

The
EmailForStartups

**Ultimate
Email
Playbook**

43 Scripts
& The Psych Behind Them

by Susan Su

Email for Startups

Ultimate Email Playbook

43 Scripts & The Psych Behind Them

SUSAN SU

<http://emailforstartups.com>

Welcome to The Email For Startups Ultimate Email Playbook!

First off, a big thanks for keeping the faith and checking this out.

Email For Startups is a project I created after working with hundreds of startups and founders both within the 500 Startups portfolio and outside of it.

I was seeing the same roadblocks come up over and over again.

Every time, a few simple tweaks would end up making a huge difference -- conversion rates that doubled, open rates that jumped double digits on seemingly 'stale' lists, cold prospects that suddenly started to reply and actually *request* demo meetings.

The changes seemed subtle, but they were based on 7+ years of practice and mistakes as a copywriter and email marketer at AppSumo, I Will Teach You To Be Rich, and Inside Network (a tiny bootstrapped content business that resulted in a \$14M exit).

As much as I love working with founders and startup marketing teams -- and seeing their eye-popping results -- I got tired of saying the same stuff over and over again.

So I decided to put it all together in one easy place, for a teeny, tiny fraction of what it would cost to hire a decent email marketer (let alone a great one).

HOW TO USE EMAIL FOR STARTUPS

The Email For Startups Ultimate Email Playbook is a bigass guide containing email content you can steal right now.

It's organized by use-case, so you can just flip to the relevant section and grab whatever makes most sense.

UPDATES

I'll be releasing new templates from time to time. Since you already bought the main guide, you can "top-up" with new templates for a pittance :) Look out for the updates via email.

SHARING IT

I hope you get TONS of juice from these emails. Feedback I've received from working with hundreds of startups on their email marketing is usually along the lines of:

“Our open rate went from 37% to over 50% and conversions doubled, after we implemented your version.”

“We learned so much from you in 15 mins what would have take us weeks to figure out. It was like “email marketing wisdom” delivered in a capsule.”

“Our welcome email just jumped 12% in its open rate... now people are actually ready to activate.”

... and I want that for you.

To that end, I wholeheartedly invite you to squeeze these emails for all they're worth.

That said, out of respect for me ([I'm real I swear!](#)) and my work, please don't post the Email For Startups Ultimate Email Playbook publicly.

And if you're really a fan, share the landing page and tell your friends:

<http://emailforstartups.com/ultimate-email-playbook>

When you have questions, feel free to email me directly -- susan@emailforstartups.com -- or hit me up on Twitter anytime -- [@susanfsu](#).

Hope you save lots of time and make lots more dough.

Talk soon,

Susan

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Welcome Emails

Your welcome email is extremely important. You should be aiming for a 60%+ open rate on this email -- if they don't open your welcome email, you've basically lost them.

Your welcome email serves 2 main purposes:

First, it's training your subscriber to OPEN messages from you. For people to open future emails from your 'from' name, they need to be accustomed to taking the "open" action whenever they see your name in their inbox.

Second, your welcome email sets expectations for what's coming up next in your funnel. You're going to tell them what's coming AND what actions they should take when they receive your upcoming messages.

This is all related to training them to open your emails and take actions once they do, and has to do with the psychological triggers of Commitment and Consistency, and Liking.

The welcome email is all about getting the open and ideally even a reply. This is about training, as I said before, but not only that. You're also training your subscriber's email service to prioritize emails from you, and not send them to spam or "promotions."

4 rules for Welcome emails:

1. Set expectations, "in the next few days, I'm going to send you..."

Right up front, this is a great opportunity to tell people straight up that you're going to be sending them a few emails coming up.

Rather than being a "sleazy marketer" who tries to pull a bunch of marketing ninja tricks on them, just explain that you'll be sending some valuable and interesting information in the coming days aimed at helping them to understand and use your product.

Authenticity is the best psychological hack of all because it disrupts recipients' patterned expectation of "scammy marketing" and allows them to let their guard down.

2. No images

Exclude images from your Welcome email because they increase the likelihood of your email getting filtered into Priority Inbox or even spam. Keep it really simple, just the basics of what they need to know and a call-to-action to activate.

3. “plain text”

Make your Welcome email a “plain text”-looking HTML-based message that minimizes graphical elements. Don't actually send a true plain text email, otherwise you'll miss out on tracking.

4. Call-to-Action

Even (especially!) your Welcome email should have a Call-to-Action. Your CTA doesn't have to be a big, bright button, however.

You could ask your recipient to reply to your message answering a brief question (“What brought you to the site?” “What's your most pressing business question related to email marketing?”).

Or, your CTA link to an activation flow -- getting your recipient back to your site or app to finish signing up, create their first project, or however you've defined your primary activation threshold.

