

# Launch Email Sequence Templates



From  
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by IttyBiz

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## Launch Process #1:

# The Super Simple Launch Sequence

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Let's review the sequence again:

| Timing             | 8-day launch            | 10-day launch           |
|--------------------|-------------------------|-------------------------|
| 3 to 7 days before | Pre-Launch Teaser       | Pre-Launch Teaser       |
| Day 1              | Announcement            | Announcement            |
| Day 2              |                         |                         |
| Day 3              | Reminder 1              | Reminder 1              |
| Day 4              |                         |                         |
| Day 5              | Reminder 2              |                         |
| Day 6              |                         | Reminder 2              |
| Day 7              | One Day Left            |                         |
| Day 8              | Last Day (double email) |                         |
| Day 9              |                         | One Day Left            |
| Day 10             |                         | Last Day (double email) |

### Part 1: The Pre-Launch Teaser Email

**Subject Line:** Big news about next week (open today)

Hi [NAME]!

I have some exciting news to share with you about something that's happening next week, so I hope you'll take just a minute to read this email all the way to the end. :)

I'm releasing a brand-new [class/ebook/program/etc.] that will [teach you all about X / help you do a thing / show you how to get some outcome], and I think you're really going to like what's inside.

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And, when it becomes available on [date], you'll have a chance to get it [in some incentivized way, like a discount, or with launch-only bonuses, etc.], as my way of saying "thank you" for being a subscriber.

So keep an eye on your inbox – my new [thing] will go "live" on [date], and I'll send you a notification the minute it's available.

Until then!  
[YOU]

### Part 2: The Opening Announcement Email

**Subject Line:** It's here! Check out the [name of your thing]

Hi [NAME]!

The [name of your thing] is available now!

[LINK]

If you've been wanting to [learn a thing / get an outcome / do something / etc], then go ahead and take a look at what [the name of your thing] is all about, and how it can help you make it happen.

Important note: For the next [number of days] you can get [the name of your thing] with/at [your special launch offer]. After that, this special offer will no longer be available.

[LINK]

I hope you'll take a look at the [ebook / class / etc.] and see what's inside – I think you're really going to like it!

[Some closing phrase],  
[YOU]

P.S. – Again, this special offer ends [at this time], so make sure to take a look today!

[LINK]

### Part 3: The Reminder Sequence Emails

Remember, these emails can be 90% verbatim from previous emails, with just a switch of the opening lines. I've included multiple versions so you can see more than one edit of the opening lines.

Also remember, there's nothing wrong with re-using the initial email copy. Something is for sale, and people either want it, or they don't. Anyone who is even potentially interested will not care if it's the same copy, as long as your launch offer is compelling (like a 50% discount or special launch bonuses).

**Subject Line:**      Reminder: Get [thing] [with special offer / discount]  
                                         or  
                                         Reminder: Get [discount] on [thing] – [X] days left!

Hi [NAME]!

Just in case you didn't see my email from [date], I wanted to let you know that [name of your thing] is now available ["at a fantastic discount", "with some very special bonuses", etc.] – but only until [closing date].

[LINK]

If you've been wanting to [learn a thing ... (from this point, you can copy the initial announcement email, or edit it to your liking)].

**Subject Line:**      Reminder: Get [thing] [with special offer / discount]  
                                         or  
                                         Reminder: Get [discount] on [thing] – [X] days left!

Hi [NAME]!

Just sending a quick reminder - [name of your thing] is now available ["at a fantastic discount", "with some very special bonuses", etc.] – but this special offer will be going away on [closing date].

[LINK]

If you've been wanting to [learn a thing ... (from this point, you can copy the initial announcement email, or edit it to your liking)].

### Part 4: The “One Day Left” Email

Again, most of this copy is the same as the opening email, with key differences marked in blue.

**Subject Line:** [One Day Left]: [special offer / discount] on [thing]  
or  
[Ending Soon]: [thing] [special offer]

Hi [NAME]!

There's only one day left to get [thing] [with this special offer or at this discount]!  
This special “launch week” offer ends at [closing time/date].

Please take a look right now to see if it's the right [ebook / class / etc] at the right time for you (because if it is, I want to make sure you get this special deal).

