

A photograph of a workspace. A laptop is open, displaying a document with text and a table. To the right of the laptop is a glass of orange juice with a lime wedge. In the background, there are green plants and a window with blinds. The scene is brightly lit, suggesting a sunny day.

The Email Sales Booster For Digital Products

**Using the Email Templates:
IMPORTANT TO NOTE - GOOD TO KNOW
Read First**

- **Don't forget** to simply delete the parts that are not relevant to the email content. Notes/words in [Orange] should be replaced with your **real experience, stories, and results**. Product images can be added where indicated, but are optional.
- **Quick Note on Using Urgency in Your Emails:**
 - You'll notice that these email templates use a limited-time discount as an urgency trigger to encourage action. **This is just one of many ways** to create momentum and drive those sales. However...
 - if a discount doesn't fit your strategy, feel free to swap it for another urgency method. **Inside the membership, I go deeper** into different urgency tactics and how to use them effectively without feeling overly pushy. For now, just remember, giving your audience a reason to act now is key to driving more sales!
 - **Take action, these have saved you a ton of time so** copy, paste, and edit in your email service provider and get them queued up for your new subscribers and sales! You could even tweak them and do a flash sale for your current subscribers.
 - **Want sales from those already subscribed?..**
For those already on your email list, get a quick sales boost...
 - A simple 2-day flash sale can be highly effective. The key is to make it time-sensitive and compelling without overwhelming your audience.
 - Tweak the 5-day emails to let your current subscribers know about your digital product in general. You'll find the email templates and guidance provided for this in this guide!

Using the email templates:

Before you dive into the email sales booster templates, here is some guidance to get the most out of them, and get the results you want!

- **Read the emails first, see how they flow and how it makes you feel.** It is valuable if you can learn from the emails, how they're written, the emotions they evoke, and how they lead to a call to action naturally but intentionally.
- **Don't forget to infuse some of your personality – tweak them** to sound as you talk, add some of your quirks or humor, or even drop an emoji or two if that fits your style and tone.
- **Feel free to shorten or expand the emails as needed.** Keep it simple but adjust based on what you know or feel about your audience, while keeping the general structure...
- Not only will it feel more like you when subscribers read it, but they can connect with you more, and it will strengthen your email writing in the future.
- **Be sure once done to read them over** as if you were your own subscriber, because that subscriber's a real person who's waiting to hear how you can help them.
- **Oh and did I say take action?** 😊😄... You can use the action checklist to get it done, and **don't forget to check out the last page 'What's Next?'...**

An Essential Part Of The Success of an Email Sequence For Sales

The Lead Magnet:

Before you use this email sequence, ensure your freebie naturally leads into your offer.

Ask yourself:

- Does my freebie create awareness of the problem my digital product solves?
- Is my digital product a logical next step to getting a deeper transformation?
- Have I clearly connected the dots in my emails between the freebie and the digital product?

If needed, tweak your freebie's positioning slightly so that it naturally flows into this email sequence and the digital product you want to sell.

So let's dive in...

**New Subscriber
Sales Booster
-Email Templates-**



Email 1: The Warm Welcome & Next Steps

Subject Line: Welcome! Here's what to do next...

Hey [First Name],

I'm so glad you grabbed [Freebie Name]! You're about to [desired outcome from freebie].

I'd love to hear what made you sign up—just hit reply and let me know! (Yes, I actually read them.)

Also, keep an eye on your inbox because, over the next few days, I'll be sharing some helpful insights on [topic related to freebie] to help you get results faster.

However, if you want to skip ahead and get [desired result faster/easier], check out my [Insert Digital Product Offer Link]. As a welcome gift for joining my community, you get X% off—because I know how important it is to start seeing real progress fast!

I look forward to connecting with you more.

[Your sign off]

[Your Name]

P.S: Dive into the [Freebie Name] and if you're ready to get [desired result faster/easier], I have just the thing for you [HERE](#).

Email 2: The Quick Win + Offer

Subject Line: A small tweak/thing that makes a BIG difference...

Hey [First Name],

So you grabbed [Freebie Name], but here's something I've noticed...

One thing that I've found that most people struggle with (even I did) is [common struggle related to freebie].

But the fix? It's actually pretty simple.

