

TEMPLATES:

1. “The Cross-Sell” emails

Key Notes:

- This document contains emails for a CROSS-SELL promotion or flow.

Campaign Strategy & Delivery Table

Please note: the campaign sequence below is only a suggestion and can be altered to your liking. That said, the EI members who simply implement as we suggest typically report back with awesome money-making stories.

Also, this sequence can be turned into a FLOW (i.e., campaign).

The concept is to send a value-add email about the cross-sell product. It would be a blog article, video, or like I've outlined below, a story email.

Usually, in the first email, I would only "tease" them or give them a "heads-up" that a SALE will be announced the next day. However, in the example below, I decided to try and sell from the very first story email.

I also decided to have two bites of the cherry with this. What I mean is, after the initial deadline expires for a 10% discount, the very next day I offered them a rare 15% off (for those who hadn't purchased previously).

Why am I trying so hard to get this sale?

Because getting a SECOND sale from a customer is a MASSIVE milestone.

Like I harped on at the start of this report ...

When done correctly, you could get 10 TIMES more orders from existing customers with well-thought-out cross-sells and upsells.

Lastly ...

You'll notice that the email swipes below are fill-in-the-blank templates. Our more seasoned EI members would know that this is slightly different than the usual email swipes.

The reason for that is these emails are "product-focused," not "holiday-focused" (e.g., Valentine's Day, Mother's Day, etc.). It's almost impossible to write a general email to suit all niches represented in our EI community, so these fill-in-the-blank templates will help you customize the emails to fit your specific product(s).

Final note: Try changing your email font size to 15- or 16-point and report back with your results. You might be in for a pleasant surprise!

Okay, that’s enough rambling—check it out ...

The “CROSS-SELL” Promotion			
#	Type	Message	Audience
Day 1	Story	Story → Segue → Sell	Bought product X but not Y (Y = cross-sell product).
Day 2	Spontaneous Buyer	10% Off announcement	Exclude people who bought cross-sell product from previous email.
Day 3	Methodical Buyer	More info + proof	Exclude people who bought cross-sell product from previous emails.
Day 4	Humanistic Buyer	Top reviews / stories	Exclude people who bought cross-sell product from previous emails.
Day 5	Competitive Buyer	Deadline: Last Day	Exclude people who bought cross-sell product from previous emails.
Day 6 (morning)	Extended	Now 15% off + Extended 24 hrs	Exclude people who bought cross-sell product from previous emails.
Day 6 (afternoon)	Last Chance	Last chance for 15% off!	Exclude people who bought cross-sell product from previous emails.

TEMPLATE: Email #1—Story email—Day 1

Subject line: Amazing story of <Fascinate>: [e.g., Single mom with three kids under four]

Preview text: <“If” and “then”>: [e.g., If you struggle with self-doubt, then this story will give you goosebumps of inspiration ...]

Amazing Story of a Single Mom with Three Little Munchkins Under Four!

Hi <first name>, I hope you're well.

Oh boy, you're going to love this—especially seeing as how you already have <product #1> and want to <see/feel benefit #1 and #2> even faster!

In short ... if you struggle with any kind of <insert problem>, then this story will make you feel <insert positive emotions>.

Meet Kelly S.: Kelly is a single mom from <state of residence> with three little munchkins, aged three, two, and eight months.

Kelly really struggled with <insert problem #1>.

This often led to <aggravate problem or insert problem #2>.

Kelly tried almost every other solution under the sun, including <insert other solutions that didn't work>.

She felt like giving up.

Luckily, Kelly stumbled across our store and decided to try our <insert product>, along with the <insert cross-sell product with clickable link>.

What happened next was nothing short of awe-inspiring!

In just <insert time>, Kelly saw <benefit #1> and <benefit #2>!

That's the kind of results we expect when using <cross-sell product>.

In Kelly's own words, <Insert Kelly's review about cross-sell product>

Our whole team at <your brand> wants **YOU** to get <benefits> too, just like Kelly.

So we organized **an exclusive 10% OFF coupon code: XCL10** to use right now for <insert cross-sell product>.

We want to tell *your* success story one day.

Your 10% discount expires in five days, so **place your order today**, so we can ship it right away!

<Sign-off>

TEMPLATE: Email #2—Announce—Day 2

Subject line: This works! 10% off to get <benefit> faster!

Preview text: Four-day sale open! Let us prove that this <insert product> will make you <get/feel benefits> faster ...

“This Really Works!”

Take 10% off for the next four days only!

Yesterday we shared the amazing story of Kelly, a single mom of three kids under four years old, who went from <problem> to <benefit> in <insert time>.

Her secret?

She started using <insert cross-sell product>.

You deserve to get <benefits> like Kelly.

So, for the next four days only, we activated an exclusive **10% OFF coupon code (XCL10)**, so you can save on <insert cross-sell product>.

Grab this today while it's on special!

Product image	Headline: <ul style="list-style-type: none">• Benefit bullet #1• Benefit bullet #2• Benefit bullet #3
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See more

10% Off Code: XCL10

<Insert Review>

Remember: you're covered by our <guarantee>.

You've got nothing to lose, except <problem>.

Yes ... this really works!

Hurry! Sale ends in four days!

<Sign-Off>

TEMPLATE: Email #3—Day 3

Subject line: Five ways <product> will make you <#1 benefit>

Preview text: This works, even if you <insert common objection>. Now at 10% off, but only for three more days ... so hurry!

