

The Evergreen Sales *Sequence*

Five emails that sell your offer on autopilot, any day of the year, with a real 72-hour bonus for every single person.

5 EMAILS · RUNS FOREVER



START HERE

Sell while you're *doing literally anything else.*

The Sales Sequence is for when you decide to run a promo. This one is different. It runs on its own for each person whenever they're ready, and it keeps selling while you're at the dentist or halfway through a bag of chips.

Same five emails, with a fresh deadline for every person.

How it works: something triggers the sequence for one person (see below). They get a value email, then your offer with a bonus that's only theirs for 72 hours. Their clock starts when they get Email 2, not when you hit send on anything.

Good triggers: someone finishes your New Subscriber Sequence and doesn't buy (wait 30 days first), or they click a link about your offer's topic in one of your regular emails.

The honest-deadline rule: a personal deadline only works if it's real. Use a tool like Deadline Funnel, or a coupon code that expires for each person, so the bonus actually disappears. Never reset someone's timer and send them the same "last chance" again.

THE WHOLE SEQUENCE

Five emails at a glance

Day 0 to Day 4 for each person. Their 72-hour bonus starts with Email 2.

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

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.

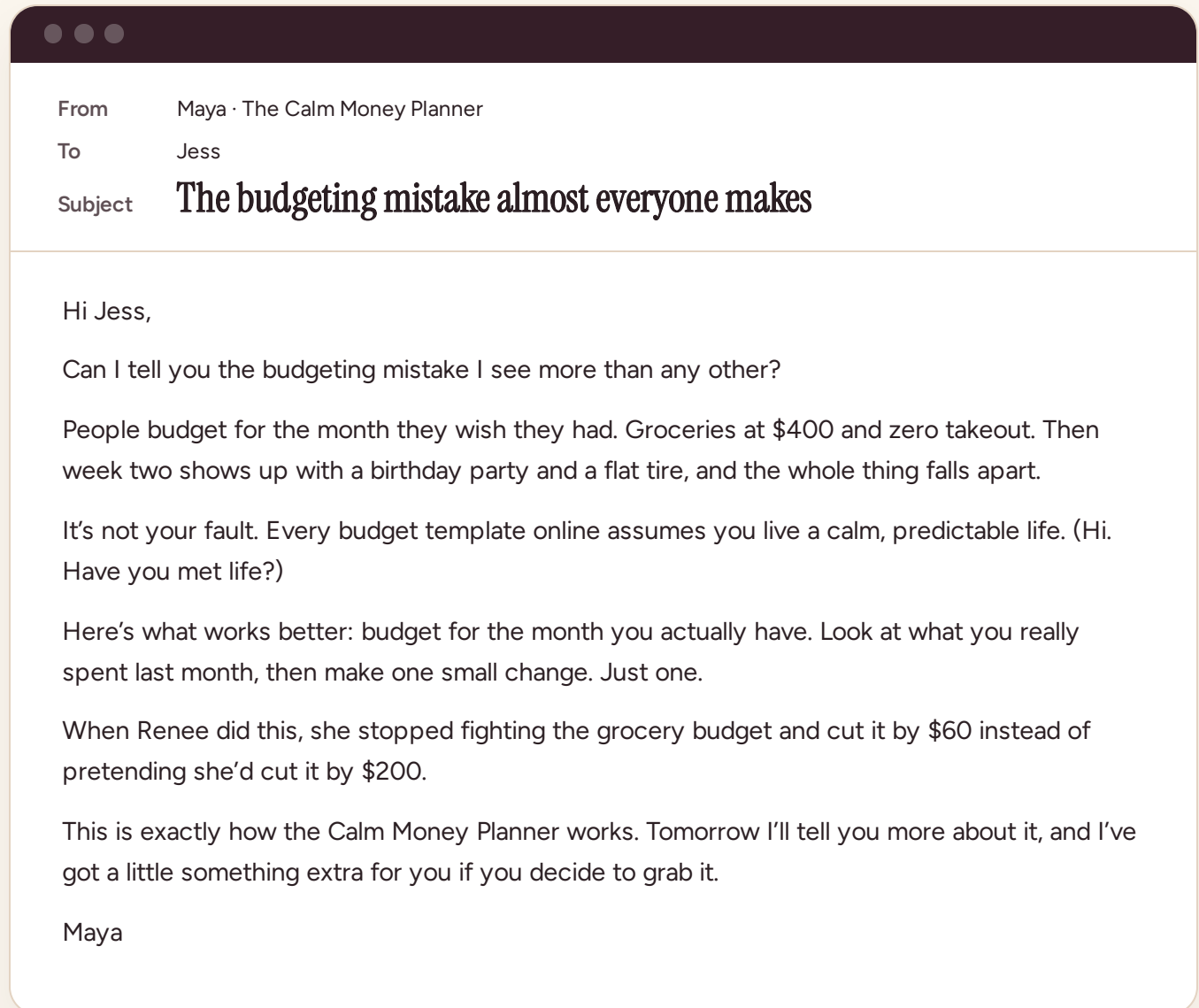
The mistake should lead to your offer. Your offer is the better way. That's the whole trick.