[LINK]

If you've been wanting to [learn a thing / get an outcome / do something / etc], then go ahead and take a look at what [the name of your thing] is all about, and how it can help you make it happen.

[LINK]

I hope you'll take a look at the [ebook / class / etc.] and see what's inside – I think you're really going to like it!

[Some closing phrase],  
[YOU]

P.S. – Again, this special offer ends tomorrow, so make sure to take a look right now!

[LINK]

## Part 5: The “Last Day” Double Email

**Subject Line:** [LAST DAY]: [special offer / discount] on [thing]  
or  
[ENDS TODAY]: [thing] [special offer]

Hi [NAME]!

Today is the LAST day to get [thing] [with this special offer or at this discount].  
The special “launch week” offer ends tonight at [closing time].

[LINK]

I want to make sure you get this special deal, so take a look right now to see if  
this [ebook, class, etc] is exactly what you need to help you [with your relevant  
thing].

[LINK]

[Some closing phrase],  
[YOU]

P.S. – Again, this special offer ends tonight, so make sure to visit that page right  
now!

**Subject Line:** [ENDS SOON]: [special offer / discount] on [thing]  
or  
[CLOSING NOW]: [thing] [special offer]

Hi [NAME]!

Time is running out to get [thing] [with this special offer or at this discount].  
[LINK]

I want to make sure you get this special deal, so take a look right now to see if  
this [ebook, class, etc] is exactly what you need to help you [with your relevant  
thing].

[LINK]

[Some closing phrase],  
[YOU]

P.S. – Again, this special offer ends [at time], so click now to get it!

## Launch Process #2: The (Mostly) Simple Launch Sequence

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Let's review the sequence again:

| Timing             | 8-day launch                  | 10-day launch                 |
|--------------------|-------------------------------|-------------------------------|
| 3 to 7 days before | Pre-Launch Teaser             | Pre-Launch Teaser             |
| Day 1              | Announcement                  | Announcement                  |
| Day 2              |                               |                               |
| Day 3              | <b>FAQ (or similar)</b>       | <b>FAQ (or similar)</b>       |
| Day 4              |                               |                               |
| Day 5              | <b>Deep Dive (or similar)</b> |                               |
| Day 6              |                               | <b>Deep Dive (or similar)</b> |
| Day 7              | One Day Left                  |                               |
| Day 8              | Last Day (double email)       |                               |
| Day 9              |                               | One Day Left                  |
| Day 10             |                               | Last Day (double email)       |

### Part 1: The Pre-Launch Teaser Email

This exactly the same as in the previous template.

### Part 2: The Pre-Launch Teaser and Announcement Emails

This is exactly the same as in the previous template.

## Part 3: The FAQ Email

**Subject Line:** A few questions answered about [your thing]

Hi [NAME]!

I wanted to touch base and let you know about a few questions I've received about [your thing] – I'd love to share the answers in case you have similar questions of your own.

(Of course, if you have questions that aren't answered in this email, just click reply and ask me – I'll be happy to give you the answers you need.)

Before the Q&A, however, I also want to remind you about the [special offer / discount] on [your thing] – this limited-time deal ends at [time and date].

You can check out the details here:

[LINK]

Now, let's take a look at those questions.

**Q: ) Put your first question here in bold.**

A: ) Put your answer here. Repeat the Q&A until you're done.

**Do you have questions of your own?**

If you do, just click reply and I'll be happy to answer them for you.

In the meantime, I hope you'll take a look at the [ebook / class / etc.] and see what's inside – I think you're really going to like it!

[LINK]

[Some closing phrase],  
[YOU]

P.S. – Again, this special offer ends at [time and date], so make sure to take a look right now!

[LINK]



## Part 4: The Deep Dive (or similar)

**Subject Line:** A few questions answered about [your thing]

Hi [NAME]!

I hope you've had a chance to check out the [special offer] on [your thing] before it expires at [time and date]. If you haven't seen it yet, just click here:

[LINK]

Today I want to talk to you about [a topic or subtopic of your thing] – and, specifically, [some benefit they'll get from reading this].

