

# CUSTOMER NURTURING

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## Why?

Who is most likely to buy your products or services?

Your existing customers.

These inspiring sales emails will get your customers to buy over and over again.

Automate your messages once and open up an incredible source of passive income.

## Instructions:

You will find 6 ready-made templates below. Fill in the blank parts marked with **yellow braces** in every template. You can use this series for every product/service/program you have. Send an email per day and ensure that your subscriber will eventually buy.

## Table Of Contents:

<b>1. Our Customers Can't Get Enough Of This</b>	<b>2</b>
<b>2. Is {{Name of your product or service?}} Perfect For You?</b>	<b>2</b>
<b>3. You Don't Need These To {{Achieve The Goal Your Customer Desire}}</b>	<b>3</b>
<b>4. Giving away this bonus</b>	<b>5</b>
<b>5. Being The Best</b>	<b>5</b>
<b>6. A Final call</b>	<b>7</b>

# 1. Our Customers Can't Get Enough Of This

Hey {{Name}},

Today I wanted to introduce you to a product we think you'll like.

It's called {{The name of your best-selling product}}, and it's our all-time #1 bestseller.

{{ Describe your product and highlights its benefits}}

We regularly get comments like "{{Write an excerpt from a review you've gotten about this product}}," and "{{Write another excerpt from a review you've gotten about this product}}"

Buy {{The name of your best-selling product }} here:

**{{The URL where subscribers can purchase the product }}**

I am sure you like it,

{{Your name}}

{{Your company name}}

## 2. Is {{Name of your product or service?}} Perfect For You?

Hey {{Name}},

While you're considering whether {{Name of your product or service you introduced in the previous email}} is right for you, I wanted to share some helpful resources as you work toward a decision:

{{URL for the 1st resource}}

{{URL for the 2nd resource}}

{{URL for the 3rd resource}}

And if you have any questions, please let me know. You can contact me by email at {{Your email address}}, and I'll get back to you as soon as possible!

Yours,

{{Your name}}

{{Your company name}}

PS Already decided to give {{Name of your product or service}} a try? **Click here** {{URL to sales page}} to get it now and use this exclusive promo code for {{Percentage off are you offering}} off: **{{Promo code for discount}}**.

### 3. You Don't Need These To {{Achieve The Goal Your Customer Desire}}

Hey {{Name}},

I am sure you know the importance of {{The Goal Your Customer Desire}}. Simply put, it is essential to... {{Talk about why achieving the end goal is so important}}

You may think that the process of achieving {{The Goal Your Customer Desire}} is complicated and scary.

Today, I want to tell you that it doesn't have to be so. I have good news for you.

**I want you to imagine that you now have...**

- {{End result #1 after getting your product/service}}
- {{End result #2 after getting your product/service}}
- {{End result #3 after getting your product/service}}

Think it sounds great, but wondering if it's possible?

If you take nothing else away from this email, know this:

Getting to {{The Goal Your Customer Desire}} is DOABLE.

Amazing news... You DON'T need:

- {{What your customer doesn't need #1}}
- {{What your customer doesn't need #2}}
- {{What your customer doesn't need #3}}

What you NEED is a {{Something very valuable your product/service provides}} to get you from {{Current state}} to {{The Goal Your Customer Desire}}.

**{{Name of your product/service}}** is the key to achieve **{{The Goal Your Customer Desire}}**.

And that's exactly what you get with **{{Name of your product/service}}** which is **{{Describe your product/service briefly}}**.

**{{Name of your product/service}}** guarantees your success with **{{Process of Achieving The Goal Your Customer Desire}}** because **{{Describe why your product/service is useful}}**.

I know that can be scary. There are a million reasons why now is not the right time, but **{{Name}}**, if not now, when?

Your number one fan

**{{Your name}}**

**{{Your company name}}**

## 4. Giving away this bonus

Hey {{Name}},

I have a big surprise for you. I'm giving away a bonus for free if you buy a {{Product name}}

As part of {{Product name}} {{URL to sales page}}, you get an amazing bonus. Today, I am giving away ONE of the bonuses to give you a taste of the quality of teaching that you can expect in {{Product name}}.

This bonus is the... {{Bonus name}}

**{{Bonus name}} will help you to...**

- {{Reason #1 why this bonus is so awesome}}
- {{Reason #2 why this bonus is so awesome}}

Click here to buy {{Product name and url}} with this FREE bonus.

Your number one fan

{{Your name}}

{{Your company name}}

## 5. Being The Best

You may have invested in many similar products in the past. I'm so tired of hearing about all the black sheep in this industry who promise the world but don't deliver.

This was why when I sat down to create {{Product name}} {{Number}} {{days/weeks/months/years}} ago, I wanted {{Product name}} to be the BEST solution any {{Describe your target audience}} can find to get to {{Desired outcome}}.

This meant creating something that was a notch better than everything else out there.

I've designed **{{Product name}}** to NOT be the same as the rest.

Here's how I've created **{{Product name}}** to be different from "the rest",

- **{{Reason #1 how your product is different from the rest}}**

**{{Tell why is this difference important and how does this positively impact your future customers when they purchase the product}}**

- **{{Reason #2 how your product is different from the rest}}**

**{{Tell why is this difference important and how does this positively impact your future customers when they purchase the product}}**

- **{{Reason #3 how your product is different from the rest}}**

**{{Tell why is this difference important and how does this positively impact your future customers when they purchase the product}}**

Here at **{{Company name}}**, we pride ourselves in being the BEST solution to help you **{{Desired outcome}}**.

I hope to see you inside!

Your number one fan

**{{Your name}}**

**{{Your company name}}**

## 6. A Final call

Hey {{First name}},

I just wanted to remind you that this is absolutely the final chance to receive {{Product name}} for {{Your offer}}.

Offer is available only for {{Timeframe}} anymore.

So please and get the offer here:

>> **Click here to purchase {{Product name}}** <<

You won't regret it.

Your number one fan

{{Your name}}

{{Your company name}}