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

EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

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



EMAIL 02 OF 05

EVERGREEN

DAY 1 · THE NEXT DAY

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.

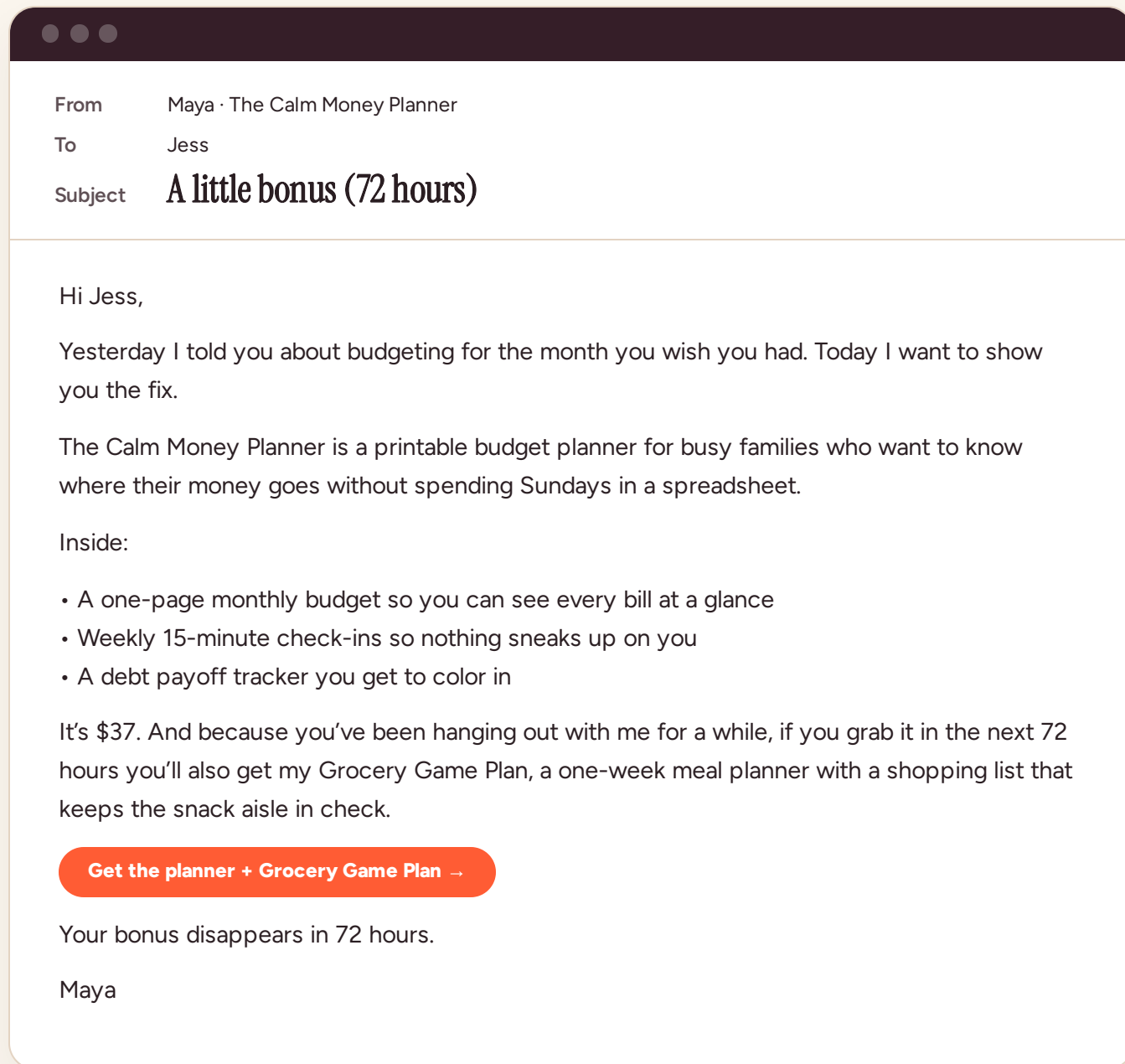
Their clock, not yours. Every person gets their own 72 hours from this email. Tools like Deadline Funnel or an expiring coupon code handle this for you.

