

PLATINUM

by **Lurn**TM

Sample Follow Up Email Schedule

Sample Follow Up Email Schedule, Examples, and Tips...

Day 1 – Welcome Email (Deliver Promised Report)

Subject line: The Report You Requested..

Subject line: Download Your Report

Subject line: Your Requested Report (Inside)

Subject line: Here's the Report I promised..

Subject line: Here's your Report!

Version A

Thanks for requesting your copy of "Name of Report Here".

As promised, you may download below:

Step 1 – [Download Here](#)

Step 2 – Read it! 😊

My goal is to help you reach yours so go ahead and dive in!

Please let me know your feedback. I'm a real person. Hit reply and send me a note. I'll respond to prove it!

Step 3 – I made [this video](#) for you :-)

Step 4 – Look for my email tomorrow for a special SURPRISE gift.

I know you'll really like it.

Have an awesome day!

John
cooltips@johndoe.com

P.S. I love helping people like you who want to (**describe goal**) and send out useful articles, tips, and resources several times a week. Don't worry...

I hate spam as much as you. You'll only receive information from me that's relevant to helping you reach your goals.

Notes:

An "Open Loop" was used here.

If using a video... use it as an opportunity to show them you're "Real and relatable". You could put on YouTube and set to Private and provide the link in your email.

Optionally (if relative) tell them a BRIEF story about you as it relates to them and their goals but MOSTLY tell them What's in it For THEM; what your mission is (how you're going to help and that you WANT to help).

Tell them to look for your emails, to white list or approve your email, etc (even invite to connect with you on FB).

Version B

Subject line: same as Version A

Hi

Congrats on requesting your copy of, “[insert TITLE]”. Your download link is below.

I’m excited about helping you [insert desired goal].

You can DO it!

That’s why it’s important that you do all of the following ASAP:

YOUR NEXT STEPS...

STEP 1 - White list / approve my email address to ensure the tips, content, and resources that I’m going to be sharing with you make it to your inbox.

Do this ASAP (while it’s fresh on your mind). This is important.

STEP 2 - [Download your report](#)

STEP 3 – [Connect with me](#) on Facebook 😊 (Join the fun and conversation!)

Talk soon,

[YOUR NAME]

Day 2 – Welcome Follow-Up Email

Version A (Simple Follow Up)

Subject line: a friendly follow up (your download link)

Hi

Just a **friendly follow-up** to make sure you were able to download your report.

Let's get you on the path to (insert their goal. Example: looking GREAT in that Summer bikini).

If you had any problem, just hit reply and let me know.

Otherwise, if you were busy (or just forgot) here's the download link again:

=> [Download Here](#)

Your Name

P.S. **Tomorrow** I'm going to (insert a teaser about the content you're going to send). Example: "I'm going to tell you the top 5 mistakes most people make when dieting".)

Notes:

An "Open Loop" is used here.

Another "relationship building" email building value and trust (and the "like" factor).

Version B (Deliver Bonus)

If you promised a bonus in first email, then deliver that in this email.

Subject line: The Bonus I promised..

Subject line: Surprise! (get your bonus)

Hey!

Yesterday I told you that I would send you a SURPRISE bonus to help you reach your (insert specific goal - Ex: lead-generation) goals.

As promised, here it is...

=> [Download Here](#)

Enjoy!

Your Name

P.S. If you haven't yet, connect with me (and others just like you) on my FB fan page [here](#).

P.P.S. Tomorrow I'm going to (insert a teaser about the content you're going to send - Example: "I'm going to tell you the top 5 mistakes most people make when dieting".)

Version C (Encourage to Consume Report)

Subject line: [Page X] did you see it?

Subject line: Check out the tip on Page X

Hey

I just wanted to send you a quick 'thank you' for downloading my free report yesterday.

If you missed it, make SURE you **check out the great tip on page 4**

(This stuff will blow your mind!)

In fact, that tip alone is just what the "doctor ordered" to (insert benefit of tip - Ex: reduce bloating quickly and easily).

If you have any questions or comments, just hit 'reply' and shoot me a message.

I'm here to help. I read & respond to each email!

Have a great day!
YOUR NAME

P.S. Tomorrow I'm going to (insert a teaser about the content you're going to send)

Notes:

An "Open Loop" is used here.

Why use a "consumption reminder" type of email?

If they don't consume, they don't see you as the "go to" person. You want them to think of you as an expert; as someone they can trust to guide them on their desired path. This will mean more people opening your emails!

Day 3 – Content Email

Pure USEFUL content (make sure it's related to product offer's subject matter)

"Mistakes" and "myths" are GREAT examples of useful general content!

- a. Look for content from affiliate vendor affiliate "tools" page
- b. Otherwise consider PLR content:

www.PLRassassin.com

www.Plr.me

www.UnselfishMarketer.com

www.BestQualityPLR.com

www.AllPrivateLabelContent.com

www.BuyHealthPLR.com

www.ContentShortcuts.com

www.ContentSparks.com
www.EasyPlr.com
www.FoodaPlenty.com
www.HealthandWellnessPlr.com
www.PlrContentMarket.com
www.PlrMiniMart.com/dlg/cart/index.php?c=4
www.ToolsForMotivation.com

**NOTE: some PLR sites require a subscription. Others are a-la-carte.*

c. You can even point to someone else's content (video on YouTube, related article, etc).

NOTE: NO affiliate link!

Day 4 – Content Email

Subject: (depends on content)

This should be content that PRE-sells (NOT sell) the offer.

This will introduce the offer's main benefit withOUT saying anything about the product at all (no name, no website)... ONLY introducing the benefit.

Offer = Autoresponder

Benefit = Automates marketing; virtual salesperson working 24/7.

Example Content: 3 Ways to Put Your Business on Auto-Pilot (use in subject line)

NOTE: NO affiliate link!

Day 5 – Promotional Email

- See "Hot Niches" swipe emails in Resources (for reference)
- Review swipes from affiliate vendor (but do NOT use as-is!) Use them as "starter" content
- See affiliate "tools" page for "presell content" (articles, reports, etc to pull from)

REFER TO DAY 1 Research HOMEWORK!

*INCLUDE affiliate link - Sell the click! (let the sales page do the selling!)

Day 6 – Content Email

Pre-sell the offer + Include affiliate link

Day 7 – Promotional Email

Sell the Click (the Affiliate Link)

(Optional) Day 8 – Survey

Example: "What's your most pressing question about _____ (insert desired goal - Ex: losing weight) that would really help you today?"

Create a FREE survey at www.SurveyMonkey.com

Alternatively, skip a day from emailing and send this on Day 9

(Optional) Day 9 – Pure Relationship Email

Reference "What to Write to Your List" guide in Resources area of Master's Member Portal.