**Email Types And Templates**

**Physical Product Email 1**

**Subject:** Win a cupcake soap

I wanted to wish you good luck in the giveaway for the cupcake soap.

They are perfect to use in your kitchen, bathroom or shower and they always make people smile. I personally give them away as gifts (They come in really cute packaging too) and use them all the time. Not only do they look great they are also really good for your skin too - made only of the best ingredients.

Anyways I wanted to let you know that if you don't want to wait for the giveaway because you know you want more than 1 (and lets be honest when is one cupcake ever enough) then you may want to take advantage of the special I'm offering today only.

When you get the cupcake soap today I'm going to give you my secret cupcake soap recipe. I NEVER give this out..family and friends ask for it all of the time but I know you're going to love these cupcake soaps so much that I thought I'd share the recipe with the first 20 people who end up getting a soap cupcake today.

You can make your own soap cupcakes with your kids, family and friends or just by yourself! They're really fun..and who knows maybe you'll open your own etsy store one day!

When you get your cupcake soap today just send me an email after you purchased letting me know you'd like the cupcake soap recipe. This recipe was created by me after dozens of test runs trying to get the frosting just right! I include all my tips and tricks in it and have distilled it down to a simple recipe that anyone can follow in just 30 minutes.

[So Click Here To Get Your Cupcake Soap Now!](https://www.etsy.com/listing/200643481/free-shipping-chocolate-expresso-and)

Don't forget to email me after at brittany@brittanylynch.com to get your cupcake soap recipe! You're going to love it.

Make sure to get it now though because as I mentioned I'm only giving the recipe to the first 20 people and that will probably go in the next 24 hours or so..

[Get Your Soap Cupcake Now!](https://www.etsy.com/listing/200643481/free-shipping-chocolate-expresso-and)

Hope you have a great day!

Brittany (Baking Goodies :)

P.s Just email me at brittany@brittanylynch.com after you get your soap cupcake on etsy and I'll email you the soap cupcake mold right away.

**Physcial Product Email 2**

**Subject:** Just a few left..

Yesterday I sent you an email after you entered the contest to win the free Soap Cupcake. It's Chocolate Expresso and Vanilla Buttercream Frosting. Yum!

I wanted to let you know there are just a few hours left to order your Soap Cupcake here if you want to take advantage of the Soap Cupcake recipe!

They are perfect to use in your kitchen, bathroom or shower and they always make people smile. I personally give them away as gifts (They come in really cute packaging too) and use them all the time. Not only do they look great they are also really good for your skin too - made only of the best ingredients.

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Hope you have a great day!

Brittany (Baking Goodies :)

P.s Just email me at brittany@brittanylynch.com after you get your soap cupcake on etsy and I'll email you the soap cupcake mold right away.

**Intro Trust Building Email**

**Subject:** Personal

Hey Brittany here from Soaps And Cupcakes

Today I wanted to tell you a little about me..after all you're probably wondering who is this girl who's running this free giveaway?

Well my name is Brittany Lynch and I've been making soap ever since I was a little girl. I know it sounds strange but there's something very relaxing about it.

That and I really needed a hobby..and I'm not sure I'm very good at anything else crafty haha.

Ever since I was little I had a passion for create beautiful soaps and bringing them to the world. I hope you like them.

The reason I'm emailing you today is because over the course of the last few days I've had dozens of people emailing me asking me how I make my soap...wanting to learn how to make it themselves. And I think that's just great.

So over the next few weeks I've decided to share my knowledge with you through email on how to make your own soap..and even how to sell it on etsy if that's what you're interested in doing.

If you notice, I typical send you an email every day. The reason I do this is simple..I care about helping you learn to make soap...and even set up a business if you're interested.

From time to time I'll give you an opportunity to invest: either in stuff I've created or from people who I think offer quality products that can help you with your soap making or soap business.

I also often send emails filled with actionable content, tips and tricks and other things that  I know will help you succeed because they helped me succeed.

I also only like to email those who are looking to either learn to make soap or learn to set up an etsy business like I have (it doesn't have to be in soap making..maybe you sew, create jewellery, or have another crafty hobby). So with that said if these emails are an intrusion to you, you can unsubscribed at any time by clicking the "unsubscribe link" that accompanies every email I send out.