[Give a quick, actionable tip that aligns with the problem your Digital Product solves.

Example: "If you're struggling to convert readers into buyers, a simple tweak to your call-to-action can make all the difference in whether they take action or not."

I covered this (and so much more) in [DP Name], which helps you [main benefit]. If you want to make progress faster, you can check it out here:

[Digital Product Offer Link]

And don't forget, you can grab it for X% off for just the next 72 hours!

Your sign off

[Your Name]

P.S Don't struggle with [common struggle] try [actionable tip - shortened version] and then check out [DP Name] so that you can really [descriptive word about what your product would do for them] your [what they really want]

Email 3: The Story + Proof

Subject Line: This almost stopped me from [desired result]...

Hey [First Name],

Let me tell you a quick story...

[Briefly share a personal struggle or a customer's experience related to the topic of your freebie and how the solution (your DP) helped you/them overcome it. Keep it natural, engaging, and short.]

Optional: also drop in a testimonial from a customer here:
Something like:

And there was [name of customer] who had this to say about my [Digital Product Name]

Now if you're stuck in the same place, I totally get it

I made [DP Name link] exactly for you.

Inside, I walk you through:

[1 key benefit they will get],
[2 key benefit they will get],
[3 key benefit they will get],

so you don't have to waste time figuring it out alone.

Check it out here: [DP Offer Link] or a linked image to show a visual of it. and get the discount.

Email 3: The Story + Proof CONT...

I can't wait to see you inside

[your sign-off here]

[Your Name]

P.S... Quick reminder - your exclusive discount for the [Product Name] ends in 48 hours! If you're ready to start [desired result], now's the best time to jump in.

Email 4: Overcome Objections & “Why Now”

Subject Line: “I’m not sure if this will work for me...”

Hey [First Name],

I hear this all the time: “What if this doesn’t work for me?”
or [add another hurdle they may have about it in the form of a question]

Totally valid question(s). I get it,

Here’s the thing - [DP Name] isn’t about [common misconception]. It’s about having a [real benefit/solution].

[Overcome a common hesitation. Example: “If you think you need a big audience to make sales, you don’t. In fact, most people start making sales with just a few hundred engaged subscribers.”]

And if they can do it, so can you, and if you want to see how simple it can be, and get the X% discount take a peek inside [DP Name] here: [DP Offer Link]

[your sign-off here]
[Your Name]

P.S... want to see how it simple it can be to [your example from above of results they can get without the thing they are objecting to]. Then jump inside of [Digital Product Name + Link]

Email 5: Last Call + Urgency

Subject Line: Final reminder before we move on...

Hey [First Name],

I hope you've been loving the tips, and insights I've shared so far. As well as the proof that if **others/I** can do it so can you.

I also just wanted to give you a quick heads-up...

If you've been meaning to check out **[DP Name]**, now's the perfect time.

And because your special **X%** discount on **[Product Name]** expires at midnight. So if you want **[result/benefit]**, this is your last chance to grab it at the lowest price."

Mock up Image Here + Link

Either way, I'm cheering you on! And if you have any questions, just hit reply.

[your sign-off here]

[Your Name]

P.S... It's the final few hours to get **[DP Offer Link]** at the discounted price and make the changes you want. I look forward to seeing you in there.

IMPLEMENTATION CHECKLIST

Step 1: Set Your Sales Goal

- Decide what product(s) you want to sell.
- Set a sales target for the next 30 days.
- Choose the email sequence(s) you'll use.

Step 2: Customize Your Email Templates

- Edit the templates with your product details and brand voice.
- Add your links.
- Ensure your subject lines are engaging and grab attention.

Step 3: Set Up Your Email Sequence

- Upload the emails into your email platform.
- Schedule or automate the sequence based on your strategy.
- Test your emails.

Step 4: Drive Traffic to Your List

- Promote your lead magnet or opt-in to grow your email list.
- Use organic (social media, blog, collaborations) or paid (ads) methods.

Step 5: Optimize & Increase Sales

- Track your email open and click-through rates.
- Experiment with subject lines and email timing.

Tweaking The Email Template For Existing Subscribers - Examples-



Using Email 2 From Your 'Email Templates' As an Example:

Here is how you could tweak that same email to re-offer your digital product to long-time subscribers who have not bought it yet.

