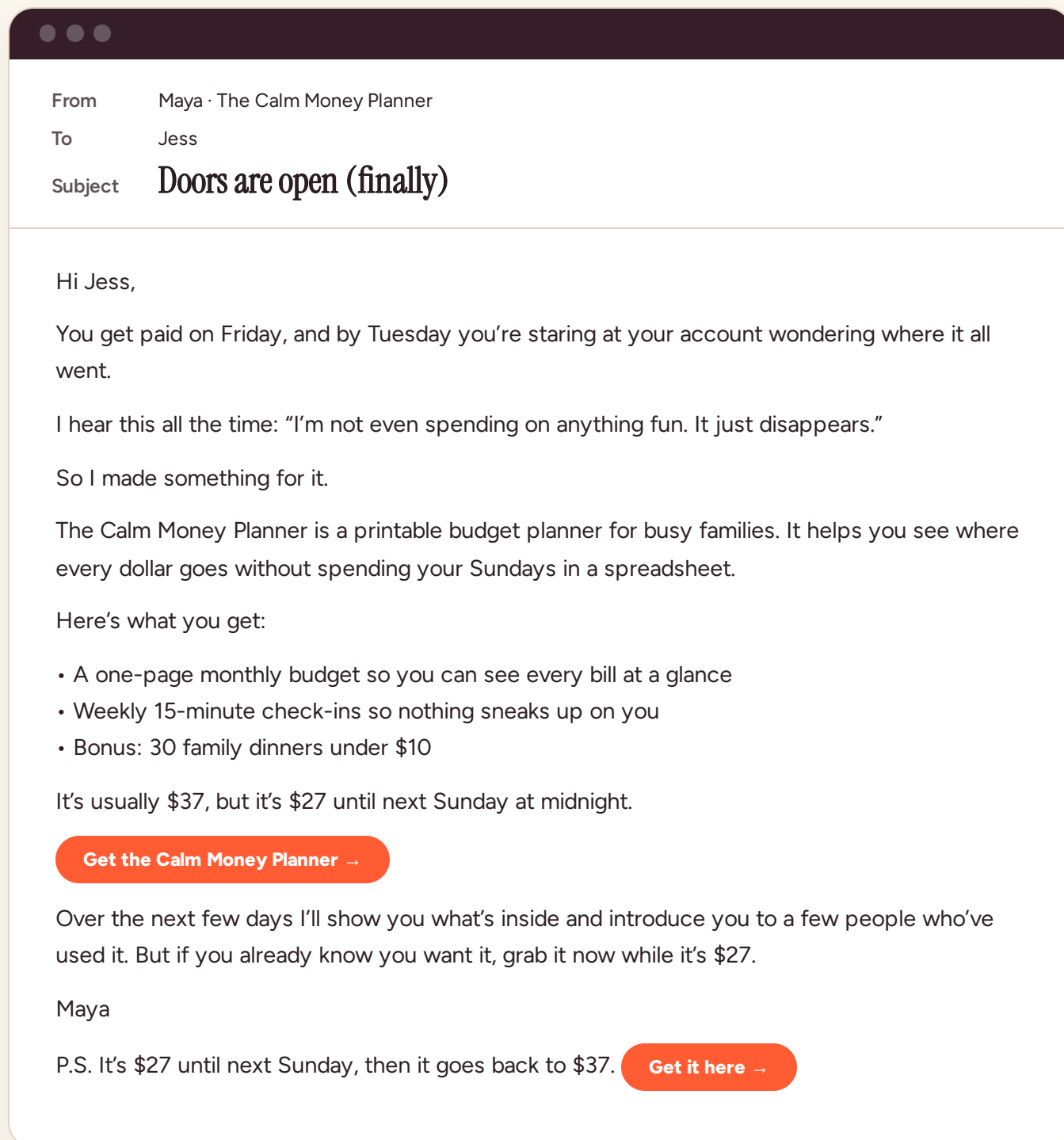
Some people will buy from this email alone. Don't make them wait for Email 5.

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

EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

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



EMAIL 02 OF 05

SALES

DAY 2 · THE NEXT DAY

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.