But I truly believe you'll want to stay because you'll likely find value time and time again from each email I send you.

Like today I have a great video on how to pipe cupcakes..sure they're talking about real cupcakes in this video but it is the same principle for soap (and in a few weeks I'll have a video of me ready showing you how I pipe my soap cupcakes):

<https://www.youtube.com/watch?v=Wo4vRhDbXqI>

P.s

If you want further proof that I'm a real person you can check out one of my youtube videos here. It talks a bit about my Ideal Me challenge that I'm working on in the next month :) I'll be learning something new every month and filming the process.

<https://www.youtube.com/watch?v=BP3JbOLDyAc>

**Content Email**

**Subject:** Oatmeal Honey Soap Recipe

Hey hey

Brittany here from soaps and cupcakes and today I wanted to send you a quick recipe that you can make today at home that makes a really lovely bar of oatmeal and honey soap.

I'm always testing and trying out new recipes and methods for making soap as well as growing my soap business on etsy and over the coming weeks I'll be sharing some really great content with you to help you learn to make soap as well as sell your crafts on etsy.

If these emails are an intrusion for you, feel free to unsubscribe at the bottom

8 oz [White Clear Melt & Pour Base](http://www.brambleberry.com/White-Melt-And-Pour-P3191.aspx)

8 oz [Clear Melt & Pour Base](http://www.brambleberry.com/Clear-Melt-And-Pour-Soap-Base-P3189.aspx)

1/2 oz [Oatmeal, Milk and Honey Fragrance Oil](http://www.brambleberry.com/White-Melt-And-Pour-P3191.aspx)

1/2 oz Oatmeal (not instant)

2 scoops of  [Honeyed Beige Mica](http://www.brambleberry.com/Honeyed-Beige-Mica-P3600.aspx)

[Mini Scoop](http://www.brambleberry.com/15-CC-Scoop-P4088.aspx)

Milk and Honey Mold

**ONE:** Melt 8 ounces of White Melt and Pour Base  and 8 ounces of Clear Melt and Pour Base in the microwave on 30-second bursts until fully melted.

**TWO:** Add in 2 heaping mini scoops of Honeyed Beige Mica.

**THREE**: Grind up the 1/2 oz of Oatmeal in a coffee grinder for about 5 seconds for a smoother and lighter exfoliation. Remember, the smaller the particle, the easier it will be to suspend in the soap.

**FOUR:** Add in 1/2 ounce of Oatmeal, Milk and Honey Fragrance Oil.

**FIVE:** Add the oatmeal and stir, wait 20-30 seconds. If the oatmeal is sinking to the bottom of your bowl then your base is not thick enough to support the email. Wait a few minutes for the base to cool and become thick enough to suspend the oatmeal.

**SIX:** Pour your soap into milk and honey mold.

**SEVEN:** Spritz your finished soaps with rubbing alcohol to break up any bubbles that might appear on the top of the soap. Wait 2-3 hours top pop the soap our of the molds and you're done!

**Promo**

**Subject:** Have you ever used Etsy Before?

This week I've sent you a few emails about creating an Etsy shop to sell your DIY hobbies and crafts wether you make soap and beauty products, love to sew, make jewellery, collect vintage goodies..you name it!

I truly believe you can build a business from your passion.

I know because I've done it.

In fact in less then a month I was able to build a 4 figure a month business selling soaps and beauty products. And I really believe you can do the same selling whatever it is you love to make.

Wether you're just looking to cover the costs of your DIY passion (you know those costs I'm talking about..it always adds up) or you're looking to make a few extra thousand dollars a month or you want to actually quit your day job and go full time pursuing something you actually love, opening an Etsy store could be the answer.

If that interests you then I'll share some strategies I give to members of my Etsy Success Society to get started with an Etsy shop today.

First thing I always recommend is to actually visit Etsy and browse their various categories and sub categories to get in a creative mindset and realize all of the different things that you already know how to make (or want to learn to make) and that you could be selling on Etsy. I have a really unique method for getting ideas for their Etsy store that I teach my students.

It's impossible to walk away from this exercise without feeling incredibly excited by all the possibly products you can create for your own Etsy shop.

