



SUPER EMAIL MARKETING TEMPLATES

**Email Templates
For Coaching
And Consulting**

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For coaching and consulting – 7 Email Series

The 7 powerful email series to launch your new consulting package, coaching program or personal service

This email series is specifically made for professionals and individuals who are offering their expertise or services to other individuals or organization.

These email will meet several objectives:

1. Build trust with your clients/subscribers
2. Build your authority and branding
3. Answer their objection quickly

When you use these emails, write in simple language and use your own word and language. People like and trust more if the person they engage with are genuine and make mistakes once in a while. Don't try to be perfect.

These emails contain sales strategy and have psychological tools & trigger embedded in them. The email series has one of the highest sale conversion rate that is used and tested by many of the world's top coaches and internet marketers.

Use them to your advantage and take your business to a whole new level.

First 4 email series

- Introduce yourself and create engagement
- Focus on creating rapport and trust immediately
- Establish your authority base
- Keep it short
- Get to the point
- Have a clear call to action

Quick Tips

#1 Add cliffhanger: Always tells them what's next, and only close the loop to a purchase

#2 Keep 1 line of space between sentences for easy reading

#3 Don't insert image on your first email as it may register as spam.

Email #1:

[SUBJECT] Action Required: Please confirm your request for information...

Hey [First name],

[Your name] here.

If you'll just click below I'll send you your [item e.g. free pdf report, downloads] in a flash.

[Click here](#) to confirm your request.

Clicking the link above will confirm your email address and allow you to receive the information you requested.

If you do not want to receive any communication, please ignore this message.

Warmest Regards

[Your name]

[Your title]

[Your tag line]

Simple and basic email subject

Quick call to action within first view, and clear instruction

Telling reader what to expect, or elaborate more on the action

Putting your title will reaffirm in their mind that you're the expert in that certain field

Note: Your first email should be about confirming subscription to a free report, pdf or book from your landing page.

Applies only when you use double opt-in method in your email autoresponder (highly recommended to weed out bad leads)

Email #2:

[SUBJECT] Email confirmed! Download your free book now [First Name]

Hey [First name],

Before you download your free [book, pdf, free report] below, I would like to welcome you aboard our amazing circle of entrepreneurs, coaches, consultants and small business owners who is hungry to take their business or practices to their next level.

And now that you've come on board, you'll get exclusive access to our weekly newsletter, tips and courses that will help you grow your business to the next level.

By the way, I got a quick question for you:

If I could help you with just 1 thing to get you new clients or extra sales, what would that 1 thing be?

Just reply this email and let me know.

Warmest Regards,
[Your name]
[Your title]
[Your tag line]

P.S. Click here to download your [book, pdf, free report]. Enjoy!

Simple & direct email subject that encourages subscribers to click, add their first name to increase open rate

Creates the illusion of having a large subscriber even if your list is small. Increases credibility. Change the subjects and message according to your target market.

Again, tell them what to expect, but try to tell them about some free content or tips that you do on a weekly or daily basic so they keep coming back for more. And indirectly make the trust stronger between you and your subscribers.

Quick Tips

#1 Add cliffhanger: Always tells them what's next, and only close the loop to a purchase

#2 Keep 1 line of space between sentences for easy reading

#3 Don't insert image on your first email as it may register as spam.

Note: Instead of just sending them link to the free download that you promised, do something extra to establish more trust and credibility among your subscribers. Email 1 to 4 is the best way to do it as they have the highest open rate as compared to the rest of your email.

Don't sell, give value upfront. It will create the reciprocity effect, and establish trust with your subscribers

Email #3: Keep Adding Value

[SUBJECT] One tip to get more customer

Hey [First name],

Check out this new [blog post/video] that I've just made to help you get more customer for your business.

[Click here to check it out](#)

It solves one of the biggest problem facing most coaches and consultants today which is lead generation.

It doesn't matter if you are the best in the industry, or provide the most value, but no one will ever pay attention to you if you fail to generate leads using the latest online tools available today.

Knowing how to use these tools will give you a competitive advantage over those that are still generating leads using old school method like cold calling.

