

SUPER EMAIL MARKETING TEMPLATES

**Email Templates
For Product Launch**



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Product/Software Follow-Up Emails – 7 Email Series

The 7 powerful email series to let the world know about the launch of your new product, software or service

Launching your product to the world can be a huge concern for any business-owner, but that doesn't mean you should avoid it at all costs. Obviously, people aren't going to know about your product if you don't launch it, are they.

Instead of cramming everything into a single email and call it a day, the best launches focus on creating a conversation with the audience. This can take place over only 3 emails. Count yourself very lucky if you achieve this. But in some very specific cases, it can take up to 15 emails!

Sounds like a lot to do but trust me, if you have a guide such as what I'm about to tell you, your job will be 95% simpler and quicker. All your emails need is a flow that takes your readers 'on a journey', and builds a connection with them.

Here I will show you 7 emails I have used in my product launch emails that have been converting really well and can be edited slightly for future uses

Email #1:

SUBJECT: Response Required: Please confirm your request for information...

Hey, it's [[YOURNAME]].

If you'll just click below I'll send you your [item e.g. book] immediately.

To Confirm Your Request, Please Click Here.

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.

Thanks!

[[YOURNAME]]

Followed by over [number of social media and website followers] internationally



Simple and direct email subject



Call to action within the first view, or above the fold. Capitalize each word to signal that this is the place to take action



Tells the reader exactly what happens when the link is clicked, and what to do if the reader doesn't want to click



Adds credibility and social proof

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)

Email #2:

[SUBJECT] Here's your free download of [[FREE REPORT]], [[NAME]]

← Simple and direct email subject, with the reader's name mentioned for personalization

Hey there [Name]

Welcome to the clan of [[NUMBER]] entrepreneurial game changers, influencers and business owners receiving our weekly business tips and ground-breaking online marketing courses.

← Combines social proof with the thrill of becoming a member of an exclusive group

Quick Question:

If I could help you with 1 thing to help you get new clients, so you can shape the world we live in through your innovative products / services, what would it be?

← Quick engagement tactic to keep the reader interested

Hit Reply Now And Let Me Know.

← Call to action. This allows the reader to respond to the question above. Capitalize each word to signal that this is the place to take action

Regards

[[YOURNAME]]

P.S. Do answer the quick question above! I will answer all of them the best I can.

← Signals the reader that you're sincere and attentive to their answers

P.P.S Remember to download your **Free Gift**. Enjoy!

← Another CTA to remind them to not skip downloading the free report.

Note:

This email to initiate an engagement with your list.

This email also introduces what your list will expect from you in the future

Email #3:

SUBJECT: [Just Out] Create your own video ads in minutes!

If you're using videos (or plan to) but hate wasting too much time or too much money making it then you'll like what June Ashley had just released today...

[Check Out Video Ad Templates](#)

When I started E-Commerce and also marketing more on Facebook Ads, I found myself spending a lot of time doing custom videos.

Because there were a lot of products and angles to test, I was working on the videos more than I was marketing.

[That's why I suggested Ashley come up with a simpler solution](#)

Here's the thing, if you're not using videos you're doing business handicapped!

With Video Ad Templates, you can build video ads in 3 easy steps:

1. Open the template in PowerPoint
2. Edit the text and add your own Images into the Slides
3. Render as video – and DONE!

All these within minutes.

[See How It Works Here - You'll Also See One Of My Example Video Ads Featured](#)

To your Success

[[YOURNAME]]

P.S. This is just launched and it's going at a special intro price right now. Act now and save 80% here



[Just Out] is to say that this product is new. Subject line has a product advantage



Say that this is the solution to simplify a problem the reader has been having



Mention pain points to get the reader hooked, and press it further



Mention what the reader is missing out



The steps imply how easy using the product is



Informs that there's a special discount if the reader buys now

Email #4:

SUBJECT: 30 customizable Video Ad templates (for 1 low price)

In case you missed the memo, June Ashley had just released [Video Ad Templates](#)

Having video ads is a necessity if you want to promote your products on social media platforms.

This is vital if you do E-Commerce, where you advertise your products in video form.

Even local business owners, service providers, and even solopreneurs are now realizing how videos get more reactions, engagements and business.

[With Video Ad Templates](#), you can create professional video ads in just minutes!