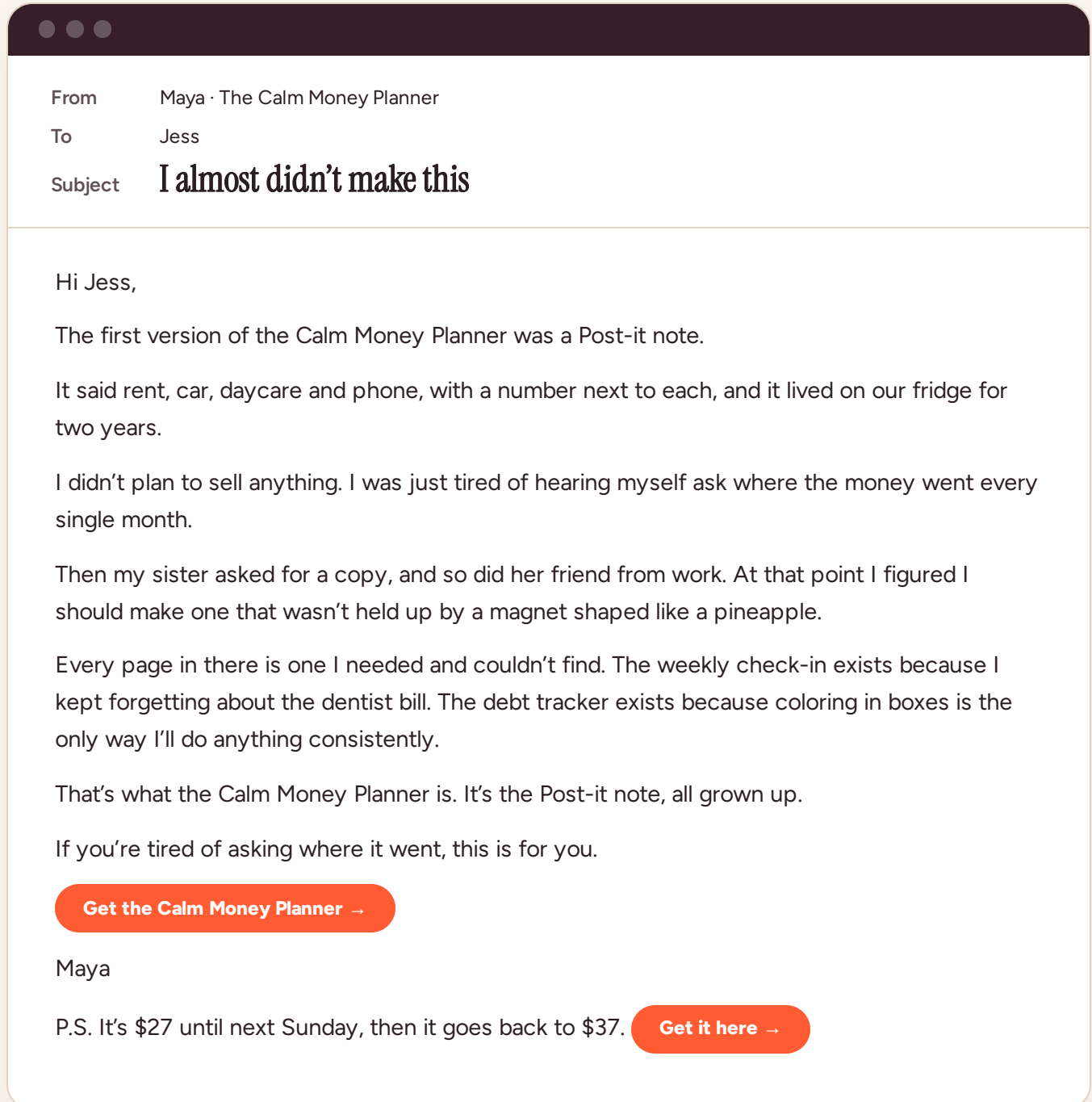
Every detail should point at the offer. If a detail doesn't explain why a part of the offer exists, cut it.

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

EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

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



EMAIL 03 OF 05

SALES

DAY 4 · TWO DAYS LATER

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.