Welcome emails are REALLY important because they set the tone, and if you don't get it right at this stage, it can be hard to recuperate your losses later on in your funnel.

Ok, enough talk. Let's get to the templates.

Template 1 Welcome email: basic template

This is a 'universal' template for a Welcome email that any business can use. It can be easily tailored to b2b or b2c, just plug in different bullet points.

The main takeaway here is that you are BRIEFLY doing 3 things in this message:

- (1) reminding them who you are (repetition is rule #0 in marketing :),*
- (2) giving specific reason they should activate (your persuasive element),*
- (3) focused, clear call to action -- you are the shepherd, guide your sheep to water (and don't let them get sidetracked)*

Subject: you're in -- [company name]

Hey, thanks again for checking out [company name] (we help you [<5 word summary of what you do]).

- Customer benefit 1 ("You don't have to worry about X anymore")
- Customer benefit 2 ("You can finally actually achieve Y, and in less time")
- Customer benefit 3 ("It's free for the first month" / statement on value received)

But, none of that's going to happen if you don't get started :)

==> CREATE YOUR FIRST VIDEO HERE <== (your action-worded CTA)

Talk soon,
Susan

Template 2 Welcome email: “Surprise free download”

Subject: Impressive, specific result] in [minimal increment] (not as crazy as you think

Here's your fill-in-the-blank subject line.

Subject: getting thru to c-levels -- in 1 try (not as crazy as you think)

This is a sample of what this email's subject line could look like once you fill in the blanks.

Hey, really excited to have you here -- thanks for taking a moment to check out CRM Magic.

We can't wait to help you [solve customer problem] ASAP.

In the next few days, we'll be sending you some goodies that we don't share outside of these messages.

Be sure to drag this message over to your main inbox so you don't miss anything.

For now, wanted to share a quick guide on getting through to C-levels -- in just 1 try...

==> [Download the Free Guide](#) <==

Talk soon,
Susan

Template 3 Welcome email: “Just hit reply”

Subject: you're in -- plus couple of secrets

Go ahead and use this exact subject line, or else customize it how you want.

It's all set -- your free trial of CRM Magic is up and running.

There's a LOT of stuff you can do with our tool, we want to make sure you get value.

So, here's what you can expect in the next few days:

We'll be sharing our 5 best secrets for _____, plus a few other goodies.

(be sure to add us to your contacts or main inbox so you don't miss those, because there are going to be some screenshots and images in those emails)

Before we jump in -- what's your biggest WISH when it comes to sales flow?

- faster leadgen?
- better lead qualification?
- smoother close?

Your call to action doesn't always have to be a button. It can also be a call to reply, or otherwise engage.

Just hit reply and let me know your pick :)

Talk soon,
Susan

Template 4 Welcome email: “Welcome to my content list”

Subject: line: 3 free templates for email marketing

Thanks for joining my newsletter from
<http://emailforstartups.com>.

Hey -- was wondering, if I could share ANY 1 tip or how-to
with you today, what would it be about?

Susan

ps -- I read all emails :)

pps -- if you're interested in checking out a free preview of
my Email Playbook (3 templates you can grab for free, [get
after 'em here](#))

Notes:

- **The goal of this message is to get replies and establish brand engagement right off the bat.**
- **The secondary goal of this message is to offer a preview of premium content and segment subscribers who click onto a “warm leads” sublist for more specific marketing of that premium content**

Adapt this subject line to the
actual freebie or giveaway
you're able to offer.

Template 5 Welcome email: “Remember us?”

Subject: that moment when studying became sexy

Hey,

Welcome to StudySoup! (remember us? You just signed up :)

My name is Sieva and I started this site to help college students like you get better grades, because let's face it --

Grades still matter.

We've worked with thousands of college students just like you, across dozens of schools.

Over the next few days, we're going to share some of the lesser-known secrets to studying and succeeding in college that we've learned after analyzing what's worked for thousands of students just like you.

So, be on the lookout for my next messages to you... if you want to grab some studying shortcuts in addition to our [study guides](#).

Till then, study hard and HAVE FUN.

Sieva

PS: looking for a specific class? [Start here](#).

Special thanks to Sieva and StudySoup for letting loose on their email funnel, and for letting me share their campaigns here.

I love using lower case in subject lines. It works great for me, every time, and has netted positive results on both open rates and reply rates because it's approachable and disarming.

Also note that "sexy" is really effective (even though this is a web startup helping people with studying...). It's just how our brains work!

Template 6 Welcome: “a personal hello”

Subject: a personal hello :)

Hey,

I'm one of the co-founders of ClutchPrep.com and I'm totally stoked you've been checking out our website.

The Clutch Team and I have poured our heart and soul into making studying suck less, so I get really fired up when a new student joins the ranks.