[Check it here now](#)

Talk soon,
Your name]
[Your title]
[Your tag line]

Write a direct subject line that can immediately add value to your audience

Quick Tips

#1 Add value by focusing or talking about solving a particular problem that your audience are facing

Create hyperlink to your blog post or video that is easily seen within the first view.

Explain brief what's it about without revealing the answer. Expand the problem, amplify or add "salt to the injury" so they really feel the pain.

If possible, pull some latest facts that will help you increase the credibility of your idea or solution.

Note: You are encouraged to make the email short and sweet and making the bulk of the content in your own website. Having a website will reinforce the belief that you are a legitimate person, which makes them trust you even further.

Another advantage of posting your content on your website because you can install Facebook pixel to target the same type of audience for any future offer that you want to promote.

Email #4: Build More Trust

[SUBJECT] [Firstname], you got a Facebook account?

Hey [Firstname],

Got a Facebook account?

Let's connect!

Hey, I'm not the kind of [guy/girl] that just laze around on a couch,

I'm a people person and love to meet people face to face, and if that's not possible, I would always try to connect with people on Facebook.

That's where I normally share tips and resources every now and then to all my friends and followers.

So if we haven't connected yet, be sure to like and follow me on Facebook.

I'm also active on Twitter and Instagram too.

So here are the links to my profiles:

[Facebook icon]

[Instagram icon]

[Twitter icon]

Thanks again for being part of this tribe and I can't wait to help you get to the next level.

Talk soon,

Your name]

[Your title]

[Your tag line]

It's a natural question that someone would ask when they meet someone new in any settings, and people can't ignore this kind of question.

Add something funny or a joke so people will find you welcoming. It's optional, depends on your personality. But people usually can connect with people who can crack a joke or two

Justify your action above by which in this case is adding them on Facebook. Again tell them what to expect, but make sure when they get there, they will find what you promised them.

Always remind them of your mission or purpose.

Note: Try to insert social media icons here and then insert link to those icons. It introduces familiarity among your subscribers and the click through rate will be higher.

Having the initiative to share your profile give off the signal that you're not someone that is fake and scammy. People want to connect with real people, and this is especially important if you're offering a service to your audience or subscribers.

It's even better if you already have some preexisting content on your social media platform that revolves around the topic that you're in. The worst thing you can do is to share your social media profiles away yet you barely have enough post to back your claim as the expert in your field. This create non-congruency which leads to people losing trust in you.

Email 5 – 7: Time to Sell Your Offer

Now that you've build some level of trust among your subscribers, it's time to sell them your offers! This is where the fun part comes in.

You need to do this now since the engagement is still high. And you'll know who are the real paying subscribers are as compared to those who just wants free stuff.

When you are writing these emails, be sure to add in some psychology triggers that will help you increase the sales of your offer.

Here are some that you can consider adding:

Scarcity: This is a basic human behavior. Everyone tend to take things for granted when there is an abundant of that something. But if that something is hard to get and limited in number, people would die to get it. This ring a bell?

Urgency: People tend to stay on a fence when it comes to making decision unless you force them to make decision within a limited time frame. Tell them what they will miss if they don't join or sign up today or within 48 hours.

Social Proof: Monkey see, monkey do. Ever experienced being drawn to a group of crowd that's watching some amazing live road performance somewhere. I'm sure you're guilty of this.

Story/Testimonials: Nothing works best as compared to sharing the story or testimonials from your customer. People want result. But they want to believe that your program or courses will work for them. So the best way to do this is to have some early customer to try them and share their feedback to your current audience or email subscribers

Anticipation: If you're celebrating Christmas or birthday, then you know what I'm talking about. You can't wait to be surprised with gifts. Major movie releases also uses this technique by dropping several trailers before the big screening.

Here's an overview of your email campaign

Email #5: Anticipation Email.

Email #6. The email before the big day

Email #7. Official launch

Email #8 Scarcity Email. Eg: 48 hours' left

Email #9 Closing/Final Call Email

Email #5: Build Hype and Anticipation

[SUBJECT] Something awesome coming

Hey [Firstname],

You know that moment when you're just so excited to tell someone something that you just can't keep it a secret?