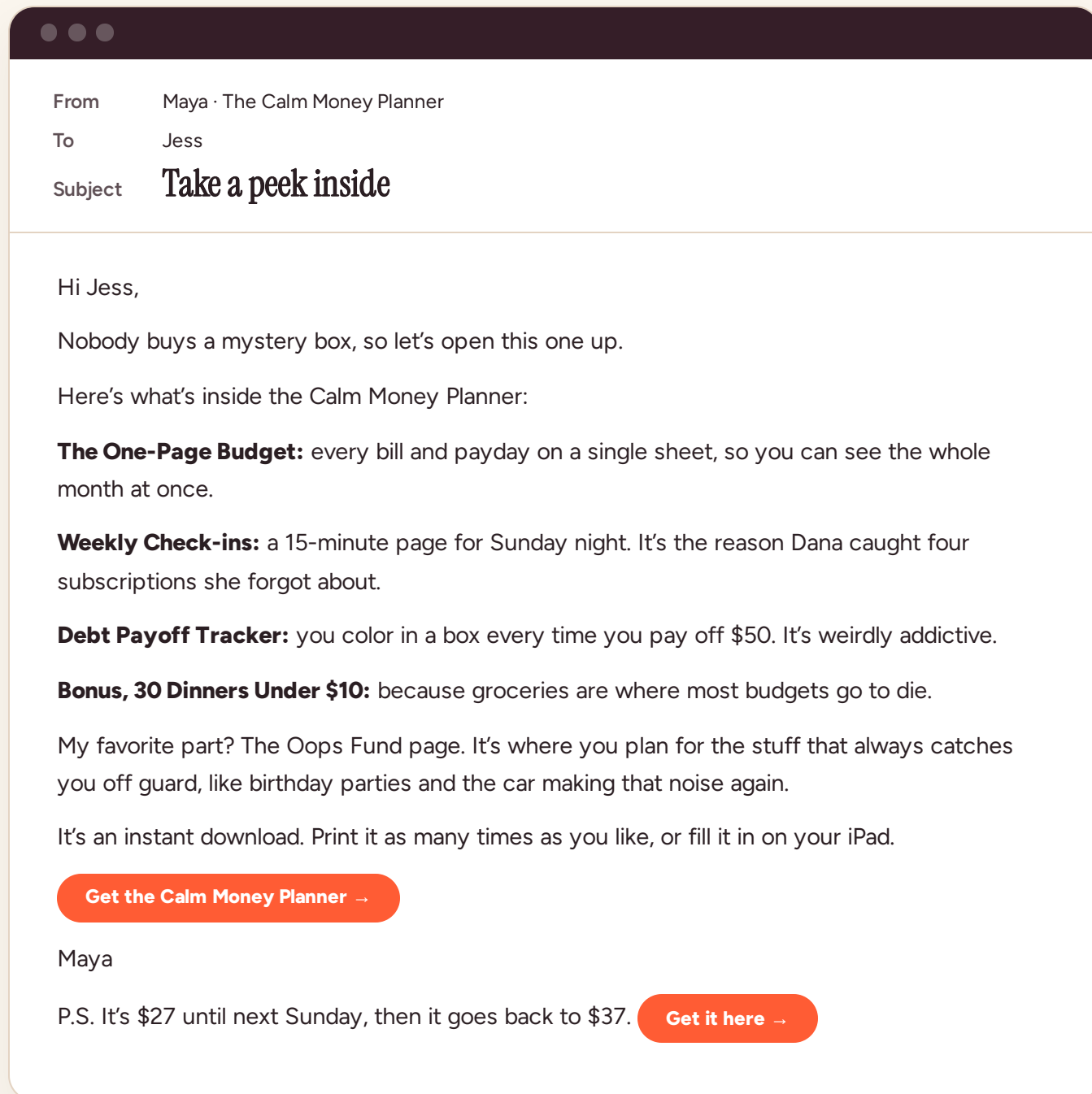
"It's the reason Dana caught four subscriptions" sells better than "includes a tracker."

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

EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

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



EMAIL 04 OF 05

SALES

DAY 5 · THE NEXT DAY

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.

