

Copy Journal Questionnaire

## Email Autoresponders Template

### Start at the Beginning: The Thank You Template



Start with the often overlooked THANK YOU email. This is not just *any* Thank You email. It's a THANK YOU FOR GIVING ME YOUR TRUSTED EMAIL ADDRESS EMAIL!

Remember to incorporate your core mission statement, your why and how your why connects to theirs. It's very important to keep the connection alive and build that new relationship.

Think of it this way. Did you ever meet a new friend and start chatting and all of a sudden you realize that you *both* are saying, "You too? Yes, me too!" "Wow, I can't believe it; great minds think alike."

Make certain your values continue to stay in alignment with theirs.

This is the perfect opportunity to show gratitude for their email address but, more importantly, thank them for trusting you. Going deeper, your Thank You email should let them know they made the right choice in trusting you and the reasons why:

- Send the Thank You email immediately upon sign up
- Use your signature greeting. How do you greet your customers; decide beforehand so you are consistent in your approach and greeting.
- Use their first name
- Add a little excitement, for example:
  - Congratulations
  - Congrats
  - Way to go (as a possible Headline for your Thank You email)
- So excited to work alongside you and help you achieve your ABC goal once and for all
- Looking forward to seeing you on the other side of XYZ problem
- Cannot wait to walk alongside you and see your transformation
- How exciting
- Add a nice quote: Example, remind them that every journey begins with a single step
- Your one-of-a-kind Signature Line
- Add a P.S. (Don't forget to add us to your inbox/Remember to join us on our Facebook Page

## Start at the Beginning: The Thank You Template

### Thank You Page Option 2

In addition to or instead of the above, you should also consider the “What to Expect Next” Introductory Email:

- What to expect next (I will email you weekly/daily/monthly)
- You will receive a Thank You Confirmation and your link to (blank) will be in that email
- Don't forget to add us to your email provider list so we don't wind up in your spam folder
- Give them instructions on how to add your email to their inbox
- Don't forget to click on the link to confirm your registration so you may receive your download
- Remember to add us to your contacts
- Why not join us on Facebook/Instagram/Pinterest or wherever it is you hang out most where you want them to follow you.
- Add your social links buttons for you to join/follow, etc.
- Give them your Helpdesk email in case they run into an issue receiving your download or have trouble connecting
- Don't forget to include your company info: name, address, phone number, hours of operation (feel free to add in your hours of availability, when/where/how they can reach you), your terms and conditions, your privacy policy, and any other information you feel is important for them to know.
- Your one-of-a-kind Signature Line
- Add a P.S. (Don't forget to add us to your inbox/Remember to join us on our Facebook Page

## Follow up Email 2

Just Checking in

Casual introduction: Example: Just checking in. How's it going with that free eBook/special report (whatever freebie you created for them)?

Isn't it amazing to see how XYZ download clarifies the solution to ABC problem? If you found value in XYZ, then it's easy to see you're my kind of people.

I know you think you were looking for an easy way to \_\_\_\_\_,  
(Example: Manage anxiety), but it's so much more than that, isn't it?

You can also bullet list the deeper meaning behind the download:

- it's about being present to your family instead of always worrying
- It's about your family being around you and wanting to draw near your new, peaceful state
- It's about sleeping all night without waking up terrified for no reason
- It's about having a sense of calm right down to your bones
- It's about your inner peace

You and I are a lot alike in ABC category. (Create alignment and continue to foster your connection). When I struggled with ABC problem, and after trying just about everything, I discovered a new way.

In the upcoming weeks, I'll be creating the ABC solution in depth (course/product/service/mentoring). I'll keep you posted as we go along, but in the meantime, if you haven't yet, join our Free FB group so you can connect with lighthearted/heart-centered/inspiring/curious/open-minded women).

Stay tuned for more soon!

Your one-of-a-kind Signature Line

## Notes

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## **Follow up Email 3 (Tell Your Story)**

### **This Made Me think of You**

I've been thinking about ABC problem a lot lately.

- Did you ever experience this/that problem and no matter how hard you try; you just can't feel into the change you wish to create?
- Logically, you get it, but deep down, you're not quite there yet. Yeah, me too.
- I know you're someone who wants to go deeper and create sustainable change too. That's why I've spend the last few weeks creating something brand new.
- When I noticed I was doing this thing which doesn't work and tried that other thing instead, I had a breakthrough.
- I was doing this every time and began to notice a pattern
- Do you ever do this to yourself? (sabotage/limit/criticize)
- If so, we are more alike than I thought.
- Treating ourselves like that has:
- List negative impact #1
- List negative impact #2
- List negative impact #3
- Changing this got me this result and my whole world began to shift. Other people started to notice too.
- That's why I've created XYZ course/group coaching/program/FB group/21-day Challenge/5-day Camp and I'm excited to share the results with you
- When we learn the tools of (\_\_\_\_\_) it opens up the possibility of (\_\_\_\_\_).
- If you're willing to discover the higher version of yourself like I did, and transform your life, I have the program for you

[Insert the link to your Sales Page]

It's Here

See yourself in a different/light/space/love/job/career/identity in just X weeks

Registration is limited to XX people/weeks/take the reigns/change your life

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## **Follow up Email 4**

### **Get yours before it's too late reminder because I love ya Email**

Hey [NAME] [MY FRIEND]

Give them a friendly reminder in a casual tone.

Remind them of the time limit/Class size limit/Time limit

The blank Course is taking off, and before it's gone forever, I am stopping in to make sure you don't miss out. If you've signed up for my (email list download item), then I believe in my heart this product is perfect for you!

I know life gets busy so, again, a friendly heartfelt reminder so you don't miss out. This product/service/course is only available for xx amount of people or xx amount of time (don't be afraid to give a headcount and an availability checkup – there are only 2 spots left), and I'd love to see you be one of our newest members who receive XYZ transformation.

On (such-and-such DATE) the opportunity will be lost for another whole year since we will only offer this (Mastermind/Group Coaching/One-on-One opportunity) every January.

I know, if you are like most (women, single women, divorced women, entrepreneurs) time and money are a thing.

You don't ever feel comfortable doing something nice for yourself so that's why we made it easy.

Let's do things differently to get different results/Let's change that right now!

(Insert payment plan options)

Together we can change (blank) once and for all/Say yes to yourself.

[Insert Link]

Signature Line



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