[In this section you can do anything – relate a personal story about your path in the topic area, or why you created your product, or what's different about this product that would be helpful to people, or do a case study, or BE a case study, or ask people to set a goal in your topic area...

...basically, you're not trying to sell them the product, but you are trying to get them in the frame of mind where they see the benefits of what your product can offer them.]

So, that's what I have to say about [topic] today. I hope it's [been helpful to you in some way].

And again, I want to invite you to take a look at this fantastic limited time [offer] on [your thing]:

[LINK]

I hope you enjoyed today's email – and that you'll check out this special deal.

[Some closing phrase],  
[YOU]

P.S. – Again, this special offer ends at [time and date], so make sure to take a look right now!

[LINK]

### **Part 5: The “One Day Left” Email**

Same as in the previous template.

### **Part 6: The “Last Day” Double Email**

Same as in the previous template.

## Launch Process #3: The Education Launch Sequence

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Let's review the sequence again:

| Timing             | 8-day launch             | 10-day launch            |
|--------------------|--------------------------|--------------------------|
| 3 to 7 days before | Pre-Launch Teaser        | Pre-Launch Teaser        |
| Day 1              | <b>Education Piece 1</b> | <b>Education Piece 1</b> |
| Day 2              | <b>Education Piece 2</b> |                          |
| Day 3              | Announcement             | <b>Education Piece 2</b> |
| Day 4              |                          | Announcement             |
| Day 5              | <b>Education Piece 3</b> |                          |
| Day 6              |                          |                          |
| Day 7              | One Day Left             | <b>Education Piece 3</b> |
| Day 8              | Last Day (double email)  |                          |
| Day 9              |                          | One Day Left             |
| Day 10             |                          | Last Day (double email)  |

Keep in mind that you can move the middle pieces around as you see fit. These are just examples, and you can add extra education pieces in there if you want, or extend the launch window if that's what you'd prefer.

### Part 1: The Pre-Launch Teaser Email

This is mostly the same as in the Super Simple template:

**Subject Line:** Big news about next week (open today)

Hi [NAME]!

I [have two pieces of](#) exciting news to share with you about something that's happening next week, so I hope you'll take just a minute to read this email all the way to the end. :)

#1 - I'm releasing a brand-new [class/ebook/program/etc.] that will [teach you all about X / help you do a thing / show you how to get some outcome], and I think you're really going to like what's inside.

And, when it becomes available on [date], you'll have a chance to get it [in some incentivized way, like a discount, or with launch-only bonuses, etc.], as my way of saying "thank you" for being a subscriber.

#2 - [In between now and then, I'm going to send you a few special emails which will teach you, in depth, \[how to do a thing / how something works / etc.\]. You'll want to open those as soon as I send them, because what I'm going to teach you is going to help you \[get an outcome\] \[some version of "so much easier"\]](#).

So keep an eye on your inbox – my new [thing] will go "live" on [date], [and I'll send you your first piece of special \[training content / etc.\] soon!](#)

Until then -  
[YOU]

## Part 2: The Opening Education Content (Pieces 1 and 2)

First Email:

**Subject Line:** [Description of content] (Part 1)

Hi [NAME]!

I told you a few days ago I was going to send you some special [training / etc.] about [topic], and the email you're reading right now contains the first piece of it.

Today I'm going to [teach you all about / tell you all about / explain exactly how to / etc.] [some thing that's useful] so you can [get some benefit or achieve some important outcome].

I recommend you set aside the next [X] minutes to really [read / watch / etc.] this all the way to the end, because it will really make a difference in your [area of interest]. (You may even want to [print it out / save the video / etc.] – it's that useful.

So, let's begin!

(Here, you either put your content, or link to your content if it's on a website.)

Now, ["in two days" / "in a few days" / "soon" / etc.] I'll send you Part 2 – where I'll [give a teaser at what you'll teach them / show them / etc.].

Until then -  
[YOU]

P.S. – If you'd like to share this with someone you know, please [give them instructions – "sign up for my list", "click this social media link", etc.].

Second Email:

**Subject Line:** [Description of content] (Part 2)

Hi [NAME]!

[Timeframe, like "A few days ago"] I sent you an email that [showed you / taught you / etc.] [whatever you showed them] – and today we're going straight into Part 2.

