



The Email Marketing Fairy

3 PART LIST 911 SERIES -
WHAT TO SEND YOUR LIST
WHEN YOU HAVEN'T
TALKED TO THEM IN A HOT
MINUTE

(Secret Free Sample)

by Kate Doster



What's up homeslice,

Smart move checking out the [Email Marketing Fairy](#) which is powering well over a 1000 funnels all over the interwebs. But you might be wondering *"Will this really work for my type of business, or blog?"*

So rather than tell you, I'm going to show you. By gifting you one of the most popular template sets from the collection:

[The List 911 Series](#) - a 3-part email series engineered to breathe life back into a stone-cold list without a whole bunch of *"Who is this spammer face?" Unsubscribed!*

Now when you invest in the whole template set you'll get access to both pdf + Word/Page formats of all seven templates set *(including a 11 part sales funnel, 25 done for you newsletters and 9 part welcome series just to name a few)* for easy customization but this preview it's just the pdf version.

If you have any another questions feel free to reach out - Kate@katedoster.com.

Now let's get to writing!

Later Days,

Kate "The Email Marketing Fairy" Doster



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In plain English for the .000000001% of my students who are shady- Don't steal my stuff or change a few words then try to sell/teach it as your own. I will find you and I will lawyer up buttercup.

LIST RESURRECTION SERIES BREAKDOWN

EMAIL 1: TOOLS / RESOURCES

EMAIL 2: "WHO DIS?" RE-INTRODUCE YOURSELF (*Send 2 days after email 1*)

EMAIL 3: PAID STUFF FOR FREE (*Send 1-3 days after Email #2*)

LIST RESURRECTION SERIES

This 3-part series is perfect to whip out when you haven't emailed your list in a hot minute. Instead of sliding back in their inboxes with your head hanging in shame, use these templates to gracefully make you come back.

A couple of things to note about this series:

1. You're inviting people to unsubscribe in the first email.
2. You're NOT apologizing or making excuses for not emailing in a while
3. You must self-diagnose why you've been MIA lately
 - *Have you really been too busy?*
 - *Are you trapped in the dangerous sandpit that is: "Who am I to be talking about this? I'm not an expert. I'm just a_____."*
 - *Is the thought of getting unsubscribes making you sick to your stomach?*
 - *Are you feeling totally ashamed because you missed a week, then two, then 9?*
4. Put on your go-to "pump you up" jam. Eminem? Queen Bea? Journey? Doesn't matter. Put on whatever music makes you feel invisible.

Don't have anything to offer for free?

No worries! You'll give away a seat for an upcoming live workshop. Think of it as an epic blog post but in video form with slides & maybe a workbook. You can sell it later as an easy yes offer or trip wire. You can create a coupon and accept payment using Payhip or [GetDPD](#).

EMAIL #1 TOOLS EMAIL (TEMPLATE)

Subject line: # free tools to help you _____

In # days you're getting one of my top programs/course/resource/ebook valued OR you're getting a seat to my brand new paid workshop valued at \$___ completely for free...

....but today I'm sharing with you # favorite free tools/apps/resources for [desired result] without / even if [common objection / excuse]

➡ **App 1** (Include why you love it, how it's helped you and a picture of it)

➡ **App 2** (Include why you love it, how it's helped you and a picture of it)

➡ **App 3** (Include why you love it, how it's helped you and a picture of it)

Using these free tools I've been able to _____ which is always nice.
Right?

What's your favorite _____ app? Hit reply and tell me.

Sign off

Name

P.S. Don't need anymore help with _____? That's totally cool. [Click here](#), I won't email you again.

P.P.S. Can't remember who the crap I am? You signed up for my ____ [\[freebie\]](#) Click here to download it again

P.P.S. Don't forget in just # short days, you'll receive a voucher to get my [paid products](#) completely free. The offer will only be good for # days so be sure to keep a lookout for it.

[\[Picture of You!\]](#)

EMAIL #1 TOOLS EMAIL (EXAMPLE)

Subject line: 3 free apps for scorching your belly fat

In 3 days you're going to get one of my most popular weight loss e-books ever valued at \$47 completely for free...