My top priority is to make sure you stay happy, so if you have any questions about our material, the website, or even my lackluster mustache, feel free to reply directly to this email.

I hope you kill it this semester! Stay in touch :)

P.S. Yes, I'm a real human.
- Alain, Co-Founder

Sent from my iPhone

Special thanks to Alain and ClutchPrep for letting loose on their email funnel, and for letting me share their campaigns here.

The main point of this Welcome message is to get students engaged enough with the brand to open subsequent activation and sales-oriented emails

This is small but has a positive downstream effect on future opens. It lowers the marketing filter for all future email marketing you send.

Activation emails

Activation emails aren't the same as welcome emails.

Yes, you should always use your Welcome email to try and activate people ASAP. But that's not their only job.

Your activation emails' ONLY job is to help people reach your activation threshold -- however you've defined it.

Not to follow you on social media.

Not to get a reminder of their account or login details.

Not to learn more about your brand or business announcements.

ONLY to hit that activation threshold, however you've defined it.

This means that activation emails basic, tight "conversion" emails where every word of copy and every image, should you choose to include them, is oriented towards getting people to take specific action to activate.

The following activation email templates have been set up for you to use them AFTER a welcome message sets the stage, and usually lead either directly to the product, or to an educational onboarding flow.

Template 7 Activation email: “want any help?”

Subject: want any help?

Subject lines that are phrased as a question, and in casual all-lower-case, disarm people and help lower their marketing filter.

Hey, how’s your week going?

A few of our customers have been writing in with good results (10% increase in open rates, doubled conversions)

Light use of social proof and aspiration.

I’m even getting a little jealous, thinking maybe I should go work there :)

But in all seriousness, it feels great to be able to help people change how they do emails for the better.

Anyway, just wanted to check in -- want help? / ready to get started?

==> [Get started now](#) <==

Link here to your educational onboarding flow, or direct to product.

Talk soon,
Susan

PS -- it takes about 3 min to get set up, super simple to [get started here](#).

Template 8 Activation email: “didn’t complete”

Subject: {{course_name}} -- want help?

Was just thinking... how's {{course_name}} going?

A bunch of students in our community have been telling us it's tough this year... maybe they say that every year, heh.

Anyway, just wanted to check in -- want help?

[TOP RATED QUICK NOTES for {{course_name}}](#)

Talk soon,
Sieva

PS -- we got your back... check out the {{course_name}} notes for a lil' surprise :)

Send this email 1 hour after they entered their email but didn't purchase.

Next-level personalization (personalization beyond "name" or "firstname") is important at all points in your funnel, but especially in the critical first message when you need to get recipients' attention and train them to trust and open messages from you.

The personalization persists throughout the first line and the body of the email.

Template 9 Activation email: “Activated but didn’t buy”

Subject: did you miss this?

You'll start to see a lot of curiosity gap subject lines as you continue through these templates.

Hey, hope your afternoon's really chill today, but I gotta bust some truth on you...

IT'S TIME TO F-ING STUDY :)

This one is one of my favorites because it's so disarming and also very confusing... what could this possibly be about? --> OPEN.

I know, I know. But it's not that hard. If you've missed any{{course_name}} sessions, or just fell asleep / zoned out like I always did when I was taking [CLASS TYPE], we got your back.

>> [Grab the Study Guide now](#) <<

Here's the first instance of your destination URL.

It's your [unfair advantage](#) in {{course_name}}

Talk soon,
Sieva

Send this email 24 hours after they entered their email but didn't purchase.

And here it is again, hyperlinked.

[Get started now](#)

Talk soon,
Susan

PS -- it takes about 3 min to get set up, super simple to get started here

.

Template 10 Activation email: “didn’t buy AGAIN”

Subject: yikes -- exam coming



There’s ALWAYS an exam around the corner -- not that that’s the only thing that matters...

I know you’re probably there to ACTUALLY learn too.

So it’s a good thing we’ve got a dedicated, peer-reviewed notetaker in your class...

How do these notes stack up against what you took down?

[See the {{course_name}} Study Guide](#)

Your notetaker has been diligently preparing materials so you can do well (ok, mostly so they themselves can do well, but you should get on that!).

Don’t let yourself miss out on the [grade and/or learning you deserve...](#)

Talk soon,
Sieva

Send this email 48 hours after they entered their email but didn’t purchase.

This subject line, and really this entire email, are a strong example of leveraging FEAR to get people to take action. Remember that FEAR and ASPIRATION are the two most powerful psychological factors to trigger action, and fear is by far the more effective one. Aim for 80% fear, 20% aspiration.

Template 11 Activation -- deal / promo offer”

Subject: I owe you \$10

Not because I took it from you or anything.