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(If you didn't receive that email, or you can't find it, just click reply and I'll send it to you ASAP.)

Today I'm going to [teach you all about / tell you all about / explain exactly how to / etc.] [some thing that's useful] so you can [get some benefit or achieve some important outcome].

Go ahead and set aside the next [X] minutes to really [read / watch / etc.] this all the way to the end, because it will really make a difference in your [area of interest]. (You may even want to [print it out / save the video / etc.] – it's that useful.

So, let's begin!

(Here, you either put your content, or link to your content if it's on a website.)

In a few days I'll send you [Part 3](#) – where I'll [give a teaser at what you'll teach them / show them / etc.].

But in between now and then, you'll also receive a notification when [your thing] is available – keep your eye out for that email, because there's going to be a special, limited-time chance for you to [get a big discount / get great bonuses / etc.] (but only for a few days, so you won't want to miss it).

Until then -  
[YOU]

P.S. – If you'd like to share this with someone you know, please [give them instructions – “sign up for my list”, “click this social media link”, etc.].

### Part 3: The Announcement

**Subject Line:** It's here! Check out the [name of your thing]

Hi [NAME]!

The [name of your thing] is available now!

[LINK]

If you've been wanting to [learn a thing / get an outcome / do something / etc], then go ahead and take a look at what [the name of your thing] is all about, and how it can help you make it happen.

Important note: For the next [number of days] you can get [the name of your thing] with/at [your special launch offer]. After that, this special offer will no longer be available.

[LINK]

I hope you'll take a look at the [ebook / class / etc.] and see what's inside – I think you're really going to like it!

[Some closing phrase],  
[YOU]

P.S. – Again, this special offer ends [at this time], so make sure to take a look today!

[LINK]

## Part 4: The Closing Educational Content (Piece 3)

**Subject Line:** [Description of content] (Part 3)

Hi [NAME]!

Over the last little while I sent you a few special [training lessons / etc.] to help you [get generalized outcome that covers both emails] – and today we’re going straight into Part 3, the last in this series.

(If you didn’t receive those emails, or you can’t find them, just click reply and I’ll send it to you ASAP.)

Today I’m going to [teach you all about / tell you all about / explain exactly how to / etc.] [some thing that’s useful] so you can [get some benefit or achieve some important outcome].

(We’ll get to that in just a moment.)

In the meantime, I hope you’ve had a chance to check out the [special offer] on [your thing] before it expires at [time and date]. If you haven’t seen it yet, just click here:

[LINK]

All the details are there, and do check it out today – the special offer ends soon.

Now, let’s begin!

(Here, you either put your content, or link to your content if it’s on a website.)

I hope you’ve enjoyed these three [topic] [lessons / etc.] – I know they’re going to make a huge difference in the way you [do a thing].

Now... if you want to take your [thing they do] to the next level, then make sure to take a look at [name of your product].

It will help you [do a thing] [in a certain beneficial way] and help you get the most out of [the thing they do]...

... and for a few more days only, you can [take advantage of a specific special offer].



So take a look now:

[LINK]

And if it's the right fit for you, get it today, while you can still take advantage of this special offer.

Thanks for joining me for the [lessons / etc.]!  
[YOU]

P.S. – Again, this [describe your special offer] expires at [time / date], so don't delay – take a look at it right now before it goes away.

[LINK]

### **Part 4: The “One Day Left” Email and Part 5: The “Last Day” Double Email**

Same as in the previous templates.

## Launch Process #4: The 4-Act Story Launch Sequence

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Let's review the sequence again:

| Timing                                      | 8-day launch            | 10-day launch           |
|---------------------------------------------|-------------------------|-------------------------|
| 3 to 7 days before pre-launch               | Pre-Launch Teaser       | Pre-Launch Teaser       |
| Pre-launch Day 1                            | Act 1                   | Act 1                   |
| Pre-launch Day 3                            | Act 2                   | Act 2                   |
| Pre-launch Day 5                            | Act 3                   | Act 3                   |
| Launch - Day 1<br>(2 days after pre-launch) | Act 4 and Announcement  | Act 4 and Announcement  |
| Launch - Day 2                              |                         |                         |
| Launch - Day 3                              | Reminder 1              |                         |
| Launch - Day 4                              |                         | Reminder 1              |
| Launch - Day 5                              | Reminder 2              |                         |
| Launch - Day 6                              |                         |                         |
| Launch - Day 7                              | One Day Left            | Reminder 2              |
| Launch - Day 8                              | Last Day (double email) |                         |
| Launch - Day 9                              |                         | One Day Left            |
| Launch - Day 10                             |                         | Last Day (double email) |

