
#1 Downloading a Free book

Goal: to sell an action click on the button

no_reply@example.com

Immediately

Free book How to Write Email Sequences

Hi there,

I'm so happy to send you this copy of my book, these sheets like an indispensable part of your success in email marketing.

Click on the button below right now!

/download free book button/

Never stop improving your sales-writing skills.

Best,

Name

#2 Downloading a Free book

Goal: to sell video viewing

no_reply@example.com

2 days after opening the previous letter

Your Winning Email Strategy

Hi S.Name,

Thank you for downloading my book. Have you started reading?

Today I prepared for you a short video about win strategy in email sequences in 2021. This video only for my subscribers because it's opened your eyes and given you the most valuable rules in emails in 2021.

Hurry up! And watch this video before your competitors don't do it.

/go to the video/

Never stop improving your sales-writing skills.

Best,

Name

#3 Downloading a Free book

Goal: to sell course 'The Copywriting for letters. Write and send clear email sequences'

no_reply@example.com

2 days after opening the previous letter

Mailing Guide is [HERE](#)

Hi S.Name,

How is it going? Have you written something for your followers?

If you want to write more effective texts for emails, follow me on Instagram (for free) and get this course, "The Copywriting for letters. Write and send clear email sequences".

If you learn this course, you can

- write letters without any fear or feeling of tension;
- sale everything that you want to your subscribers;
- write interesting and breathtaking stories in your email sequences;
- start warm relationships with your audience;
- get big money from your email list.

If you want to become the best salesman in your niche, right now start this course, "The Copywriting for letters. Write and send clear email sequences".

Click on this button and check your seat in our virtual class.

[/start the course/](#)

Never stop improving your sales-writing skills.

Best,

Name

#4 Downloading a Free book

Goal: to sell membership in a private community

no_reply@example.com

3 days after opening the previous letter

Challenging Subjects? It's Easy!

Hey-hey!

Is it good?

Last week you were like a green sprout in email sequences, but now you look like a Master of letters! Congratulations!

If you want more experience and success with email retail, let's stay in touch on Facebook and LinkedIn. And welcome to our private community of professionals. Each week we share our experiences and help each other with developing email sequences.

/to test private community/

Your special promo **TEST12HOURS**.

Try it for **free for 12 hours**. If you like it, you can pay a monthly subscription for only **\$49** a month at any time.

Never stop improving your sales-writing skills.

Best,

Name

#5 Downloading a Free book

Goal: to sell membership in a private community

no_reply@example.com

12 hours after opening the previous letter

The Community for Finding Ideas and Challenges. Super Discount!

Hi S.Name,

Today is your day!

Grab this special offer for you.

It is only **\$19** per month for membership in our private community.

Start getting your money's worth on building effective email chains for your mailing list.

The discount will burn off at **11 p.m.** tomorrow.

/to test private community/

Yous special promo **DIS19COUNT**.

By the way, our most active members have a special membership discount. Connect, become an active member and get all the benefits of our collaboration.

Never stop improving your sales-writing skills.

Best,

Name