No copywriting. No design skill. No complicated video software. No monthly or exorbitant fees.

What You Get...

- * 30 unique, high quality PowerPoint Themes
- * Slides are animation ready
- * Just edit caption and insert images
- * 4:3 full HD aspect ratio
- * Compatible for Facebook and Instagram ads
- * Highly-customizable designs and graphics

Plus Act Now And You Also Get Your Fast Action Bonuses [Here](#)

[[YOURNAME]]



Implies the reader will get a lot of value with a low price



Compelling statements that encourage your readers to buy this



Social proof that says everyone is aware of this



Show that your readers don't need to spend a lot (i.e. time, money, energy) to get this done



This is to show the reader will get a big bang for their buck



Extra reward if they act now

Email #5:

SUBJECT: How you can make money with Video Ad Templates

So I've been telling you about Ashley's Video Ad Templates. As someone who's got a full-time team making videos for our E-Commerce products and paid \$69/mth for software to try to do the same (with poorer results)

[This Is Clearly A Better Solution](#)

Because with Video Ad Templates, you don't have to shell out huge bucks to build professional, high-converting video ads.

- * No Complicated Video Software Needed – you only need Powerpoint to use these templates to build your video ads!
- * No Effort And Time Consumption – just fill in the captions and images as you go along...
- * No Monthly Or Exorbitant Fees – it's one-off.

Plus Here's Another Cool Part...

Every product owner, service provider and e-commerce store owner will need video ads to sell their offers.

You can do it for them and charge a professional fee!

Even if you charge a modest \$100 to \$200 per video for your Client, that more than pays for itself! And you can do that with Video Ad Templates.

It's a no-brainer – [Get Your Instant Access Here](#)

It's as turnkey as it can get!

[[YOURNAME]]

Make Money Online angle

Reiteration of pain point from previous email to press on it more.

Benefits of the product to entice the reader to buy

Pleasure point that tell the reader they will have further opportunities when they buy

Implies that this is the easiest choice to make

Email #6.1:

SUBJECT: In case you missed out my email yesterday...

If you haven't get your copy to June Ashley's Video Ad Templates yet then [You Need To Check It Out Now](#)

Here's what Video Ad Templates can do for you:

- * Lets you create your own video ads with just PowerPoint!
- * Save time and effort from doing it manually with 'bulky' complicated software
- * Save money from hiring expensive videographers
- * And more you can do with over 30+ customizable designs and niche themes to choose from

[Preview Them Here](#)

All you need to do is EDIT THE CAPTIONS AND INSERT PRODUCT IMAGES

Right now you can get it at basement price.

But you need to hurry though before the price goes up with each copy sold

[Get It Now Before Price Goes Up](#)

[[YOURNAME]]

Reminder angle

More benefits of the product to entice the readers to take action

The product is very easy to use and newbie friendly

Play with the scarcity and FoMo angle so your readers will take action

Note:

Use this angle to get those who are still on the fence to make a decision promptly.

The scarcity also helps to speed up this process.

Highlight the benefits of the product you are promoting versus others out there.

Email #6.2:

SUBJECT: 4 reasons why you need Video Ad Templates

Hey [[NAME]],

The other day I told you about how you can create your own high quality video ads without having to spend a fortune on third party software or hiring someone else.

[If You Missed It Out, Here It Is Again](#)

Here's how you can have guru-level, engaging video ads you can use to sell your products and services...

4 Reasons Why You Should Get This Now...

- * High quality – All 30 unique Themes are designed in clear, high definition style. Use them in confidence!
- * Easy to use – Edit the captions and insert images of your Product. That's it!
- * Proven formula – same style of ads used to advertise E-Commerce products
- * No Third Party App Or Software Needed – just PowerPoint will do!

[Get Video Ad Templates Here Before The Price Goes Up](#)

[[YOUR NAME]]



This teases that there are multiple benefits your readers get when they buy this



Mention their names so they feel that they are being personally talked to



Use the formula: How you can [[ACHIEVE GOAL]] without [[EXTRA EFFORT/DIFFICULTY]]



More benefits as solid reasons to get this product



Urgency angle to imply that your readers will miss out on something very valuable

Note:

The reason angle is to help your list make a decision in the last moment of your product launch

The reasons can also address their objections and position your product as well worth the objections your list may have

Note that the scarcity angle is also used here.