But today I want to share the 3 free fitness apps that helped me lose over 50 pounds and kept it off for the past 4 years. These apps are perfect for busy mamas on the go.

[Picture of logo] ABC Food Diary

I hate writing down everything I eat. This app lets me take a picture of my meal. Then it magically breaks down the calories for me. While it can't figure out what's in my smoothie if I take a picture of all the ingredients it works really well.

[Picture of logo] Headspace Lite

I was so not the meditation type. I have a million thoughts running through my head all day (Not to mention I'm a bit of a control freak who doesn't like wasting time). But a couple of months ago I finally broke down and tried it. Can I say...it's really made a huge difference in my overall stress levels. Which means I'm not always in the fridge looking for a release.

[Picture of logo] Fit2You

If you're always on the go (or the kids are sick and you can't get to the gym) this app is your saving grace. You can pick from a variety of fun workouts that only use your body- weight and a little corner of the room. I love the music and spirit of the trainers. Not too upbeat and annoying but actually motivating.

With these 3 apps on your phone, it's like having a gym, personal trainer, nutritionist & mindfulness guru all stuffed in your pocket

What's your favorite fitness app? Hit reply, I'd love to hear about them.

See you soon,

Michelle

P.S. Don't need any more help with melting belly fat anymore? That's totally cool. [Click here and I won't email you again.](#)

P.P.S .Wondering how I got your email address? You sign-up for my free 5 Day Detox Challenge
[\(Click here to see all the videos & handouts\).](#)

P.P.P.S. Don't forget I'm going to sending you a voucher for my \$47 ebook in just 3 days. But offer will only be good for 10 days so be sure to keep a lookout for it.

EMAIL #2 WHO DIS? (TEMPLATE)

Subject line: Who Dis?

Have you ever texted a friend and got back. ***“New phone, who dis?”***.

The.Worst.

Sure, you haven't memorized a phone number since the 2nd grade (***Got to be able to call Nanna from anywhere, right?***) but still it's insulting. Shouldn't they know it's you? Even if it's been awhile since you called?

Well, I'm not insulted if you forgot who I was. And after my email a couple of days ago, (***the one with # apps for helping you _____***) you might still be wondering ***“Who dis?” “Why is she in my inbox?” “Why shouldn't I just delete this and mark it as spam?”***

(While ***[tomorrow/ 2 days etc]*** I'm sending you a voucher to get ***[paid product]*** for nothing so there's a reason not to mark me as spam. ;-)

Seriously though.... I know I'm not the only person in your inbox helping you with _____.

So I figured I'd take a hot minute to re-introduce myself. And give you the chance to ***unsubscribe***.

Here we go...

Hey there ***%name***. I'm _____. And I help _____
_____ because _____. Unlike most people who just focus on
_____, I'm all about _____. My blog is
_____. Where you can find a bunch of toe-curling free resources about
_____. (***That's probably how we met.***)

[Picture of you]

I love ***[personal thing]***, I hate ***[industry related thing]***, and I'd sell my left foot for _____.

It's my soul mission to _____. Now it's your turn.

Hit reply and tell me ***what's the one thing you hate about _____?***

Sign off

Name

P.S. After receiving that voucher [tomorrow/ 2 days etc] worth # - I'll be pop in your inbox every _____ going forward with my latest tips, tricks for _____. Coolio? If not ***click here***.

EMAIL #2 WHO DIS (EXAMPLE)

Subject line: Who dis?

Have you ever texted a friend and got back. ***“New phone, who dis?”***.

The.Worst.

Sure, you haven't memorized a phone number since the 2nd grade (Got to be able to call Nanna from anywhere, right?) but still it's insulting. Shouldn't they know it's you? Even if it's been awhile since you called?

Well, I'm not insulted if you forgot who I was. And after my email a couple of days ago, ***(the one with 3 apps for helping you shred on the guitar)*** you might still be wondering “Who dis?” “Why is she in my inbox?” “Why shouldn't I just delete this and mark it as spam?”

(While tomorrow sending you a voucher to get my Guitar Hero LaunchPad course for nothing so there's one reason not to mark me as spam. ;-)

Seriously though.... I tomorrow sending know I'm not the only person in your inbox helping you learn guitar.