But today I found \$10 on the ground.

It totally made my day!

I want you to experience the same thing. But don't tell the team (seriously).

[I'm giving you \\$10 to use towards your StudySoup subscription](#)

You gotta use it before {{tomorrow}} or my team will notice and make me expire it...

[Enjoy your \\$10!](#)

Talk soon,
Sieva

Send this email 72 hours after they entered their email but didn't purchase.

Great curiosity gap subject line that also uses a number and a dollar sign (all hot-button triggers).

An alternative is to write out "10 bucks" instead of using a dollar sign just in case the dollar symbol triggers spam or promotions filtering.

Here's the first instance of your destination URL.

And here it is again, hyperlinked.

Template 12 Activation email: “Activate last call”

Subject: netflix and chill?

Our last couple ‘dates’ haven’t worked out.

So I’d like to invite you to Netflix and Chill.

It’s a great way to spend the evening.

If you don’t have time to make a study guide for your tests this month, don’t worry. I got you.

[Get your studyguides here.](#)

Bring your own popcorn,
Sieva

Send this email on Day 7 after they’ve entered their email but still haven’t purchased or activated (however you are defining that for your business).

Template 13 Activation email: “Trial to paid”

Subject: Organic exam on Tuesday -- you ready?

Hey NAME,

One of our [customers / students / community] just let me know that Prof. Seth Elsheimer's Organic class has an exam coming up on Tuesday. I think you're in that class?

FYI -- we've got [26 videos](#) organized by chapter, specifically geared to help you get a better grade on that test than you've ever seen in Elsheimer's...

We also have [practice problems](#) (and answers) plus a bunch of examples so you can *actually learn* how it all fits together.

It's all here:

<http://www.clutchprep.com/dashboard>

One favor though -- when you get an A on that test, let me know, ok? :)

-- Alain, Co-founder @ Clutch

Good old fear :)

Not to mention urgency.

This subject line has it all, and it's been working really well for Clutchprep since its implementation.

True next-level personalization isn't just limited to geo or company name.

You can get as granular as what class or category they are in to really catch your recipient's attention.

Casually induce fear again, and curiosity.

Include your destination page more than once, in different ways, up to 3 times.

Here's that destination page again.

List out your destination page's URL on its own line, and go ahead and write it out as a URL, rather than hiding it as hyperlinked text.

This invites a click action, and also increases trust because it shows people where they'll go if they click.

Resend to non-opens messages

The best open rates on a decent sized list will be in the 30% to 40% range, maybe up to 50% if you're really amazing.

A 40% open rate on a 5-figure-plus list says great things about your list-building and email marketing skillz, but what about the money you're leaving on the table?

60% is a lot of subscribers to completely miss out on your carefully crafted psychological triggers and conversion optimized copy.

The best way to reach the non-openers -- aka, the MAJORITY of people on your list -- is to retarget them.

There are a bunch of ways to retarget recipients who didn't open.

You can set up ads on Facebook.

You can even set up ads on Google.

Or, you can just resend your emails.

In my experience, you can reach up to 25% more of your list just by sending one, two or three more times.

But isn't it awkward to keep repeating yourself with the same content? Yes and no.

The next templates are going to show you the exact scripts that I -- and some top emailers I know -- used to tap into the 60% of our list that our main email didn't reach.

Template 14 Resend to non-opens - fwd you're invited

Subject: Fwd: You're invited: SF workshop (mobile devs only please)

Hey Jack,

My dev team sent out the email below for our workshop the 1st week of June. I wanted to make sure that you got a personal invite from me.

I only visit the area once a quarter, so it would be great to see you at the mobile dev workshop on June 4th.

This workshop covers growth marketing, inbound marketing and talking about how [YOUR COMPANY] can help businesses like [PROSPECT'S COMPANY] get more customers.

Details are below, and you can also [sign up for the workshop here](#).

See you soon,

Susan

PS - If you prefer to schedule something 1:1 to talk about [PROSPECT'S COMPANY]'s mobile dev efforts -- just let me know your best time next week.

----- Forwarded message -----

You'll hear me say this over and over again, but "Fwd" creates a powerful curiosity gap, plus increases personalization and priority (someone thought to forward a message to them).

The parenthetical text "mobile devs only please" gives this subject line both social proof and exclusivity / scarcity.

Include the original message here.

Template 15 Resend to non-opens

Subject: Fwd: invitation ←

Hi there, just wanted to make sure you saw this invitation to our upcoming 500 Startups Investor Night in Miami. It should be a great evening for making connections -- hope to see you there!
--Susan

We'd like to invite you join us for [500 Startups' invite-only investor event](#) here in Miami on December 1.

We've organized a special event to celebrate the year, and to bring together the Miami community that has supported us.