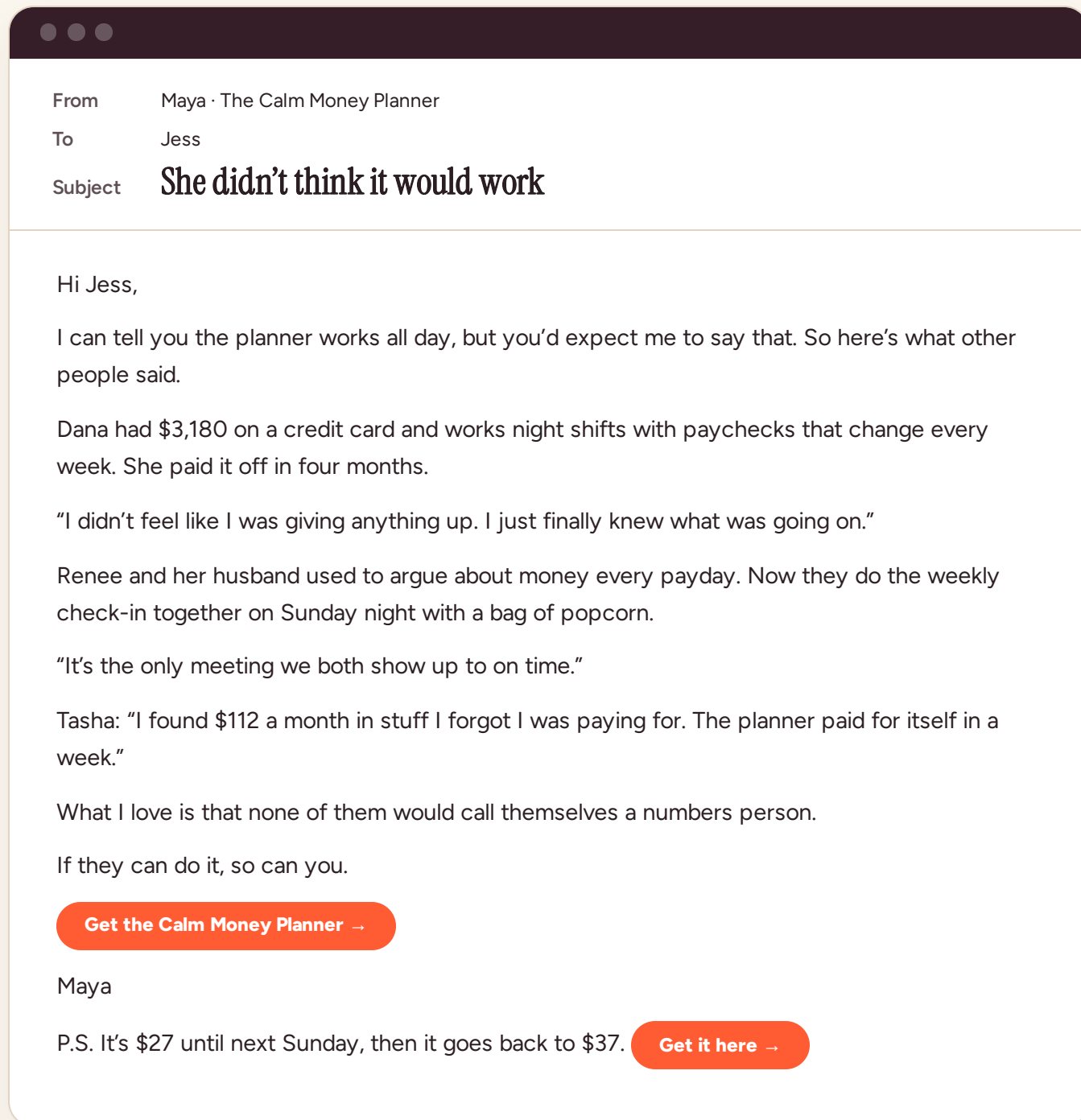
Mix it up. One longer story, one medium and one quick quote reads better than three of the same length.

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

EMAIL 04 · MAYA'S VERSION

Here's one *filled in*

