

How to use this email sequence

Thanks for downloading this e-mail sequence. It's great to know that you're keen on growing your business through email marketing.

This sequence earned one of my clients USD 2,079 worth of sign-ups in less than 30 days and you can use it for your service business too!

If you are going to offer a LIMITED-TIME PROMO to your subscribers or followers, this is a simple 4-Email Sequence you can use.

This is one of many sequences I use with my clients to grow their franchise brands or service businesses.

To ensure that it is effective, make sure that:


- Your emails do not land in the Spam inbox
- Your email subscribers are warm (not collected by an email scraper)
- You read through this first and supply the accurate information for your company before sending

You don't need an automated email sequence or workflow but it is recommended.

Let me know how this sequence worked for you!

Rafi

Email 1

Schedule	
Tags	
CTA	Reply with Coupon Code
Subject:	Set your alarms for a huge discount 

Hello *FIRSTNAME*

It's almost Thanksgiving in the US and wherever you are, even if you're not celebrating this holiday, we have something better:

We are thankful every day for all the blessings (even the challenges) in life.

There are many ways to say thank you.

Some say thanks, some throw parties, some give gifts.

For us in <COMPANY>, we like to do it through *connective gratitude*.

We say thanks by giving you something you need, something you will find useful.

You all have heard of <SERVICE THAT YOU OFFER>, right?

<1 SENTENCE DESCRIPTION OF SERVICE THAT YOU OFFER>

It includes:

- Benefit 1
- Benefit 2
- Benefit 3
- Benefit 4

As a sign of thanks for connecting with us through our webinars, social media posts, and emails, we want to give you a huge discount on the <SERVICE THAT YOU OFFER>.

If you want to stop <Problem 1>, <Problem 2> and <Problem 3>...

get <SERVICE THAT YOU OFFER>

From today until <deadline> ONLY

<SERVICE THAT YOU OFFER> is
now only USD 297 (USD 100 OFF)

**Terms and Conditions attached*

Here's 1 simple step to avail of the discount:

Reply with "100 USD"

And we'll send you the payment steps and your choices for the meeting schedule.

For any follow-up inquiry, email us at <EMAIL> for validation as soon as possible.

Remember that this promo is until <deadline> only so set your alarms!

See you soon!

<Your Photo>

<Your Name>

<Company Details>

Email 2

Schedule	3 days after Email 1
Tags	
CTA	Reply with Coupon Code
Subject:	End your <problem>

Hi %FIRSTNAME%,

We sent our Thank You and promo email to a dozen more interested clients like you and they have a couple of questions we think you also have.

So I'd like to answer all of them here to address everyone.

<Put 4-6 commonly asked questions here and 2-3 sentence answers>

Call out or describe the biggest limiting belief or roadblock to availing of the service

<Put 2-3 common hesitations of not availing the service and address them in 2-3 sentences>

From today until <deadline> ONLY

<SERVICE THAT YOU OFFER> is
now only USD 297 (USD 100 OFF)

**Terms and Conditions attached*

Here's 1 simple step to avail of the discount:

Reply with "100 USD"

And we'll send you the payment steps and your choices for the meeting schedule.

I hope this email answers all your questions. If you have more inquiries, simply reply to this email.

<Your Photo>

<Your Name>

<Company Details>

Email 3

Schedule	3 days after 2nd email
Tags	
CTA	Reply with Coupon Code
Subject:	The jealously guarded secret of <ideal person of target market>

Hi *FIRSTNAME*,

How are you?

We feel you're still having second thoughts about <SERVICE THAT YOU OFFER>. That's normal.

When a person is faced with a big decision, some get scared while some power through.

Those who are determined, are the ones who succeed.

Let me share with you some stories....

<Put here 3 powerful testimonials from your clients. Ideally, testimonials that show that they overcame a problem through your solution or service>

<Tell it through small stories. Start with a problem, then the solution, then how their lives have changed>

<Add actual quotes and photos if available>

If you want the same results, try <SERVICE> and <RESULT>

From today until <deadline> ONLY

<SERVICE THAT YOU OFFER> is
now only USD 297 (USD 100 OFF)

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Here's 1 simple step to avail of the discount:

Reply with "100 USD"

And we'll send you the payment steps and your choices for the meeting schedule.

For any follow-up inquiry, email us at <EMAIL> for validation as soon as possible.

Remember that this promo is until <deadline> only so set your alarms!

See you soon!

<Your Photo>

<Your Name>

<Company Details>

Email 4

Schedule	Last day of offer
Target Market	
CTA	Reply with Coupon Code
Subject:	ONE DAY LEFT: Book <offer> now

Hello FIRSTNAME,

It's time to act for your <paint a picture of the ideal self here> Get the 100 USD discount because it's gone in a few hours.

<SERVICE THAT YOU OFFER> is
USD 297 until TODAY only

**Terms and Conditions attached*

Here are the convenient payment options:

<put payment options here>

Please send the proof of payment to <email> for validation as soon as possible to secure your slot out of the 30 we are opening this month.

See you soon!

<Your Photo>

<Your Name>

<Company Details>