

The background of the image is a soft-focus photograph of a workspace. In the upper left, a portion of a laptop keyboard is visible. A pair of clear-framed glasses with thin temples is positioned in the center, resting on a white surface. Below the glasses, an open notebook with lined pages is visible, with a dark blue bookmark or pen tucked into the left side. The overall lighting is bright and even, creating a clean, professional aesthetic.

10 Email Templates that will *Convert*

WELCOME EMAIL

Load this as the first message that goes out to your subscribers.

Subject: Welcome to the [YOUR NEWSLETTER NAME]! (Example:

Body of email:

Hi [FIRSTNAME],

It's [YOUR NAME].

Thanks for joining my newsletter.

I'll be sharing some cool tips on [YOUR TOPICS/NICHE] which I think you'll absolutely love. You won't find these tips on my blog or anywhere else.

I've learned many great things that had helped me achieve success. On the other hand, I also learned the very hard way.

What I'll be sharing in my newsletters won't be the typical tip or two, I'll share an actionable tip/trick/technique which you can take away, implement and see results right away.

This is just my way of saying "Thanks" for being a subscriber of mine. It means a lot to me.

I'll also notify you as soon as I release a new blog post or any special offers I might have. That way, you'll never miss any new blog posts I publish.

Talk soon!

To Your Success,
[YOUR NAME]

P.S. - Let's connect. Make sure to Like my Facebook Page. I update and share tips there more regularly:[LINK TO FACEBOOK PAGE]

CONNECT WITH ME

Use this email to let your subscribers know where to find you on social sites.

Subject: [FIRSTNAME], Let's connect!

Body:

Hi [FIRSTNAME],

I'd like to get to know you! Let's connect via social media.

I'm quite active on these places:

Facebook: [YOUR FACEBOOK PAGE LINK]

Twitter: [YOUR TWITTER LINK]

Google+: [YOUR GOOGLE+ LINK]

LinkedIn: [YOUR LINKEDIN LINK]

I'm posting tips, news, inspirational messages and cool stuff that I don't normally post elsewhere, so make sure to Like and Follow me.

Introduce yourself and Say 'Hi'!

See you there!

- [YOUR NAME]

FEEDBACK EMAIL

Use this email to gather feedback from your subscribers about their problems/concerns related to your niche/industry.

Subject: [FIRSTNAME], What's your biggest concern about [YOUR NICHE]?

Body:

Hi [FIRSTNAME], it's [YOUR FIRSTNAME].

Hope you're doing great today.

I've just got a quick question for you.

What would you say is your biggest problem with [YOUR NICHE/TOPIC]?

I'm asking because I remember when I started out, I was hoping there was someone out there who could answer my biggest concerns and most burning questions, but there wasn't anyone to turn to.

Part of why I'm doing this business is to help others.

So honestly, what would you say is your biggest problem with [YOUR NICHE/TOPIC]?

Simply reply to this email and I'll do my best to answer your questions either directly or on a blog post.

I'm looking forward to reading your response.

To Your Success,
[YOUR NAME]
www.YourDomain.com

HOW TO

How to's work like magic. Use this template to provide the steps to achieve something.

Subject: [FIRSTNAME], How to _____ without _____.

Body:

Hi [FIRSTNAME],

How many times have you tried _____ but completely failed to get results?

I know exactly how it feels because I've been there.

Here's how to _____ without _____.

Step 1:

Step 2:

Step 3:

(etc, etc)

Give it a shot and then let me know how it goes. I'd love to know your results.

To Your Success,
[YOUR NAME]

P.S. - Want more tips like this? Be sure to Like my page on Facebook/Follow me on Twitter:

[FACEBOOK PAGE LINK OR TWITTER]

MISTAKES MADE

This type of email works great. It helps your subscriber learn what to avoid. List 3 mistakes you made when you started out doing what you're doing.

Subject: [FIRSTNAME], 3 big mistakes I made when I started out...

Body:

Hi [FIRSTNAME],

Today I wanted to share 3 of my biggest mistakes when I first started out in [YOUR NICHE/TOPIC] so that you don't make the same mistakes I did.

Mistake #1:

Mistake #2:

Mistake #3:

These mistakes could have easily been avoided, if I had only known. I hope you take this in and not make the same mistakes I did.

Of course, we can only learn from our mistakes, but we must keep moving forward either way.

To Your Success,
[YOUR NAME]

PROVEN WAYS / TIPS

Use this template to provide quick tips your subscribers can use.

Subject: [FIRSTNAME], Here are my 5 proven ways to _____

Body:

Hi [FIRSTNAME],

We all know how hard it is to get started with _____.

It's not easy. It takes a lot of time, effort and can become very costly.

But here are my 5 proven ways to _____.

1.

2.

3.

4.

And finally, I've saved the best to last...

5.

These tips have been proven to work, but only if you take action on it.

Don't waste another minute. Implement at least one of these tips and I'm certain, you'll get results.

Until next time, take care.

- [YOUR NAME]

REVIEW

Use this email to give your honest review of a product or service.

Subject: Here's what I really think about [PRODUCT/SERVICE NAME]...

Body:

Hi [FIRSTNAME],

With all the news about [PRODUCT/SERVICE NAME], I thought I'd give my personal opinion about it.

If you haven't heard about {PRODUCT/SERVICE NAME}, here's what it is:

[YOUR LINK]

Let's talk about my first impression of the product.

[TALK ABOUT YOUR FIRST IMPRESSION]

Here's what I love about [PRODUCT/SERVICE NAME]:

1.

2.

3.

Here's what I don't like about [PRODUCT/SERVICE NAME]:

1.

2.

3.

(Cont. on next page)

I would not recommend this product for anyone who _____.

My overall opinion about [PRODUCT/SERVICE NAME] is that _____.

I would give this product a 7 out of 10.

Of course, this is just my honest feedback. You can decide for yourself if this is for you.

Here's the link again:

[YOUR LINK]

Hope that helps.

To Your Success,
[YOUR NAME]

SUBSCRIBER APPRECIATION OFFER

Reward your loyal subscribers with a special offer. In this template, it's a discount. Insert your special offer.

Subject: [FIRSTNAME], Special subscriber appreciation offer...

Body:

Hi [FIRSTNAME],

It's been a month since you first subscribed to my newsletter. I want to thank you so much for being a loyal subscriber of mine.

I want to say "Thanks" and offer you 50% off my product - [YOUR PRODUCT NAME].

It's normally sold for \$XX.XX but it's yours today for just \$XX.XX.

Simply use this link to get the product at the discounted rate:

[YOUR LINK]

Enjoy, and looking forward to sharing more cool stuff with you!

To Your Success,
[YOUR NAME]

SUBSCRIBER ONLY SPECIAL

Have a special offer? Time restricted offer? Use this template to get right to the point for your subscribers to take action on.

Subject: [FIRSTNAME], Subscriber only special (24 hrs. only)...

Body:

Hi [FIRSTNAME],

Have you heard about _____ ?

It's a system/product/guide/course that shows you exactly how to _____.

You can get it right here:

[YOUR LINK]

However, it's only available for 24 hours so I urge you to get your copy right now:

[YOUR LINK]

To Your Success,
[YOUR NAME]

TOP BLOG POSTS

Use this email to feature your most popular blog posts or articles.

Subject: [FIRSTNAME], Here's my top 5 blog posts you'll love...

Body:

Hi [FIRSTNAME],

To save you time from browsing through my blog's archive, here are 5 blog posts which I think you'll love:

1.

2.

3.

4.

5.

As usual, I'd love to hear from you! Feel free to comment on the posts.

Have an awesome day!

- [YOUR NAME]