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



EMAIL 05 OF 05

SALES

DAY 7 · TWO DAYS LATER

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.

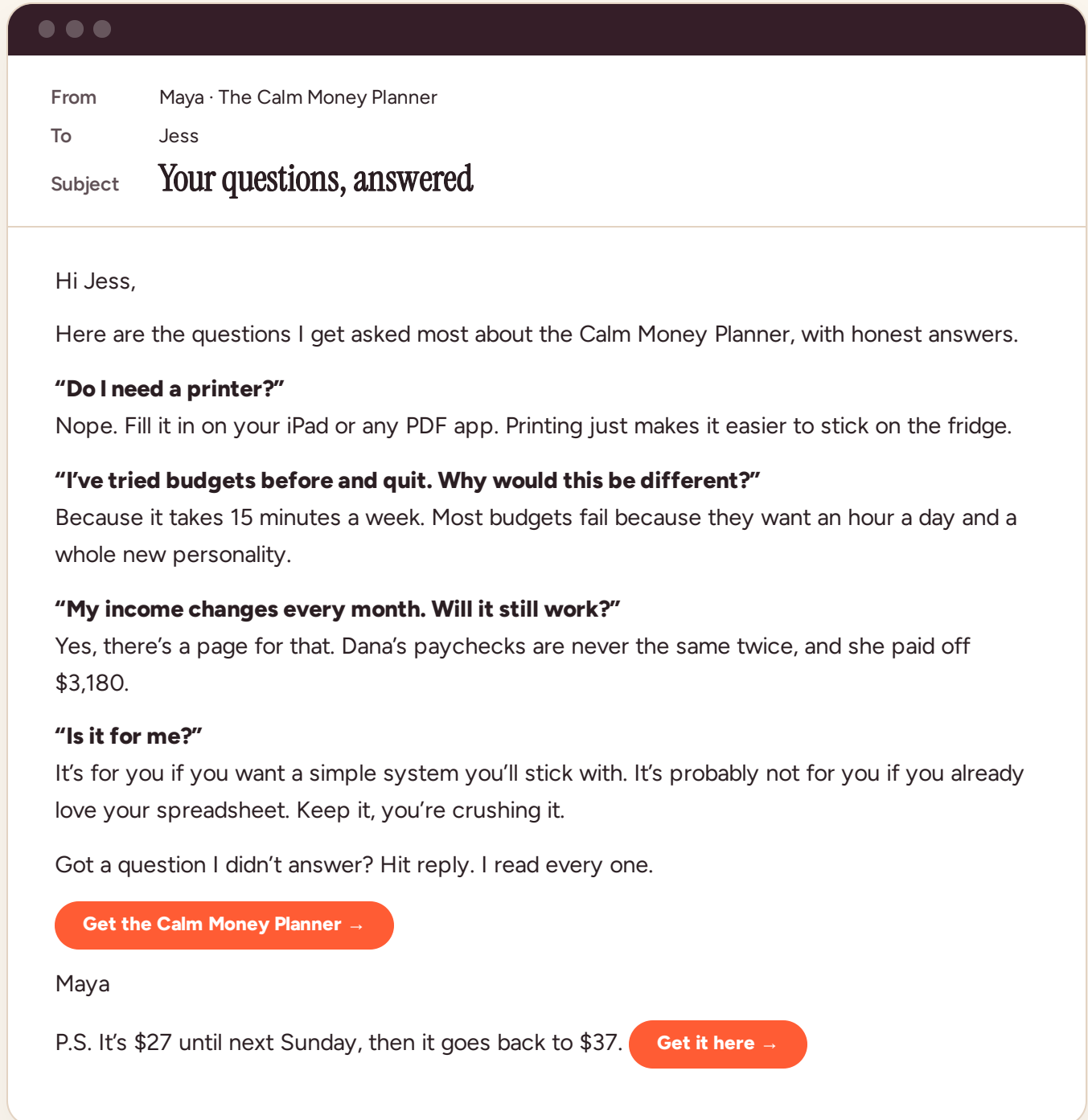
Steal from your inbox. The questions people actually DM you are better than any you make up.