So I figured I'd take a hot minute to re-introduce myself. And give you the chance to ***unsubscribe.***

Here we go...

Hey there %name.

I'm Lisa . And I help fresh baked guitar players learn popular songs to impress their friends at parties, and get in touch with their inner rock star. Unlike most people who just focus on learning the same 3 boring chord I'm all about learning how to play the songs you love correctly, then getting fancy. My blog is [chickswithstrings.com](#). Where you can find a bunch of toe- curling videos with my latest teachings. (Honestly, that's probably how we met.)

[Picture of you]

I love coffee, hate phonies , and I'd sell my left foot for jam session with Eric Clapton.

And it's my soul mission to you fall in love with playing music.

Rock on,

Lisa

P.S. Tomorrow I'm sending you that voucher worth \$47 - then I'll be popping in your inbox every hump day going forward with my latest tips, tricks for rocking out with the guitar. Coolio? If not ***click here.***

EMAIL #3 FREE STUFF (TEMPLATE)

Subject line [Gift card inside] Woohoo it's here!

What's up %Name

3 days ago I promised you'd receive a voucher to get one of my most popular **[courses/ebook/masterclass]** for f.r.e.e. and here it is.

All you have to do is go to **[link]**

Enter **[coupon code]**

And you'll get a copy of [name of product] for\$0.

After **[product name]**, you'll be able to:

➡ Benefit 1

➡ Benefit 2

➡ Benefit 3

Just remember you have only until **[DATE]** to claim it, so head over to [URL] now.

Sign off

Name

P.S. Want to know more about [product name]?

In **module/chapter** 1 you'll...

In **module/chapter** 2 you'll.....

In **module/chapter** 3 you'll.....

EMAIL #3 FREE STUFF (EXAMPLE)

Subject line [Gift card inside] Woohoo it's here!

What's up %Name

3 days ago I promised you'd receive a voucher to get one of my most popular products for f.r.e.e. and here it is.

All you have to do is go to www.katedoster.com/notareallink

Enter code xxu(E#kAIDL!

And you'll get a copy of the Biz Boss Planner Kit for \$0.

After the Biz Boss Planner Kit you'll be able to:

- ➡ Consistently pump out quality content your fans will gobble up like candy & share like wild fire even if you barely have time to shower
- ➡ Learn how to set goals that will actually keep you motivated & focused instead of feeling frazzled, overwhelmed & like a failure if you didn't hit them
- ➡ Finally, go to sleep at night with a smile on your face because you got everything done on your to-do list without stressing out while the boatload of new PayPal notifications floods your phone.

Just remember you only have until 1/23/20 to claim it, so head over to www.katedoster.com/notareallink now and enter : xxu(E#kAIDL!

Blessings

Mandi McMillions

P.S. Want to know more about the Biz Boss Planner Kit?

In module 1 you'll learn all about the limiting beliefs that are sabotaging your success

In module 2 we'll map out your perfect day

Module 3 is all about turning that day into reality with my perfect day planner

In module 4 - you'll learn my fool-proof method for staying on track when life happens, and it's not staying up till 2 am to catch up either.

Head to www.katedoster.com/notareallink now and enter xxu(E#kAIDL! now



Fallen in love with the Fairy?

GET ALL 50 PREWRITTEN EMAILS INCLUDING:

- ✓ 11- PART SALES FUNNEL
- ✓ 7 PART WELCOME SERIES
- ✓ 25 PREMADE WEEKLY NEWSLETTERS
- ✓ TRIO OF LAST CHANCE EMAILS
- ✓ SET OF MY B TEMPLATES WHEN THINGS GO WRONG

Plus \$160 worth of bonuses:

- ✓ HOW TO WRITE WEEKLY NEWSLETTERS THAT POP MINI-TRAINING
- ✓ EMAIL MARKETING TRELLO BOARD
- ✓ CONVERTKIT MASTERY COURSE + BONUS CONVERTKIT TEMPLATES
- ✓ FULL MONTH FREE OF CONVERTKIT

OMG! I Totally Want This!