What: 500 Startups Miami Investor Night

Date: Dec 1st, 2015

Time: 5:00pm - 7:30pm

Location: New World Symphony Rooftop. 500 17th Street Miami Beach, FL 33139

Please note that it is by invitation only.

RSVP here:

<http://500.co/miami-investor-night/>

We look forward to seeing you on December 1st!

-- The 500 Startups Miami Team

PS -- [Please RSVP to the event here.](#)

"Fwd" is one of my favorite subject line hacks because it works :)

This subject line is also really curiosity-inducing because it's a one-word subject line: "invitation."

Who wouldn't want to know what that invitation is about?

This is a real (adapted) email that I used to reach a 75% total open rate on a VIP subscriber list at 500 Startups.

Template 16 RESEND TO NON-OPENS

Subject: Fwd: email marketing stuff

Hey, not sure if you saw this, but there's one more day to [RSVP to the webinar / lock in the presale price / redeem your free trial] (link to call to action)

Should be pretty interesting to you given your company's focus.

--Susan

[Include original message in its entirety here.]

Below this section, you should include the original message in its entirety, whether it's a true "forward" or not.



Reactivation Messages

Most businesses don't do reactivation -- at all.

In looking through my vault of top emails -- including some of my email marketing heroes -- this came as a shocking observation.

And yet, somewhere around 60% of subscribers on email lists around the world are dormant, meaning those people haven't opened an email from that list in 6 months or a year.

It seems obvious, but the reality is that very few businesses are proactively re-engaging dormant subscribers.

So if you're even thinking about it, you're already ahead of your competition. But let's go a bit further and get you set up with actual emails you can paste in right now to start working on that dormant list.

You want to send reactivation messages to a dormant segment of your list to move them up the food chain.

Josh Egan's User States model maps over to email marketing well, even though the exact intervals are longer when it comes to email subscribers.

User States

Core: Active multiple times a week

Casual: Active once or twice a week

Marginal: Active a couple times a month

New: Joined in the past 28 days

Dormant: Not active for 28 days

Resurrected: Was dormant, but became active again in the past 28 days

New ==> Core ==> Casual ==> Marginal ==> New ==> Dormant
==> Resurrected

What counts as “dormant” on an email list?

When it comes to email marketing, keep in mind that not everyone is going to interact with your emails every time you send. Most people may not even interact within a 28 day window, depending on how frequently you send those messages.

For example, if you only sent 1 this month, and they didn’t open that one message, that doesn’t mean you’ve got a dormant user on your hands.

Instead, subscriber engagement -- and dormancy -- need to be measured against the actual volume of emails that you send.

Not:

“Did they open an email within the last 6 months?”

But instead:

“Did they open one of the last 10 emails we sent them?”

Or whatever number fits for you. It may be fewer than 10, or more, if you’re sending at a higher frequency.

The emails in this next section are designed to wake up users that have fallen dormant.

3 points to remember as you get into these reactivation templates:

1. You have nothing to lose. These subscribers are dormant already.
2. Choose ONE of these emails to send for reactivation; don’t send all of them because obviously they each reference a one-time question or opportunity.

3. Seek to understand why and when subscribers became dormant so that you can address your dropoff cliffs through remarketing via email and other channels.
4. NEVER DELETE SUBSCRIBERS because you can always use the emails for retargeting.

Template 17 Reactivate: “Are you still at that job?”

Subject: are you still doing [company name personalization]?

Tim,

We're going through our files to organize for the new quarter and wanted to verify --

Are you still at [company name personalization]?

If so, are you still interested in email marketing for startups?

If yes, and you want to keep receiving our tips & info, great -- just click the link below to tell us.

>> [Yes I'm still interested in email marketing for startups](#)

Cheers,
Susan

This subject line uses one of my favorite types of personalization, company name personalization.

When we see our own first name in a subject line, we think... oh, it's marketing. I don't know about you, but no friend of mine has ever written me an email with a subject line starting with "Susan..."

However, a lot of important emails (that I am PAID to read and reply to) include my company name in the subject line.

This is next-level personalization -- a flag that the message is important, and shouldn't be ignored.

It's really hard to say no to verifying something.

If it's wrong, we get an itchy urge to correct it. If it's right, we want to reaffirm it.

It also doesn't seem like it's a sell.

List your benefits-focused topic here.

This link takes them to verification landing page that then opts them into a reengagement funnel. I like to use a ">>" before these type of links to draw extra attention.

Template 18 Reactivate: “hey, still doing __?”

Subject: still doing [topic]?

Hey,

I noticed you haven't worked with our email marketing for startups stuff for awhile, and wanted to make sure it's still relevant to you?

Are you still working on [email marketing for startups]?