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

EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

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



EMAIL 03 OF 05

EVERGREEN

DAY 2 · THE NEXT DAY

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.

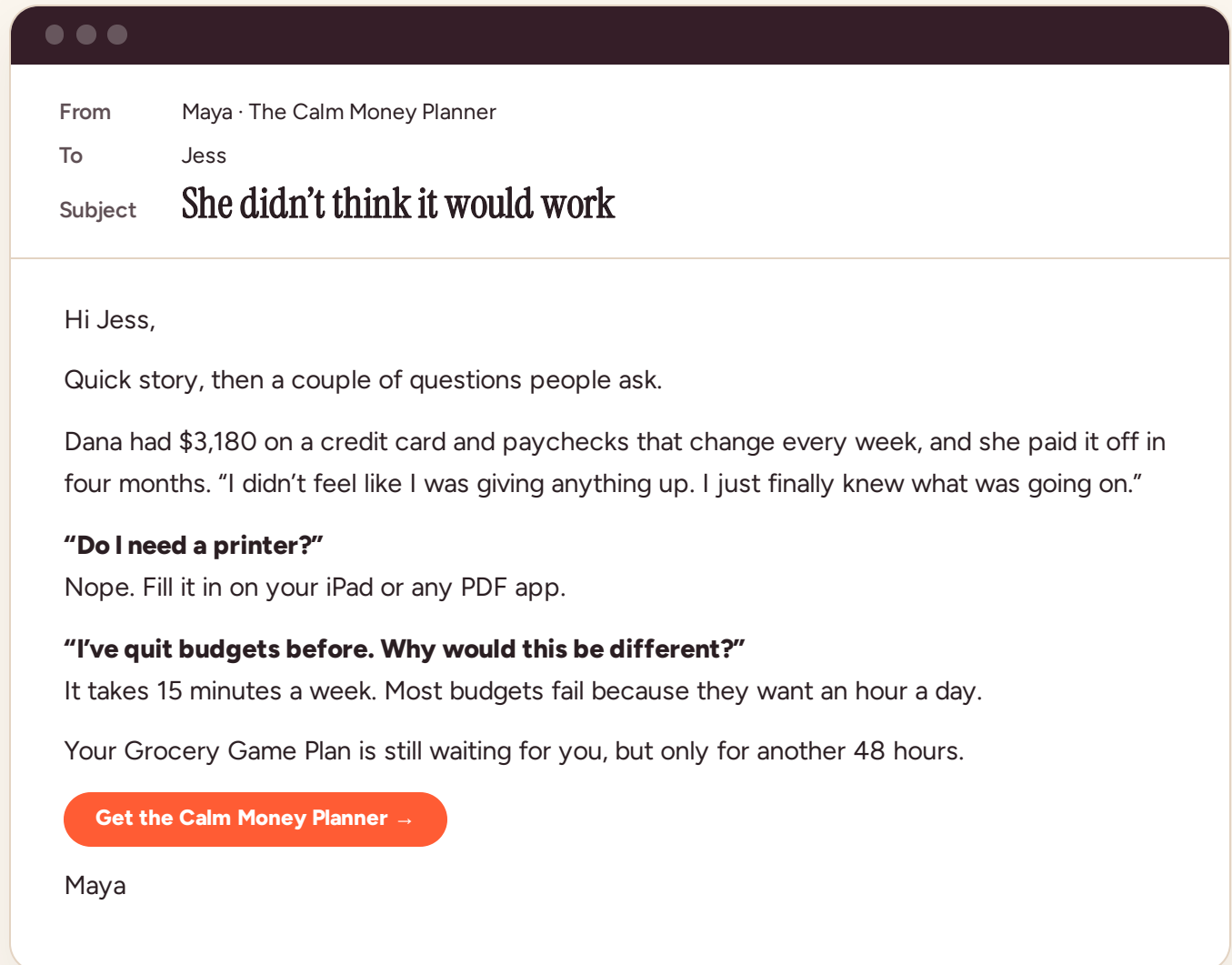
Pick the two questions that come right before someone buys: usually price and whether it works for them.