### Important note before we begin:

For the most part, this sequence's emails are very similar to the previous launch process (the Educational launch). So you won't see too many changes in your emails, but what you send to people will be decidedly different.

### Part 1: The Pre-Launch Teaser Email

**Subject Line:** Big news about next week (open today)

Hi [NAME]!

I [have some](#) exciting news to share with you about something that's happening next week, so I hope you'll take just a minute to read this email all the way to the end. :)

#1 - I'm releasing a brand-new [class/ebook/program/etc.] that will [teach you all about X / help you do a thing / show you how to get some outcome], and I think you're really going to like what's inside.

And, when it becomes available on [date], you'll have a chance to get it [in some incentivized way, like a discount, or with launch-only bonuses, etc.], as my way of saying "thank you" for being a subscriber.

#2 – In between now and then, I'm going to send you a few special emails which will show you, in depth, exactly [what you can do with my process / what features and benefits you'll get from it / how you can use the product to achieve specific outcomes].

I'm very excited about sharing this with you – whether or not you decide to take me up on my new [ebook / class / etc.], you'll get a lot out of what I'm going to be sending your way.

So keep an eye on your inbox – my new [thing] will go "live" on [date], [and I'll send you some very interesting things in the meantime!](#)

Until then -  
[YOU]

### Part 2: Acts 1, 2 and 3

Act 1 Email:

**Subject Line:** [Description of content] (Part 1)  
Or  
How to [achieve an outcome] (open today!)

Hi [NAME]!

I told you a few days ago I was going to send you something special, and it's ready for you now. :)

Today I'm going to [teach you all about / tell you all about / explain exactly how to / etc.] [some thing that's useful] so you can [get some benefit or achieve some important outcome].

I recommend you set aside the next [X] minutes to really [read / watch / etc.] this all the way to the end, because it will really make a difference in your [area of interest / [show you what's possible in some arena](#)]. (You may even want to [print it out / save the video / etc.] – it's that useful.

So, let's begin!

(Here, you either put your content, or link to your content if it's on a website.)

Now, ["in two days" / "in a few days" / "soon" / etc.] I'll send you Part 2 – where I'll [give a teaser at what you'll teach them / show them / etc.].

Until then -  
[YOU]

P.S. – If you'd like to share this with someone you know, please [give them instructions – "sign up for my list", "click this social media link", etc.].

**Note:** If your content is very focused around your product ("How to use [product] to do [a thing], rather than "How to do [a thing], which can be taken to the next level with my product"), then feel free to make edits to these email templates that mention the name of your product.

Act 2 Email:

**Subject Line:** [Description of content] (Part 2)  
Or  
An [adjective] way to [get outcome] (check it out)

Hi [NAME]!

[Timeframe, like “A few days ago”] I sent you an email that [showed you / taught you / etc.] [whatever you showed them].

(If you didn’t receive that email, or you can’t find it, just click reply and I’ll send it to you ASAP.)

Today I’m going to [show you / teach you / etc.] [something else] – and it’s going to be a real eye-opener for you.

[LINK] (Only if you are linking to content, rather than including it in the email)

Go ahead and set aside the next [X] minutes to really [read / watch / etc.] this all the way to the end, because it will really make a difference in your [area of interest]. (You may even want to [print it out / save the video / etc.] – it’s that useful.

So, let’s begin!

(Here, you either put your content, or link to your content if it’s on a website.)

In a few days I’ll send you **another special email** – where I’ll [give a teaser at what you’ll teach them / show them / etc.]. **You’re going to love what’s in that one. :)**

Until then -  
[YOU]

P.S. – If you’d like to share this with someone you know, please [give them instructions – “sign up for my list”, “click this social media link”, etc.].

