

# Post Optin Email Follow Up Series

## Day 1, Email 1 Template

**Subject:** Your (LEAD MAGNET) Download

Hey ....(INSERT YOUR NAME) here.

Before I get you your (LEAD MAGNET) let me quickly introduce myself.

My name is [name], and I started (NICHE BLOG) because [reasons for starting].

(Niche Blog) is different than other blogs out there because we bring you actionable, step-by-step information that's thoroughly researched, tested and created by PROVEN experts on the topics we post on, experts who have been featured on sites like (INSERT SITES YOUR EXPERTS HAVE BEEN FEATURED ON).

Over the next few days and weeks I'll be sending you emails with [contents of emails] so you can start [achieving your niche objectives] all [from/with/without certain qualifiers].

Occasionally I'll send you an opportunity to invest in products or services that I know will help you with [niche problems].

I'll be sending these emails often, because I don't think there's any point in making you wait for the valuable information I'll be sharing.

But and this is important I only want to share this actionable insight with people who are serious about [achieving goals in this niche].

Maybe you're [reason for getting involved #1], or you [reason for getting involved #2]. Maybe you want to [reason for getting involved #3], or [reason for getting involved #4].

All that matters is that you're serious about getting started. If that's not you, you can unsubscribe right now by clicking the link at the bottom of each of my messages.

I think you're going to learn a lot and I know we're going to have fun.

With that said, as promised...here is [\(Your Lead Magnet\)](#).

I'd also recommend you check out [\(insert title of native ad post\)](#) which [\(insert topic of native ad post\)](#).

Download It Here!

Name

P.S You may have noticed that after you opted in, there was information on my [\(Insert Ebook Name\)](#), if you missed it be sure to check it out here.

[\(Insert 1-2 sentences on E-book\)](#)

## Day 2, Email 2 Template

**Subject:** [\[Killer Subject Line\]](#) Stop me if this sounds familiar...

When I started out trying to [\[achieve niche goals\]](#), I had no idea what I was doing or if anything I tried would work. So I bought every [\[product and service\]](#) that promised to [\[produce results for me\]](#).

I put my faith in [\[the wrong places specifically groups that your niche doesn't trust\]](#). But there was a big problem...

None of them produced the results they promised. Even worse, many of them [\[produced a series of negative consequences\]](#). So now I was out of pocket for the money I spent, [\[experiencing negative consequences\]](#) but my [\[problem wasn't solved\]](#)!

I started doing some reading. I dug through studies, articles and reports you name it, I've read about it. What I discovered shocked me. As it turns out, the entire [\[niche\]](#) industry is built on a foundation of *lies*.

Not only are a lot of their products ineffective, they're downright dangerous. For example did you know that [certain popular products] actually [negative revelation about those popular products]? Neither did I!

My head was spinning. I didn't know down from up, much less which way I had to go to start solving my problem.

Eventually I discovered the truth about [solution]. I invested a lot of time, money and effort into [solution] so I could [achieve results] but [avoid negative consequences]. Now [the problem is solved].

Now I want to give you [positive results], but without investing the time or money that I did.

Over the last few months, I've been working hard with several experts (insert name of experts) who have been featured on ( insert name of credible sites) to [product / service / solution] that does exactly that. It's called [product name].

This is a [description of product] that will [achieve results]. Your [experience of benefits will be better than you believed possible] after [using this product].

Sound exciting?

Check It Out Right Now

When you order [the product / service] today I'm also going to give you a really cool bonus. It's my [special report name]. In it I share with you [tips / tricks / secrets] to [achieve results].

Get Yours Right Now

Day 3: Content, Softer sell of yesterdays email

**Day 3, Email 3**

**Subject:** [Killer Subject Line]

One of the hardest parts of [niche problem] and especially [more specific niche problem] is [major difficulty caused by having to figure it out on your own].

You have to figure everything out on your own [list of things you need to figure out]. Anything and everything you've got to learn from scratch. Usually with just the Internet to help you.

The problem? For every bit of good content online, there's 10 pieces of junk. You can't 100% trust any advice you get. And you won't have any idea if something will work until you try it out for yourself.

Curious if a [some niche activity will work]? You have to try and find out. Wonder if [other niche activity will work]? Cross your fingers and give it a shot. Hopefully it won't have any unexpected or unmentioned [downsides].

With (niche blog) I've gone out of my way to create only the best content and posts, with proven information.

And that's why I created (insert product name).

This is a [description of product] that will [achieve results]. Your [experience of benefits will be better than you believed possible] after [using this product].

Sound exciting?

Check It Out Right Now

When you order [the product / service] today I'm also going to give you a really cool bonus. It's my [special report name]. In it I share with you [tips / tricks / secrets] to [achieve results].

Get Yours Right Now

Brittany

P.s Be sure to be on the look out for an email from me tomorrow, where I share (insert native ad post title). In this email I will (insert benefits and what they will learn from this post).

## Day 4, Email 4 Template

**Subject: This is about you..**

Over the last few days I've talked to you about my (insert product name) that (insert product benefits). I know many people took advantage of this offer here and are already enjoying it.

But, Today isn't about my (insert name of product). No, Today is about sharing more great information on (insert niche trust machine topic)...Starting with (insert post name).

In this post I (summarize what you talk about in the post).

This post will help you (solve some problem).

You can read it in full here.

I hope you enjoy it as much as my other subscribers have.

I try my best to make all my posts as actionable and step-by-step as possible.

I also go out of my way to make sure everything I share is not only thoroughly researched and tested but created by interviewing PROVEN experts on the topics we post on.

Name

P.s Every week I release (insert how many posts you release each week) on (insert days and times you release each post) and since you're one of my valued subscribers, you'll get notified first when I publish them. Plus I'll also be sharing additional goodies with you like this (insert checklist, worksheet, small bonus).

## Day 5 Instructions:

Copy & Move Subscriber To House List. The house list, is the email list you'll broadcast every time you have a new post. You'll also promote your affiliate offers and additional products to this list.