If so, awesome -- [just click here to](#) let me know I should still send you tips and best practices. <== link takes them to verification landing page that then opts them into a reengagement funnel

Otherwise, no worries, things change :) you can always [unsubscribe here](#).

Cheers,
Susan

This subject line is all lower case, and is framed as a question -- inviting both curiosity and an answer.

Lower case subject lines work GREAT for increasing open rates because they're perceived as much more casual and less "marketing" than grammatically perfect copy.

This link takes them to a survey pre unsubscribe.

Remember your first goal is to keep them subscribed, but your second (very important) goal is to get intelligence about why they don't want your stuff anymore.

Make “unsubscribe” an active action that they have to take, and put the survey as an interstitial to force data collection.

Finally, remember that just because they unsubscribe doesn't mean you are going to delete their email -- you can still get a lot of value through lookalike retargeting by having that email address so all is not lost :)

Template 19 Reactivate: “still doing ___?”

Subject: \$10 Amazon card for your quick thoughts?

Hey,

I noticed you haven't worked with our email marketing for startups stuff for awhile, and would love to get your thoughts to see how I can make it better in the future.

This survey takes about 3 min to complete. Once you're done, we'll send you a \$10 Amazon card:

(it's not a contest, you'll get it just for submitting the survey).

[Click here to do the 3 min survey](#) <==

You can set the dollar amount based on an estimate of your subscriber acquisition costs. For many businesses, paying \$10 for a reasonably engaged subscriber is not a bad deal.

A paid survey is a great way to do 2 important things at once:

1. It's an engagement device
2. and also collects customer insights

At the end of your survey is a great time to offer people the chance to stay subscribed, or to unsubscribe, like in the earlier two templates in this section.

Cold emailing for B2B -- OPENERS

There's a lot to say about email for B2B, but first I'll start with a few basic facts.

25% of the nearly 4 BILLION email accounts in the world are work accounts.

Email is still the #1 way to reach clients in a business-to-business scenario. Even if you're closing your deals in person or via phone, email is an indispensable part of your lead nurture. If you're not doing it, you're making things a lot harder for yourself when it comes time to schedule a phone call or be in control of how that conversation goes.

The main goals for all B2B email marketing are one or more of the following:

- 1) activate your prospects into leads with whom you can have a phone conversation or demo,
- 2) nurture your leads into becoming customers
- 3) nurture existing customers towards repeat business, upsells / larger commitments, or referrals to their network

The emails in the next section cover all of these.

Even if you're not running a B2B business, you can use these same principles -- and these email templates -- for any situation where your conversion funnel looks like this:

email ==> call / in-person meeting ==> sale / conversion

That means you can adapt these templates for fundraising, partnerships or vendor negotiations, and any other situation where email bridges you to closing your deal.

Template 20 B2B emails: “Free trial”

Opener Email 1: B2B free trial

Subject: a custom optimized image within 4 hrs? (no cost)

Hi [FIRST NAME],

Holly here from PixC, where we help {{platform}} store owners increase sales by up to 50% with better, faster product images.

Would love to show you an example, but it's probably best if you check out a before and after for yourself.

You can edit your first image free here:

<http://pixc.com/editmyimage>

Would love to get your feedback either way, will you let me know what you liked / didn't like after you check it out?

Talk soon,
Holly

PS the best part is, you'll get your image back in 24 hrs.

I love using a question mark where it doesn't really belong :)

It's a great way to introduce curiosity and a conversational (grammatically incorrect) tone, which can be highly effective, even in B2B contexts.

Additionally, this subject line says "no cost" instead of "free," on purpose -- "free" is a hot word that is much more likely to get flagged by email providers, and land you in promotions or in spam.

The first line leads with a simple, strong statement listing a quantified benefit.

When Holly first sent me this email, her summary of PixC and the amazing results it could achieve were convoluted, hard to understand, and boring.

As you're coming up with your own short quantified benefit, challenge yourself to cut it down by another 30% *after* you've come up with it.

List out your destination page's URL on its own line, and go ahead and write it out as a URL, rather than hiding it as hyperlinked text.

This invites a click action, and also increases trust because it shows people where they'll go if they click.

Template 21 B2B emails: “great results, want the same?”

Subject: 15% more website visits for Yves Saint Laurent, Shiseido, Lancome -- and ___ [company name]

I'm Agustina, a longtime fan of [PROSPECT] and CEO at GlamST.

We've worked with Yves Saint Laurent, Lancome, Shiseido, Dior, Dufry - Duty Free and Maybelline...

...helping them to get around a 52% increase in the average session time and used by 15% of the total website visits, with a customizable virtual makeup app -- that their customers love.

It would great to be able to say we achieved these same results for you.

Would you be available next Wednesday afternoon or Thursday for a 15-min demo to see how it works?