Act 3 Email:

**Subject Line:** [Description of content] (Part 3)  
Or  
[Read Today] What you need to know about [topic]

Hi [NAME]!

Over the last little while I sent you a few special [training lessons / etc.] to help you [get generalized outcome that covers both emails] – and today we’re going straight [into the third part of](#) this series.

(If you didn’t receive those emails, or you can’t find them, just click reply and I’ll send it to you ASAP.)

Today I’m going to [\[show you / teach you / etc.\] \[something else\] \[so you can achieve an outcome\]](#).

[LINK] (Only if you are linking to content, rather than including it in the email)

[Go ahead and](#) set aside the next [X] minutes to really [read / watch / etc.] this all the way to the end, because it will really make a difference in your [area of interest]. (You may even want to [print it out / save the video / etc.] – it’s that useful.

So, let’s begin!

(Here, you either put your content, or link to your content if it’s on a website.)

In a few days I’ll send you [one more special email](#) – where I’ll [give a teaser at what you’ll teach them / show them / etc.]. [This is the last in this series, so don’t miss it.](#)

Until then -  
[YOU]

P.S. – [Name of your thing OR My new ebook /etc.] will be available on [day], so keep your eyes out for that email! You’ll get a special offer that’s only good for a few days, so don’t let it get lost in your inbox.

### Part 3: The Announcement (and Act 4)

Act 4 Email: (When your link includes Act 4 content with a “buy now” link)

**Subject Line:** It's here! Check out the [name of your thing]

Hi [NAME]!

Two pieces of good news for you today:

**#1 - The [name of your thing] is available now!**

[LINK]

If you've been wanting to [learn a thing / get an outcome / do something / etc], then go ahead and take a look at what [the name of your thing] is all about, and how it can help you make it happen.

Important note: For the next [number of days] you can get [the name of your thing] with/at [your special launch offer]. After that, this special offer will no longer be available.

[LINK]

**#2 – Your final [lesson / video / etc.] is also available right now!**

You can see the final piece in the series in the same place – just click the link below and you'll be able to see it.

(Definitely check this one out – I'll [tell you / show you / etc.] [something specific and compelling that will give them a specific outcome].

[LINK]

Click that link now and see what's waiting for you – I think you're really going to like it!

[Some closing phrase],  
[YOU]

Act 4 Email: (When Act 4 content is in the email, not another website)

**Subject Line:** It's here! Check out the [name of your thing]

Hi [NAME]!

Two pieces of good news for you today:

**#1 - The [name of your thing] is available now!**

[LINK]

If you've been wanting to [learn a thing / get an outcome / do something / etc], then go ahead and take a look at what [the name of your thing] is all about, and how it can help you make it happen.

Important note: For the next [number of days] you can get [the name of your thing] with/at [your special launch offer]. After that, this special offer will no longer be available.

[LINK]

**#2 – Your final [lesson / video / etc.] is also available right now!**

Today we're finishing up this series, and now I'll [tell you / show you / etc.] [something specific and compelling that will give them a specific outcome].

[YOUR ACT 4 CONTENT GOES HERE]

**Now, what's next for you?**

I hope you've enjoyed these [topic] [lessons / etc.] – I know they're going to make a huge difference in the way you [do a thing].

Now... if you want to take your [thing they do] to the next level, then make sure to take a look at [name of your product].

It will help you [do a thing] [in a certain beneficial way] and help you get the most out of [the thing they do]...

... and for a few days only, you can [take advantage of a specific special offer].



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So take a look now:

[LINK]

And if it's the right fit for you, get it today, while you can still take advantage of this special offer.

Thanks for joining me for the [lessons / etc.]!  
[YOU]

P.S. – Again, this [describe your special offer] expires at [time / date], so don't delay – take a look at it right now before it goes away.

### **Part 4: Reminder Emails 1 & 2**

Same as in the previous template.

### **Part 4: The “One Day Left” Email and Part 5: The “Last Day” Double Email**

Same as in the previous template.