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

EMAIL 05 · MAYA'S VERSION

Here's one *filled in*

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



THE DEADLINE ENDING

Four emails for the *last 48 hours*.

Here's something nobody tells you: a big chunk of sales happen right at the end. Not because people were dying to buy at the last second, but because they meant to and got busy.

The Deadline ending catches those people. It's four short emails, and they get shorter as the clock runs down.

Email	When	What it does
D1	48 hours left	The heads up. Here's when it ends and what changes.
D2	24 hours left	Paint the picture of life after they've got the result.
D3	Last day, morning	It closes tonight, plus the answer to the last doubt.
D4	3 hours left	Last call. Two lines and a button.

Feeling pushy? You're not. You're reminding people about something they were interested in, before it's gone. That's a favor. Anyone who's had enough can unsubscribe, and that's fine too.

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.

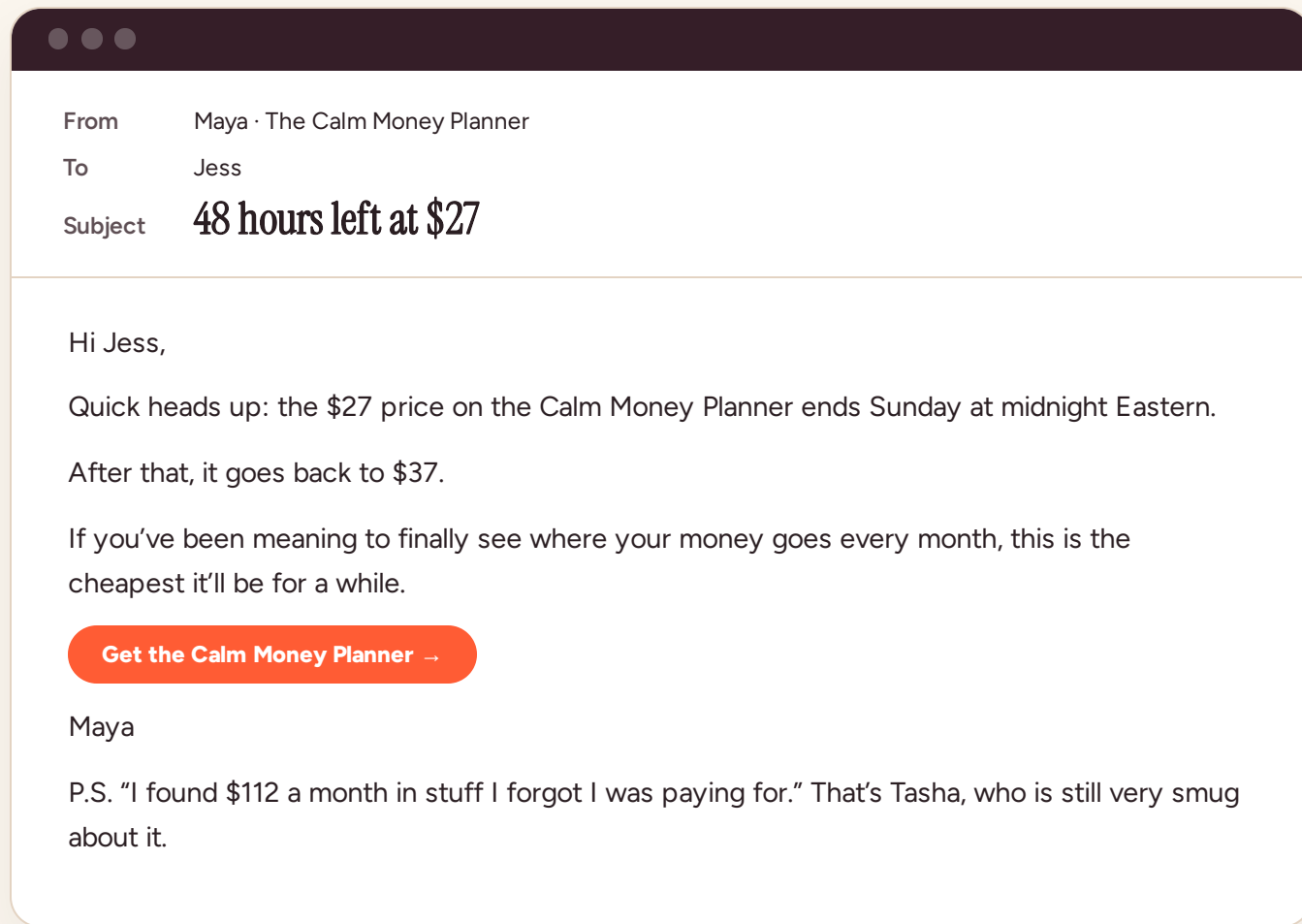
Keep it short. They know what the offer is by now. This email is about the clock.