This subject line leverages social proof and aspiration by citing big name competitors and/or peers in the prospect's category.

This opener leverages the psychological triggers of Liking and Authority.

Always include a specific call-to-action.

Template 22 B2B emails: “Who’s the right contact?”

Subject: [THEIR COMPANY] colleague who heads up TV ads?

Hi [FIRST NAME],

Since you’ve been in this space a long time, you know TV is the most expensive marketing mix.

But even with all that spend, most Direct Response TV (DRTV) ad analytics tools don’t give you enough actionable data, and brands end up wasting millions of dollars.

We have a fix for this.

I’m the founder of [YOUR COMPANY], a startup that’s developed a tech solution for mature marketing teams (our clients are [BIG NAME CLIENT 1 and BIG NAME CLIENT 2]).

Who’s the best person to chat with at [THEIR COMPANY] about how we can help?

Talk soon,

NOTES:

1. **Email needs to be just as compelling -- OR BETTER -- as if for direct prospect**
2. **CTA is get the referral**

Also test this for use on direct prospect, even if you know they’re the right contact

Template 23 B2B emails: “How he did it”

Subject: 50K unique visitors this month — how he did it

Hi [NAME],

Dan Martell created a Social Media blog at flowtown.com that grew to more than 50K uniques/month and converted more than 4% of visitors into customers.

We broke down the step by step of how he did it (including the exact spreadsheets, keywords, and tools — including [YOUR PRODUCT], a tool that my company created to help businesses get more customers).

I'd love to walk you through it — what's the a best number to reach you?

Keep your language extremely simple and focused on results not "features."

“GET MORE CUSTOMERS” is something that everyone can relate to, and once they're interested in that, then you can share a few details (not the other way around).

If you can, I recommend you use a live client example in this spreadsheet, with anonymized details.

Template 24 B2B emails: “Strategy session, no cost”

Subject: Thanks...

Hi [NAME],

I have a quick question:

Are you interested in [learning how to make money with an online business]?

If so - as my way of thanking you for visiting our site - I'd like to offer you a 30-minute Business Planning Strategy Session (typically \$300 / 60 minutes) at no cost with my lead consultant, Jeremy.

This session works best for companies who've already systematized much of their marketing mix, and are ready to hit the next level of growth.

To set this up, just reply with your best contact number and we'll set aside the time in Jeremy's calendar

Thanks again for checking out our site, and stay in touch.

Susan

P.S. To make the most use of time with Jeremy, tell us:

- 1) Qualifying question 1
- 2) Qualifying question 2
- 3) Reply with your contact number and we'll get it booked asap

This subject line reminds me of the famous Obama "hey" email... part of that political campaign's masterful personalization in email marketing that led to \$690 million in funds raised...

The subject creates a curiosity gap, plus it's short and allows room for the Preview text ("I have a quick question" -- another curiosity gap) to come through.

Here we use the psychological trigger of scarcity.

Use the post-script area to add another instance of your call-to-action (reply with your number).

Template 25 B2B emails: “Fwd: you’re invited”

Subject: Fwd: You’re invited: SF workshop (mobile devs only please)



“Fwd” creates curiosity gap and also leverages personalization and priority -- someone thought to forward a message to them.

Hi Susan,

Meanwhile, (mobile devs only please) creates curiosity gap, social proof, and exclusivity.

My dev team sent out the email below for our workshop the 1st week of June. I wanted to make sure that you got a personal invite from me.

This can / should be tested with the “forwarded” message being a message that you previously sent to them that was not opened or was ignored.

I only visit the area once a quarter, so it would be great to see you at the mobile dev workshop on June 4th.

This workshop covers growth marketing, inbound marketing and talking about how [YOUR COMPANY] can help businesses like [PROSPECT’S COMPANY] get more customers.

Details are below, and you can also [sign up for the workshop here](#).

See you soon,

Susan

PS - If you prefer to schedule something 1:1 to talk about [PROSPECT’S COMPANY]’s mobile dev efforts -- just let me know your best time next week.

----- Forwarded message -----

{include original message or what appears to be the original message here}

Template 26 B2B emails: “Request your free assessment”

Subject: New way to get more customers for [PROSPECT'S COMPANY] -- keep reading for more info

Hi [NAME],

Every business wants to grow. We can help [PROSPECT'S COMPANY].

We are a [3 WORD DESCRIPTION] that helps businesses like [PROSPECT'S COMPETITOR 1] and [PROSPECT'S COMPETITOR 2] get more customers with intelligence-based sales outreach.

We did a quick scan of [PROSPECT'S COMPANY] and it looks like we'd be able to reach out and convert customers at a stronger rate than you're used to.

We're happy to do a [market opportunity assessment](#) (free) to give you the full picture.