Next I guide my students to choose three items that they want to create and list on their Etsy stores this month. This helps you keep focused and allows you to set goals related to building a business on Etsy.

I give them a number of really cool market research strategies that helps them figure out what items are actually selling on Etsy so that you give yourself the best chance to make your first sale this week.

The goal is always to make your first sale within 3 days of listing your item on Etsy. I think that's pretty exciting.

Anyways.. If you're interested in turning one of your DIY passions and hobbies into some additional income by opening an Etsy store then I highly suggest you take a look at my Etsy Success Society membership program.

[Join The Etsy Success Society Here](http://www.idealme.com/etsybiz)

In the program I actually provide a video exercise specifically designed to give you ideas on the type of Etsy store that you should open and what your first three products should be.

I also walk you through some really cool market research strategies that ensure that your first three products are products that people are actually going to buy.

In fact I'm so confident that the Etsy Success Society program will help you make your first sale on Etsy in just three days that I'm going to give you more than double that time to try out the Etsy Success Society for free for a full week!

[Join The Etsy Success Society Here](http://www.idealme.com/etsybiz)

But make sure to go now and sign up because the free trial will only be available to you this week.

You can cancel the monthly membership at any time so you have absolutely no risk. But I don't think you'll want to because I know this program can really help you build a successful business out of your passion. If thousands of other people have done it, why can't you?

Hope to see you in the members area :)

Brittany

P.s Did you find this email helpful? What questions do you have about building a business out of your hobby or passion on Etsy? Hit respond to this email and let me know or Get A [Free Week Of The Etsy Success Society Here](http://www.idealme.com/etsybiz)

P.P.S If you aren't interested in learning to make cool soaps or turning your DIY Passion into a business then feel free to unsubscribe below...but I really don't think you're going to want to because I'm dedicated to finding the best and most unique content to help you get more out of your life!

**Promo**

**Subject:** Your first etsy sale this week

Yesterday I sent you an email about creating an Etsy shop to sell your DIY hobbies and crafts wether you make soap and beauty products, love to sew, make jewellery, collect vintage goodies..you name it!

I truly believe you can build a business from your passion.

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Brittany

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**Product Giveaway Winner Announcement**

**Subject:** Product winner announced

Hey Hey

Brittany here from Soaps and Cupcakes with the announcement of the winner of the soap cupcake contest.

The winner is Leanne Whittle. I'll get in touch with you by email to organize shipping :)

If you didn't win don't fret! There are two great options for you.

If you still want the soap cupcake [you can go get it here](https://www.etsy.com/listing/200643481/free-shipping-chocolate-expresso-and)

Or if you want to learn how to make soap and make your own soap cupcakes and other great soap recipes [you can pick up the ultimate guide to making soap here](http://idealme.com/soapguide/) . It's on sale for 50% off for the next 24 hours.

In the guide you'll learn how to make your very own soap cupcakes plus you'll also learn the basics of making soap, body lotions, scrubs and shampoos and 12 great recipes.

You can make these soaps for yourself, for family and friends, or even holiday gifts (which is just around the corner!)...or try selling them on Etsy like I do :)

If you've never made soap before the guide will also teach you the basics of making soaps...all the recipes can be made in under 30 minutes and all the ingredients are safe and simple (no chemicals).

Here's just a sneak peak at a few of the recipes: Make your very own soap cupcake, rosemary and lavender shampoo bars, sweet almond honey oatmeal goats milk soap, fight cellulite coffee infused lotion bars, flower and milk bath soak with wild chamomile.

There are dozens more. I put the guide together on the request of members just like you who have been emailing me asking for tips, tricks on how to make soap and different recipes...these are some of my favourites.

Anyways I decided to put it on sale for the next 24 hours so for those of you who were really interested could go grab it and start making some soap!

[Check it out here](http://idealme.com/soapguide/)

Have a great day!!

Brittany

**Test Affiliate Link Email**

**Subject:** Make your own lotion bars?

Brittany here. Did you enjoy the youtube video I sent you yesterday of me documenting my pursuit to build a 6 figure a year etsy business? In the video I also showed you how I make soap cupcakes.

Anyways in the video I mentioned that today I'd be sharing with you how to make your own lotion bars.