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.

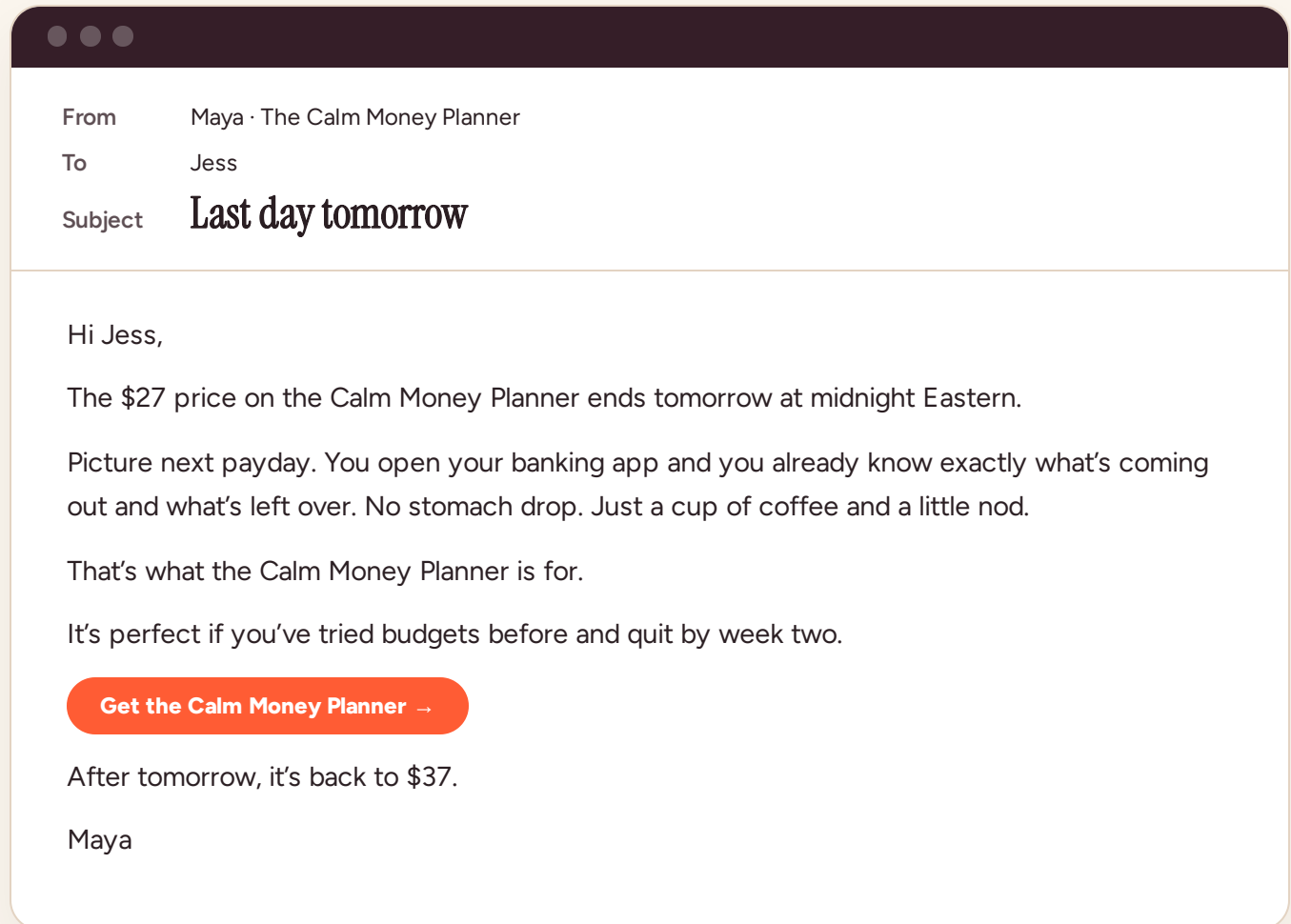
Repeat what happens

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.

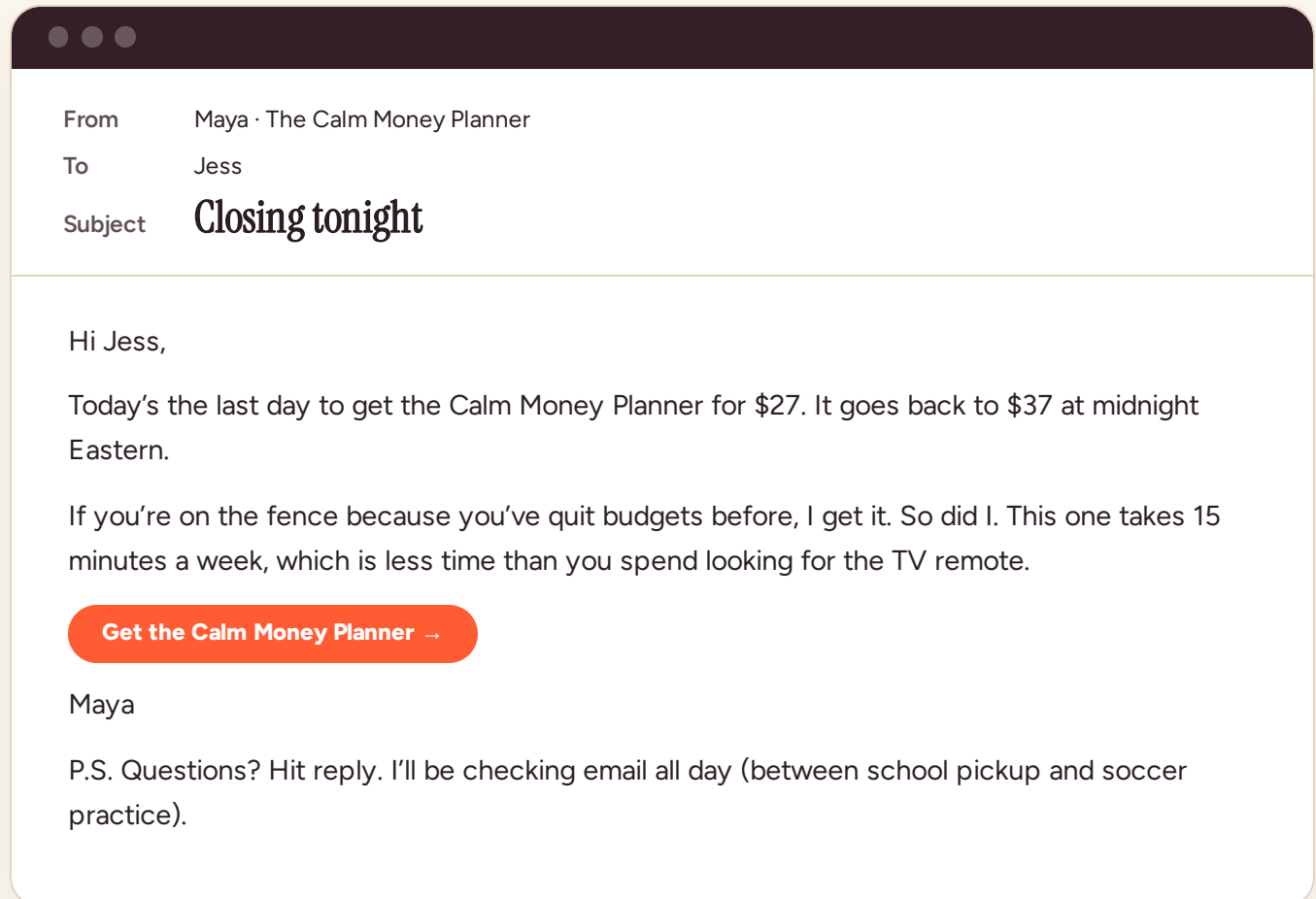
Pick one doubt only. The biggest one. This isn't the FAQ email.