5 Ways <Product> Will Make You <#1 Benefit>

Even if you <insert common objection>

Hey <first name>,

Only three days left to use coupon code **XCL10** and save 10% off this popular <insert cross-sell product>.

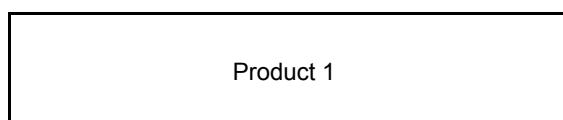
If you struggle with any kind of <problem/s>, then this will make you feel <insert positive emotions>.

Need more convincing? Take a look ...

5 Ways <Product> Will Make You <#1 Benefit>, Even If You <insert common objection>

1. <insert text for reason #1 + short review relating to #1>
2. <insert text for reason #2 + short review relating to #2>
3. <insert text for reason #3 + short review relating to #3>
4. <insert text for reason #4 + short review relating to #4>
5. <insert text for reason #5 + short review relating to #5>

Take 10% OFF! Code: **EXC10** [Only three days left before sale ends.](#)



See more

10% Off Code: **XCL10**

Hurry! Sale ends in just three days!

<Sign-Off>

TEMPLATE: Email #4—Reviews—Day 4

Subject line: <First name>, what's your story? Inspiring customers!

Preview text: Do you have a story? Take a peek at these hall-of-fame customer stories for <cross-sell product> before the sale ends in two days!

Hey <first name>, we haven't seen your order for the <cross-sell product> with your **10% off coupon code: XCL10**.

Is everything okay? This sale ends in 48 hours.

In truth, we'd love you to try this because we know it works, and ...

We're looking for our next wave of success stories!

Do you have a story to tell?

Like so many of our other customers, maybe there's another chapter to your story that could be fulfilled after using <cross-sell product>.

Here are our Hall-of-Fame stories (that you could belong to)

Review: "Headline" Review: Body copy Review: Name + state	<Person's image>
Review: "Headline" Review: Body copy Review: Name + state	<Person's Image>
Review: "Headline" Review: Body copy Review: Name + state	<Person's Image>

Take **10% OFF!** Code: **EXC10** [On sale here for a limited time.](#)

Product image	Headline: <ul style="list-style-type: none">• Benefit bullet #1• Benefit bullet #2• Benefit bullet #3
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See more

10% Off Code: XCL10

Hurry! Sale ends in just 48 hours!

<Sign-Off>

TEMPLATE: Email #5—Day 5: Last Day

Subject line: Sorry, last day!

Preview text: Hurry! Say goodbye to your 10% off the <cross-sell product> to help you <benefits> ...

Say Goodbye to 10% OFF!

Sorry <first name> ...

Last day to use code **XCL10** to get 10% off <cross-sell product>.

Drop everything and get this, if you are serious about <benefits> and want to say “goodbye” to <problems>.

Hurry! Last day to take 10% OFF!

Product image	Headline: <ul style="list-style-type: none">• Benefit bullet #1• Benefit bullet #2• Benefit bullet #3
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See more

10% Off Code: **XCL10**

<insert Review>

Remember: you're covered by our <guarantee>.

You've got nothing to lose, except <problem>.

Yes ... this really works!

Last day to place your order for 10% off [right here.](#)

<Sign-Off>

TEMPLATE: Email #6—8:00 a.m., morning—Day 6: Now 15% (Extended)

Subject line: Announcement: Now 15% OFF (12 hours only)

Preview text: Good news! We increased your discount to 15% for the next 12 hours only! Get your <cross-sell product> now, while there's time!

Now Get 15% OFF for 12 Hours Only!

Good news, <first name> ...

Copy this coupon code: **NEW15**

We know this <cross-sell product> will make such a difference in <benefits> for you, that we decided to extend the sale for another 12 hours!

Not only that ...

We increased your discount from 10% to 15% OFF!!

Again, for 12 hours only, so hurry while you still can.

Now more than ever you'll want to jump on this while there's time.

Hurry! Last day to take 10% OFF!

Product image	Headline: <ul style="list-style-type: none">• Benefit bullet #1• Benefit bullet #2• Benefit bullet #3
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Take a look

15% Off Code: **NEW15**

<insert Review>

Remember: you're covered by our <guarantee>!

This is a rare 12-hour sale—use code **NEW15** now [right here](#).

<Sign-Off>

TEMPLATE: Email #6—2 p.m. afternoon—(Day 6): Last chance

15%

Subject line: Six hours: Last chance for 15%

Preview text: Countdown is nearly done. This RARE 15% will be gone. You still have time to grab this <cross-sell product> before the doors close ...

Only six hours left to Get 15% OFF

You got this <first name>!

The countdown is nearly done ...

This RARE 15% OFF will soon be gone; however, you still have time!

Copy this code now: NEW15 and jump over [here to save on this popular <cross-sell product>](#)

Last chance! Don't waste your 15% OFF

Product image	Headline: <ul style="list-style-type: none">• Benefit bullet #1• Benefit bullet #2• Benefit bullet #3
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Last chance

15% Off Code: **NEW15**

<Insert Review>

No more reminders after this, sorry.

Don't waste this RARE 15% before it expires in six hours.

Treat yourself with this code: NEW15 now [right here](#)

<Sign-Off>

Alrighty ... that's all, folks!

You know what's next. Go "G.S.D." and then report back in the Facebook group with your results!

Tanner, Matt and Bret