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

EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

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



EMAIL 04 OF 05

EVERGREEN

DAY 3 · 24 HOURS LEFT

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.

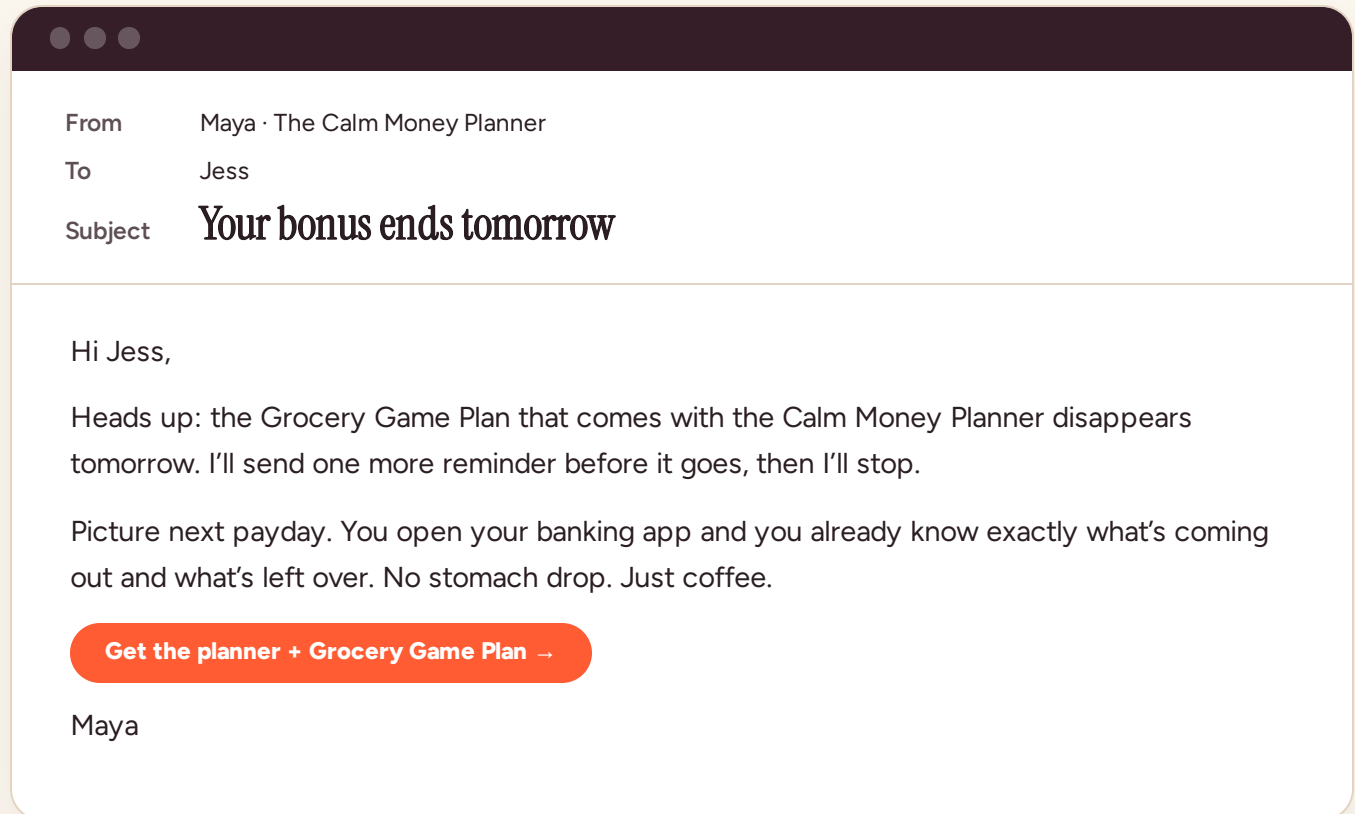
Promise to stop, then stop. It makes the deadline feel real.