## Launch Process #5: The Pre-Product Launch Sequence

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Let's review the sequence again:

| Timing                                      | 8-day launch                | 10-day launch               |
|---------------------------------------------|-----------------------------|-----------------------------|
| 2 weeks before pre-launch                   | Pre-Launch Survey           | Pre-Launch Survey           |
| 1 week later                                | Second Survey               | Second Survey               |
| Pre-launch Day 1                            | Training 1                  | Training 1                  |
| Pre-launch Day 3                            | Training 2                  | Training 2                  |
| Pre-launch Day 5                            | Training 3                  | Training 3                  |
| Launch - Day 1<br>(2 days after pre-launch) | Training 4 and Announcement | Training 4 and Announcement |
| Launch - Day 2                              |                             |                             |
| Launch - Day 3                              | Reminder 1                  |                             |
| Launch - Day 4                              |                             | Reminder 1                  |
| Launch - Day 5                              | Reminder 2                  |                             |
| Launch - Day 6                              |                             |                             |
| Launch - Day 7                              | One Day Left                | Reminder 2                  |
| Launch - Day 8                              | Last Day (double email)     |                             |
| Launch - Day 9                              |                             | One Day Left                |
| Launch - Day 10                             |                             | Last Day (double email)     |

### Part 1: The Pre-Launch Survey

**Subject Line:** Can I get your opinion on something?

Hi [NAME]!

If you have [timeframe, like “about 60 seconds or so”], I’d like to ask you for your opinion on something...

...and I’d like to give you something extremely valuable in return. :)

**Here’s what’s going on:**

I’m taking a quick survey to find out [something specific, like “your biggest questions about meditation”, or “what you need help with the most in building your Facebook following”, etc.], and I would truly appreciate getting your answers today.

**Here’s what’s I’ll give you in return:**

I’ll be using this survey’s results to set up a series of [free training videos / workbooks / teleclasses / etc] that I’ll be sending out [in a timeframe], and I want to cover the topics you care about the most.

So, if you wouldn’t mind, could you take [short timeframe] and tell me what’s important to you?

[LINK TO SURVEY]

Thanks in advance – and I’m looking forward to sending you some free training that will really help you [get an outcome]!

Until then -  
[YOU]

P.S. – Please answer the survey right now, as I’ll be starting to put together the free training ASAP. I want your vote to count!

[LINK TO SURVEY]

## Part 2: Second Survey

**Subject Line:** Survey results (and one big question)

Hi [NAME]!

I've just finished collecting and sorting the answers from the survey I sent out a few days ago (if you sent in your answers, you have my gratitude).

We have a great list of "potential" topics to cover in the free training I'll be sending you soon... and there's just one more step before I begin putting it all together.

**Can I get your "top picks"?**

Based on the survey, there are [X] topics people want covered in this training:

(Put a bulleted list of them here)

...and I'm going to focus on 4 of them.

Can I get your top 4 picks, please?

It will take less than a minute, and you can do it here:

[LINK TO SURVEY]

Again, thanks for your help – and I'll let you know what four topics will be part of your free training series!

Until then -  
[YOU]

P.S. – Please answer the survey today – the votes will be tallied in the next 48 hours!

[LINK TO SURVEY]

### Part 3: Trainings 1, 2 and 3

Training 1 Email:

**Subject Line:** [Description of content] (Free Training)  
Or  
Just For You: [Description of content] (timely)

Hi [NAME]!

Not too long ago I asked you to vote on 4 pieces of free training that I was going to send your way.

The votes are in... and everything's ready!

Your first piece of free training is here:

[LINK]

(Alternatively, if you're delivering it via a live teleclass or webinar, give the details here)

In part 1 (of 4) I'm going to [teach you all about / tell you all about / explain exactly how to / etc.] [some thing that's useful] so you can [get some benefit or achieve some important outcome].

I recommend you set aside the next [X] minutes to really [read / watch / etc.] this all the way to the end, because it will really make a difference in your [area of interest / [show you what's possible in some arena](#)]. (You may even want to [print it out / save the video / etc.] – it's that useful.

So, come and get it:

[LINK]

Now, ["in two days" / "in a few days" / "soon" / etc.] I'll send you Part 2 – where I'll [give a teaser at what you'll teach them / show them / etc.].

Until then -  
[YOU]

P.S. – If you'd like to share this with someone you know, please [give them instructions – "sign up for my list", "click this social media link", etc.].