Guess what, I'm in that state right now!

You see, all these while you've been receiving a lot of free contents from me...

But at the back of my mind, I wanted to do something even bigger and impactful for you and your business.

And it's something that I have been planning and doing secretly since the past 6 months.

I call it "7 Figure Coaching"

And it's going live very VERY soon.

This is an online course that solve the 3 biggest problems that most coaches face:

1. Difficulty in getting new clients
2. How to do personal branding correctly
3. How to scale without spending more effort

While I put these under wrap, I want you to be part of it as well.

All you have to do is reply this email and let me know what other areas that I should include in this course that will help you and your business grow tremendously?

Hit reply and I look forward to your thoughts.

Talk soon,
Your name]
[Your title]
[Your tag line]

You can write title that ignites their curiosity in anticipation for something or give away a free [report/content/chapters]

Add something funny or relatable so people can relate with you. It's optional, depends on your personality. But people usually can connect with people share some similarity.

Elaborate further on the exciting project that you're doing. Change the name to the name of your project

Always have a CTA. Like getting them to follow you on social media for more content, or get them to join a content or participate in your launch.

Note: One of the best practice that a lot successful launches have is building hype and anticipation. Be really excited when writing your email. And when you're in that excited state, the language will be different. It's geared towards excitement. And your audience can pick this up from your writing alone.

And another booster that you can use is to get them to participate in your future launch. People always wanted to be part of something big, or have their voice heard. Give them that opportunity.

Email #6: The email before the big day

[SUBJECT] Tomorrow is the big day...

Write subject line that ignites their curiosity

Hey [Firstname],

My 7 Figure Coaching is wrapping up very soon...

It's coming live in less than 24 hours!

[Click here for a sneak preview.](#)

Link to your product sales page without CTA, just a preview of what it's all about (features and benefits)

If you're serious about taking your business to the next level then this is it.

And I got one good news for you.

If you become the first 50 that enrolled in this course...

Give them incentive to sign up early. Something free or discount.

You'll get an incredible 40% OFF this online course when use you a coupon code at the end of your purchase.

I'll release the coupon code tomorrow, but do remember that only the first 50 that signed up can redeem that coupon.

After that, the code will not be usable anymore.

Be sure keep a high alert for my email tomorrow when I announce the launch!

Always tells them what to expect.

Talk soon,
Your name]
[Your title]
[Your tag line]

P.S. This upcoming course has rave review and testimonials from early users and it's in high demand (my server almost broke)

So to keep things manageable, I will only open the registration for the next 7 days. After that, you will have no chance to join us.

Add scarcity

So as soon as you see the email, act immediately or you might miss your chance!

Email #7: Official Launch

[SUBJECT] 7 Figure Coaching is finally here!
(40% OFF For First 50)

The moment has finally arrived!

If you're fed up with having little to no customer....

Not making enough cash flow to sustain your business...

Want to take your business practice to the next level...

[Then click here now to join us.](#)

(And stand a chance to redeem 40% OFF when you be the first 50 to sign up!)

Apply this code before you finalize your purchase:

40%OF AWESOMENESS

If you're serious about taking your business to the next level then this is it.

So [click here now](#) & experience for yourself the amazing transformation that you and your business will have in a short period of time!

See you inside.

Your name]

[Your title]

[Your tag line]

Get straight to the point in your subject headline. Your subscribers already anticipate this. Include the incentive in your headline

Remind them of the benefit that they will get then get straight to the call to action.

Remind them of the incentive for early sign up

Remind them of the benefit of joining again

Note: Always provide more value leading up to your official launch. Some of the best examples out there is providing a section of your training or course to your audience. Make sure that the course that you're providing lives up to their expectation and is actionable.

People today value trust and authenticity. And by providing something of value upfront which

Email #8: Scarcity Email

[SUBJECT] 7 Figure Coaching enrolment will close in the next 48 hours

Let me tell you something.

What do people like **Tony Robbins, Brendon Burchard, Gary Vaynerchuck** have in common?