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

EMAIL 04 · MAYA'S VERSION

Here's one *filled in*

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



EMAIL 05 OF 05

EVERGREEN

DAY 4 · FINAL HOURS

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.

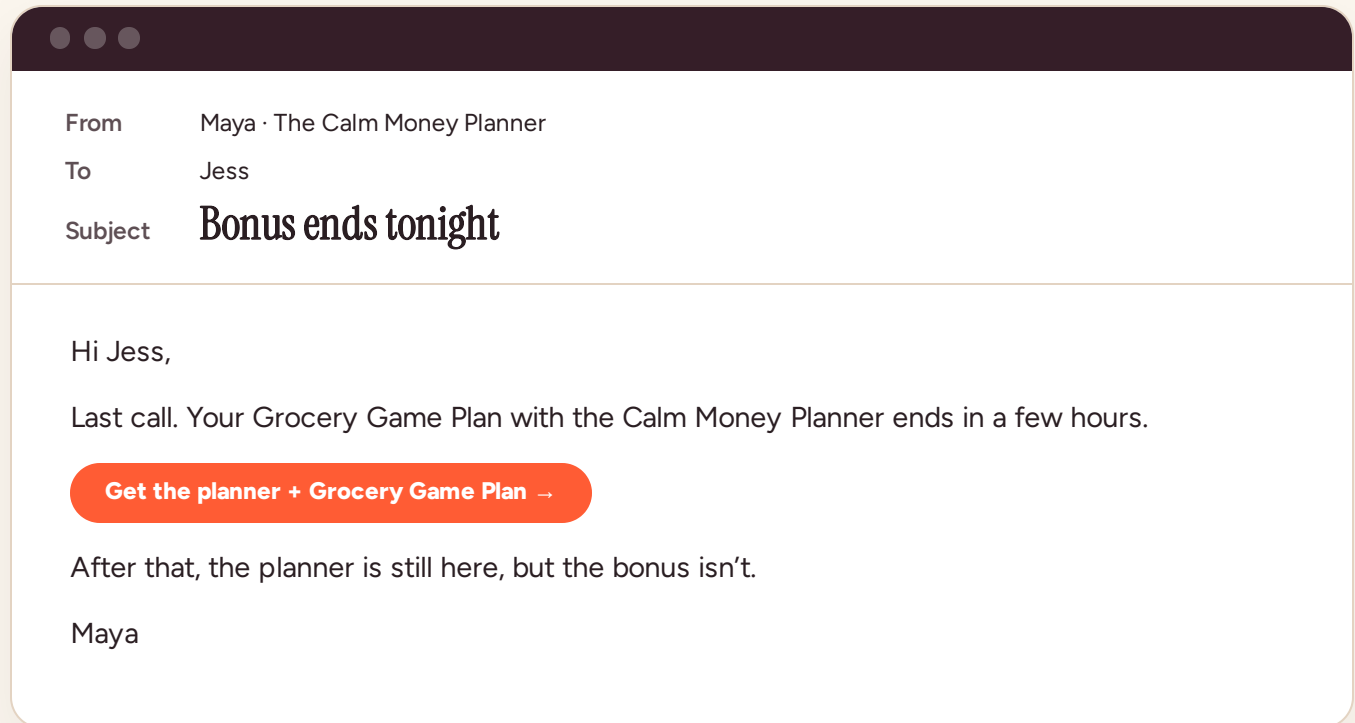
After this, they go back to your regular emails. Don't run this sequence on them again for at least a few months.

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

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.
- ☐ Your trigger is set up (finished the New Subscriber Sequence + 30 days, or a topic link click)
- ☐ The bonus really expires 72 hours after Email 2, for each person
- ☐ Buyers are pulled out the moment they pay
- ☐ Anyone who's been through it won't get it again for at least a few months
- ☐ You've run yourself through the whole thing, start to finish

Set it and check it. Look at your numbers once a month: how many people started and how many bought. If Email 2 gets clicks but no sales, look at your sales page. If nobody clicks, try a different bonus.

THAT'S THE SEQUENCE

Sales that show up *on their own.*

Set it up once and it sells for you every single day, to every single person who's ready.

Next up in the toolkit: 12 nurture email templates for the weeks when you've got nothing to say.

Sold while you slept.

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