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## 5 Great Launch Process Templates

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Training 2 Email:

**Subject Line:** [Description of content] (Also free!)  
Or  
Today's [video / PDF / etc.] - [Description of content]

Hi [NAME]!

[Timeframe, like "A few days ago"] I sent you an email that [showed you / taught you / etc.] [whatever you showed them].

(If you didn't receive that email, or you can't find it, just click reply and I'll send it to you ASAP.)

Today I'm going to [show you / teach you / etc.] [something else] – and it's going to be a real eye-opener for you.

[LINK]

(Alternatively, if you're delivering it via a live teleclass or webinar, give the details here)

Go ahead and set aside the next [X] minutes to really [read / watch / etc.] this all the way to the end, because it will really make a difference in your [area of interest]. (You may even want to [print it out / save the video / etc.] – it's that useful.

Go take a look now:

[LINK]

In a few days I'll send you [part 3](#) – where I'll [give a teaser at what you'll teach them / show them / etc.]. [You're going to love what's in that one. :\)](#)

Until then -  
[YOU]

P.S. – If you'd like to share this with someone you know, please [give them instructions – "sign up for my list", "click this social media link", etc.].

Training 3 Email:

**Subject Line:** [Description of content] (3 of 4)  
Or  
Get today's freebie - [Description of content]

Hi [NAME]!

Over the last little while I sent you a few special [training lessons / etc.] to help you [get outcomes] – and today we're going straight [into the third part of this series](#).

[\(If you didn't receive those emails, or you can't find them, just click reply and I'll send it to you ASAP.\)](#)

Today I'm going to [\[show you / teach you / etc.\] \[something else\] \[so you can achieve an outcome\]](#).

[LINK]

(Alternatively, if you're delivering it via a live teleclass or webinar, give the details here)

[Go ahead and](#) set aside the next [X] minutes to really [read / watch / etc.] this all the way to the end, because it will really make a difference in your [area of interest]. (You may even want to [print it out / save the video / etc.] – it's that useful.

See what's waiting for you here:

[LINK]

In a few days I'll send you [one more special email](#) – where I'll [give a teaser at what you'll teach them / show them / etc.]. [This is the last in this series, so don't miss it.](#)

Until then -  
[YOU]

P.S. – [Name of your thing OR My new ebook /etc.] will be available on [day], so keep your eyes out for that email! You'll get a special offer that's only good for a few days, so don't let it get lost in your inbox.



## Part 4: Training 4 and Announcement

**Subject Line:** It's here! Check out the [name of your thing]

Hi [NAME]!

Two pieces of good news for you today:

**#1 - The [name of your thing] is available now!**

[LINK]

If you've been wanting to [learn a thing / get an outcome / do something / etc], then go ahead and take a look at what [the name of your thing] is all about, and how it can help you make it happen.

Important note: For the next [number of days] you can get [the name of your thing] with/at [your special launch offer]. After that, this special offer will no longer be available.

[LINK]

**#2 – Your final [lesson / video / etc.] is also available right now!**

Today we're finishing up this series, and now I'll [tell you / show you / etc.] [something specific and compelling that will give them a specific outcome].

[LINK TO YOUR 4th FREE THING HERE]

**Now, what's next for you?**

I hope you've enjoyed these [topic] [lessons / etc.] – I know they're going to make a huge difference in the way you [do a thing].

Now... if you want to take your [thing they do] to the next level, then make sure to take a look at [name of your product].

It will help you [do a thing] [in a certain beneficial way] and help you get the most out of [the thing they do]...

... and for a few days only, you can [take advantage of a specific special offer].

## 5 Great Launch Process Templates

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So take a look now:

[LINK]

And if it's the right fit for you, get it today, while you can still take advantage of this special offer.

Thanks for joining me for the [lessons / etc.]!  
[YOU]

P.S. – Again, this [describe your special offer] expires at [time / date], so don't delay – take a look at it right now before it goes away.

### **Part 4: Reminder Emails 1 & 2**

Same as in the previous template.

### **Part 4: The “One Day Left” Email**

Same as in the previous template.

### **Part 5: The “Last Day” Double Email**

Same as in the previous template.