[The example in that email was a product to help “turn readers into buyers” so we will use that same example here]

Subject Line: A small tweak that could make all the difference...

I wanted to remind you about something that could really help boost your sales.

Last time we talked, you got a taste of what's possible with [DP Name], and I don't want you to miss out on the opportunity to put these strategies to work.

So want to know one simple tweak that can make a huge difference in turning your readers into sales?

It's how you present your offer to your audience.
It's not about doing more work, it's about working smarter.

For example, I've found that one small tweak to how you [insert actionable tip, such as improving urgency in your offer or refining your product's call-to-action] has massively increased conversions.

If you're ready to see these kind of results, [DP Name] walks you through these kinds of strategies and more to help you [main benefit] and [another benefit].

And right now you can get [X% off], but only for the next 72 hours.

Don't miss out on this.

Using Email 3 From Your 'Email Templates' As an Example To Tweak:

Subject Line: This nearly stopped me

Hey [First Name],

Did I tell you that when I first started selling digital products, I faced a huge obstacle? I just felt [brief personal or customer struggle, e.g., feeling overwhelmed by tech, unsure how to market, etc.].

Being honest, I let it slow me down on more than a few occasions but, here's what changed:

I found a system that helped me stay on track and drive consistent sales.

And it made all the difference.

So much so, I created [DP Name] to help others who are facing the same struggles, whether you're just starting or already selling, but need to see more consistent results.

Inside, you'll get the exact steps I used to:

[Key benefit 1]

[Key benefit 2]

[Key benefit 3]

It's designed to help you grow your business and sales faster and more efficiently.

Check it out here: [Digital Product Offer Link] and grab it at a special discount I'm giving just for a limited time.

You'll be glad you did.

**Flash Sale
Announcement
-Email Templates-**



Email 1:

Subject Line: 🚀 48-Hour Deal: [Product Name] at a Special Price!

Hey [First Name],

I know you've been wanting to increase your sales without having to hustle more.

So I wanted to give you a quick heads-up! That for the next 48 hours only, you can grab [Product Name] for [\$X off]! So that you can start diving into the strategies and do just that.

This is perfect if you [quick benefit: e.g., want to finally launch your digital product, grow your email list, or start making passive sales].

➡ Get it now before the deal is gone: [Link]

[your sign-off here]

[Your Name]

Email 2:

Subject Line: 🕒 **Just 24 Hours Left – You Don't Want to Miss This!**

Hey [First Name],

Yep, I'm popping in once again because I want you to be able to start making more sales and do less work instead of more.

Sound good?

Then this is a quick reminder, about the special offer on [Product Name] that ends tomorrow!

If you've been meaning to grab it, now's the time. You'll get [restate benefit] and save [\$X] how about that!

👉 Get your deal here: [Link]

Can't wait to see you in there

[Your sign off]

[Your Name]

Email 3:

Subject Line: 🚨 Final Few Hours – Your Special Deal Disappears Tonight!

Hey [First Name],

This is it, the special offer on [Product Name] expires in just a few hours! If you want [biggest benefit] at [\$X discount or with bonus], now's your last chance.

At midnight, the price goes back up and this offer won't be available again soon.

It's a steal and the value you get for such a low price is incredible.

🔥 Just go [HERE](#) and get it before it expires.

See you inside,

[Your Sign Off]

[Your Name]

What's Next Melanie?

I'm going to tell you how these templates fit into the bigger sales system to create automated digital product sales...

While these email templates are a great starting point to kick-start sales, the key to building a lifestyle digital product business lies in creating systems and automation that work for you, leveraging what you have done, even when you're not at your laptop.



Things you set up once, and let them work for you 24/7 while keeping you focused only on what moves the needle.

Inside my **membership**, we dive into how to craft consistent sales strategies, set up automated systems, and continue to grow your email list and audience without feeling overwhelmed...

Because I try to keep it as simple as possible, and leverage whatever I can to make it easier, because it's the way I roll!

You'll learn how to turn your digital products into a true business with the freedom to scale. If you're ready to make your email list and sales funnels work for you, join us in the membership, and let's build something that brings in consistent, passive sales.

👁️ Check it out here → **Membership** - it's a lil' different than your usual membership so be sure to take a look

Hope to see you inside

Melanie