

Bonus 2 – Email Swipe File / Templates

Done-for-you starter emails you can customize and use inside your Email Profit Toolkit.

Use these templates as a starting point, not as strict scripts. Edit the subject lines, adjust the wording to fit your voice, and keep each email focused on one clear goal.

What's Inside

- 3 welcome email templates
- 3 value email templates
- 2 soft promotion email templates
- 10 subject line ideas
- 1 re-engagement email template
- 1 quick-win email template

Welcome Email Templates

Welcome Email Template 1

Subject: Welcome — Here's Your Free Resource

Hi [First Name],

Thanks for joining.

I'm excited to have you here.

As promised, here is your free resource:

[Insert link]

Inside, you'll find a simple starting point to help you [insert result].

Over the next few emails, I'll share more tips to help you build a stronger foundation and make progress one step at a time.

Talk soon,

[Your Name]

Welcome Email Template 2

Subject: You're in — here's what to do first

Hi [First Name],

Welcome.

I'm glad you're here.

Your resource is ready below:

[Insert link]

My recommendation is simple: start with the first section, take one small action, and do not worry about doing everything at once.

One step at a time is how real progress happens.

More soon,

[Your Name]

Welcome Email Template 3

Subject: Your toolkit is inside

Hi [First Name],

Thanks for signing up.

Here's your toolkit:

[Insert link]

This was created to help you get started without confusion and give you a clearer path forward.

Watch for my next email because I'll send you a simple tip to help you use this the right way.

Talk soon,

[Your Name]

Value Email Templates

Value Email Template 1

Subject: One simple tip to help you get started

Hi [First Name],

Here's one simple tip that can make your email setup easier:

Start with one clear goal.

Do not try to build everything at once. Focus on one step, complete it, and then move forward.

That one small habit can save you a lot of confusion later.

Talk soon,

[Your Name]

Value Email Template 2

Subject: A quick win for your next email

Hi [First Name],

Here's a quick win you can use right away:

Before sending any email, send a test email to yourself first.

Check:

- formatting
- links
- spacing
- mobile view

It's a tiny step, but it helps catch problems before your audience sees them.

Talk soon,

[Your Name]

Value Email Template 3

Subject: Don't overcomplicate this

Hi [First Name],

A lot of beginners make email marketing harder than it needs to be.

You do not need:

- a giant sequence
- a complicated funnel
- perfect design

You just need a clear setup, a simple offer, and the willingness to improve as you go.

Keep it simple and keep moving.

Talk soon,

[Your Name]

Soft Promotion Email Templates

Soft Promotion Email Template 1

Subject: If you want to go deeper

Hi [First Name],

The toolkit gives you a simple starting point.

But if you want to go deeper and see how all of this connects into a bigger system, the next step is here:

[Insert offer link]

It's a good fit if you want more guidance and a clearer step-by-step path.

Talk soon,

[Your Name]

Soft Promotion Email Template 2

Subject: Ready for the next step?

Hi [First Name],

Once your basic setup is in place, the next step is learning how to use it more strategically.

If you want help with that, take a look here:

[Insert offer link]

This is a strong next step for anyone who wants to keep building momentum.

Talk soon,

[Your Name]

10 Subject Line Ideas

- Welcome — here's your free resource
- You're in — let's get started
- One simple tip for today

- A quick win for your next email
- Don't overcomplicate this
- Start here first
- A better way to plan your emails
- Are you making this email mistake?
- Ready for the next step?
- Here's what to do first

Re-Engagement Email Template

Re-Engagement Email

Subject: Still interested?

Hi [First Name],

I wanted to quickly check in.

Are you still interested in [topic]?

If so, I'll keep sending simple tips and helpful resources to support you.

If not, no worries at all — you can always unsubscribe using the link below.

Either way, I appreciate you being here.

Talk soon,

[Your Name]

Quick-Win Email Template

Quick-Win Email

Subject: One small thing you can do today

Hi [First Name],

Here's one small action you can take today:

Write down three email ideas your audience would actually care about.

Simple prompts:

- what are they struggling with?
- what question do they ask often?
- what quick result would help them?

You do not need a big plan to make progress.

You just need one simple action to keep moving.

Talk soon,

[Your Name]

How to Use This Swipe File

Use one welcome email and one value email first. Keep your emails simple, edit the wording so it sounds like you, and use one clear goal per email.

Best practice:

- edit the subject line
- make the body sound more like you
- match the email to your audience
- keep one clear CTA per email
- improve over time rather than trying to make everything perfect