These are the people that are highly successful in their industry.

And the one thing that they share is the ability to make decision, FAST.

Let's face it, nothing will ever change if you don't make the decision to do something.

Decide today and act upon it.

Then only your life will change.

It's the same thing with my 7 Figure Coaching Program.

What you get is a simple step by step process that I myself use to make 7 Figure in coaching business today.

It's been proven by myself and many others who paid for an early access to it.

[Add several testimonials here if you can]

[Click here now to join us and transform your business](#)

And here's something I don't normally do.

If you sign up within the next 48 Hours, I'll throw in a special bonus/bonus chapter/bonus training that will supercharge your business in no time!

[See what the bonuses are](#)

Do note that these bonuses only last in the next 48 hours.

If you missed it, then it will be gone forever.

So get started today and transform your business forever, before the clock runs out.

Adding scarcity will force people to make decision instead of being a bystander

Use big names in your story or examples that will get them to overcome their limiting belief and take action

Note: To get powerful testimonials prior to your official launch, you can get someone more successful than you or your mentor to take an overall look at your program and get their testimonials.

Or you can give away early access or ask people to beta test your program and get their feedback.

This practice will also enable you to avoid the trap of thinking that you have the best product.

Adding testimonials or social proof will increase the credibility of your program/training, and immediately followed by a CTA

Throw in a special final minute bonuses has been proven to increase click through rate and sales conversion.

Plan this in advance prior to your official launch.

Remind them again that your offer do not last. This will ignite the fear of missing out inside them, which will cause them to take action

See you soon,

Your name]

[Your title]

[Your tag line]

Email #9: Final Call Email

[SUBJECT] 24 Hours Left to enroll 7 Figure Coaching

This is it [FIRSTNAME].

7 Figure Coaching is coming to a close in less than 24 hours from now.

And I'm amazed at the response that I get yesterday...

The early discount has been all snapped out in less than 6 hours from launch.

Mind blown.

If you have enrolled in the program, then I welcome you on board and looking forward to help your business grow.

If you haven't yet, don't forget that I have a very special bonus that will impact your business greatly and it's FREE, when you sign up within the next 24 hours.

[Go here and secure your bonuses now.](#)

In this time and age, everything moves very fast.

Businesses are going big or bust even faster than before.

So unless you have some serious gun under your sleeves, then chances are, you might not make it.

That's the reality of business these days.

9 out of 10 businesses fail.

And I've learned that lesson the hard way.

Ever heard the saying "Average people learn from their own mistake, while smart people learn from other people's mistake?"

I wished someone would've told me about this before.

So rather than you make your own mistakes through trials and errors, why not avoid all that and learn from what works?

Remind them that time is running out

Tell your subscribers what happened during the launch. Tell them that

If for example you haven't fill up the quota of 50 early sign up, you can tell your subscribers that you are opening up some last minute slot to redeem your limited time only discount.

Tell them the reality and facts of doing business. In today's age, it is better to be honest and sincere about things and not sugarcoat them or tell them that business is easy.

You might get enrollment if you tell them how easy things are, but chances are these people will complain when things get tough and might as for refunds.

You want quality people in your program, who will do what you tell them to do, and eventually give you their success stories, which will help you to sell your program or courses better.

That's what my 7 Figure Coaching is all about.

[Go here now to get started](#) before the clock runs out.

I'll see you on the inside.

Your name]

[Your title]

[Your tag line]

After the revealing facts, immediately add CTA

Note: After this email, you can send them an email telling that your program is closed, and should they want to sign up, don't give them that chance again. Just say that you'll consider opening it in the future.

This way, you will not sound desperate, and they know that you are the real deal.

Conclusion

This email sequence has a very good conversion rate. There's a lot of coaches or internet marketers who are using this sequence alone to launch their product or courses online or offline, and make consistent 6 – 7 figure sales for each launches.

Of course, that figure is mostly determined by the size and quality of your list. But if you're consistent on building your list, improve your list and make adjustments along the way, you'll definitely be on your way to making 7 figure or more.

I trust that these templates will give your business a boost in a big way.

Till then, be awesome.