I LOVE lotion bars. They are a great gift and really fun to make. They're also always a big seller.

Plus did you know making your own bath and beauty supplies is not only better for you, your family and your skin but you can also save a lot of money.

Solid lotion bars are a rich combination of skin loving oils, butters and beeswax formulated into a convenient bar that is solid at room temperature, but melts on contact with your skin.

I guarantee you that once you try one once, you will not want to be without them.

Lucky for you they are really really easy to make.

The basic recipe of a lotion bar really comes down to just three simple steps.

1 part oil

1 part butter

1 part beeswax

Then a few drops of essential oils.

The fun part is customizing the first two ingredients. You can add coconut oil for moisturization, or grape seed oil for cellulite..the list of oils are endless and you can make lotion bars for relaxation and massage, for cellulite, for moisturizing or for sensitive skin.

In fact yesterday I made my favourite lotion bar ever: My cocoa coffee lotion bar that's really good for cellulite. I even infused the oils I used with coffee beans for over two weeks to get that extra kick and then added the coffee grounds to the bar to increase circulation.

By the way I give this recipe away and an essential oil guide in my soap guide <http://idealme.com/soapguide/>

Anyways for a basic lotion bar I'd suggest you start with 3oz of beeswax, 3oz of coconut oil and 3oz of cocoa butter. I love the smell of cocoa butter.

First thing you need to do is melt your oils and wax. I always suggest you use a double boiler for this step. Once the beeswax and butter has melted, add your coconut oil and mix it in.

Take your mixture off the double boiler and drop in a few drops of essential oils for scent as well as the medicinal properties. For example grapefruit is great for breaking down cellulite.

You're going to need to work quickly because the mixture hardens up fast. Pour the mixture into your mold. [This is the mold I use for my lotion bars and soaps](http://www.amazon.com/gp/product/B00LG95TGO) and let it set for about 2 hours.

That's it. After pop it out of your mold and you can now rub it on your skin. Not only does it feel great but it smells great too.

Did you enjoy this lesson on making lotion bars?

I hope so!

Brittany

P.s if you want to learn more about creating your own bath and beauty products then you may want to take a look at a guide that I just purchased myself and really loved.

The guide teaches you to make your own line of bath and beauty products without harsh chemical products ensuring they nourish your skin.

Anything from Handcraft soap, bath teas and soaks, spa treatments, butters, balms, lotions and creams, scrubs, polishes and salts, and other aromatherapy blends. It has over 126 recipes and they are all really fun to make.

[Check it out here](http://39e133pzvvugex1erq280mgn1f.hop.clickbank.net/)

P.p.s I send these emails out to you in the hopes that they are helpful to you in learning more about making your own bath and beauty products as well as helping you turn your DIY passion into a business.

If you find these emails to be an intrusion you can hit the unsubscribe button below at any time to remove yourself from this list and receiving these emails. I don't think you'll want to though because tomorrow I have another really cool bath and beauty trick.

**Segmenting Email**

**Subject:** Productivity Secrets?

Do you ever find yourself thinking there just isn’t enough time in the day?

I know I used to think that a lot.

Over the years I’ve spent a considerable time learning to make the most of my day, increase productivity and energy as well as motivation to accomplish more.

All these little tricks have not only helped me grow my business on Etsy but feel happier and less like I’m running around with my head cut off.

I’d love to share the strategies with you if you’re interested in learning more about them.

If you are, I’ve created a free e-newsletter that every week shares some of these productivity, time and energy strategies.

If you want to learn some of them then all you need to do is click the following link and enter your email: http://forms.aweber.com/form/74/620664574.htm

Why do you need to enter your email again?

It’s simple I only want to send you information that you really want, therefor if you don’t optin below I’ll assume you don’t want to learn more about how to become more productive and manage your time. If you do decide to optin though I’ll be sharing some great strategies with you like today I share an article that shows you how to save over an hour a day using 4 simple strategies. An hour a day is a lot of time!

Enter your email here:

<http://forms.aweber.com/form/74/620664574.htm>

It’s completely free and you can unsubscribe at anytime if you feel like the emails are an intrusion but I really don’t think you’ll want too.

Have a great day!

Brittany