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.

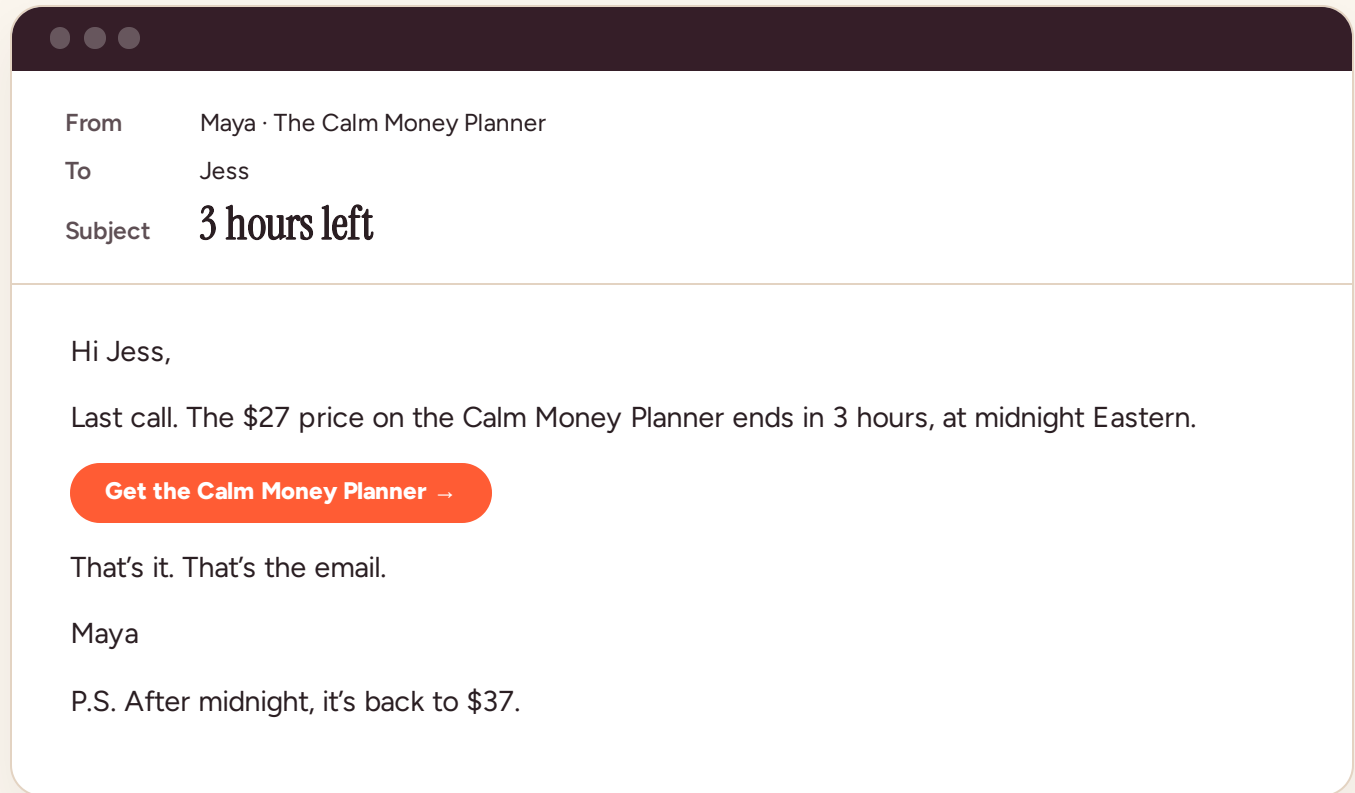
Don't skip it because you feel like you're nagging. The people who are annoyed can ignore it. The people who forgot will thank you.

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.



BEFORE YOU HIT GO

Do this once and *sleep better.*

- ☐ Every [bracket] is gone. Search your emails for “[” to be sure.
- ☐ Buyers are excluded, or get pulled out the moment they buy
- ☐ Your deal's end date and time match in every single email
- ☐ The price on your sales page or checkout actually matches the deal
- ☐ You've set a reminder to change the price or close the cart when the deadline hits
- ☐ You've sent every email to yourself, clicked every link and read two of them on your phone

After the sequence ends

They bought: send the After-Purchase sequence (Part 05).

They clicked but didn't buy: send the Clicked-But-Didn't-Buy follow-up (Part 06).
Everyone else goes back to your regular emails.

THAT'S THE SEQUENCE

Your list is *waiting to buy.*

Most people on your list have never been properly asked. Now you've got nine emails that ask nicely, and then ask again.

Next up in the toolkit: the 3-email Mini Launch, for when you've got something brand new to sell.

Ask once. Then ask again.

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