To request one, just click on this link so we can jot down a few more details from you:

<http://mycompany.com/request-an-assessment>

You're always welcome to reply directly to me, Susan, at susan@yourcompany.com with questions -- or just start your [free opportunity assessment here](#).

NOTES:

- **In this, and every email, use the simplest language possible to convey your point.**
- **All links go to same destination page, the “market opportunity assessment.”**

- **On your destination page, display a form that's pre-populated with as much lead info as possible.**
- **For use when you don't know that much about the prospect's company and you want to grab more info for your sales funnel -- info including their phone number.**

Template 27 B2B emails: “Have you tried this yet?”

Subject: Have you tried this yet?

Hi [NAME],

Looking at [PROSPECT'S COMPANY]'s campaigns, we put together this blueprint that you might call, a “new way” to think about your content marketing.

Instead of endless scrambling to [SPECIFIC PROBLEM HERE], our new [PROSPECT'S COMPANY] blueprint lets you skip past hours of non-revenue generating tasks and reach customers immediately.

You can [grab the blueprint here](#), and would love to show you more after.

Would tomorrow afternoon work for a 15 minute demo?

Talk to you soon,
Susan

Use a curiosity gap right in the subject line to encourage an open.

Link “grab the blueprint here” to a download page that asks their phone number before the download.

Template 28 B2B emails: “The tactics that no longer work”

Subject: The SEO Tactics That No Longer Work. Period. (Are you still using these?)

Hi [NAME],

SEO algorithms constantly get updated. Many of our customers tell us it's nearly impossible to keep up.

It's hard to know what's outdated, what will actually get you more traffic, and what might get you penalized...

My company has created a tool that automates how your business tracks changes, and — once it's all set up — it even does the optimizations for you.

We've seen some pretty amazing results for customers like [PROSPECT COMPETITOR 1] and [PROSPECT COMPETITOR 2], and want to bring that to [PROSPECT COMPANY].

But it's better for you to see what I mean.

You can get started with a demo here:

<http://yourcompany.com/seo-demo>

If you want a little help getting set up, or just have a question, you can of course reply to me directly. Otherwise, I'll check back after you've had a bit of time with the [demo](#).

NOTES:

1. **Psych trigger: FEAR -- missing out on what competitors already know**
2. **Psych trigger: FEAR -- using outdated techniques**
3. **Psych trigger: FEAR -- being penalized**
4. **Psych trigger: ASPIRATION -- get the right answers in this email**

5. **Psych trigger: social proof “many of our customers tell us”**
6. **Two links to same destination -- the demo page, which collects phone number and more customer info**

Template 29 B2B emails: “Triple digit conversions”

Subject: The surprising math behind triple digit conversions

Hi [NAME],

I never thought our business would see triple digit conversions to sales from our traffic -- or that we'd be able to get those kind of results for clients.

In fact, the first time it happened, I didn't even know. My staff, who were monitoring our stats right then, had to notify me.

But, since then we've been able to help clients like [PROSPECT'S COMPETITOR 1] and [PROSPECT'S COMPETITOR 2] turn more of their traffic into customers.

The math is a little surprising though. We've done a [detailed breakdown here](#), and would love to walk you through it, once you've checked it out.

Link to the destination landing page twice, not just once.

What's the best contact number to reach you?

Susan

PS -- the [triple digit conversion spreadsheet](#) has some formulas that your business can copy directly, but I'm curious to see how our numbers work out next yours.

OTHER NOTES:

- **On destination page, require phone number to view / download the spreadsheet**

Follow up with a direct cold call once they've opened / viewed

Template 30 B2B emails: “Serving your peers”

Subject: 52% higher session times for [COMPETITOR 1]
[COMPETITOR 2] -- and [PROSPECT]?

Use social proof in the subject line by name-dropping competitors, or "peers" as they're called here.

Hi [FIRST NAME],

I'm Susan, a longtime [PROSPECT] fan and founder at Email For Startups -- a startup that helps brands increase customer retention and engagement with a [3 WORD SUMMARY OF YOUR SOLUTION].

This section pairs social proof with the psychological trigger of aspiration: "What your peers / competitors are enjoying could be yours."

We've worked with Nike, Adidas, Lululemon, Reebok, and Zappos -- helping them to get around a 52% increase in the average session time for their ecommerce portals, and raising total site visits by 19%.

It would great to be able to say we achieved these same results for you.

Use a specific CTA here.

Would you be available this Wednesday afternoon or Thursday for a 15-min demo of our product?

Remember: a REPLY is the goal of this AND EVERY email, even if the reply is, "No I don't have time Wednesday PM but maybe Thursday."

Referral Messages

What do you do when someone has activated, maybe a bunch of times (aka, they've passed into 'core user' territory) and they're ready for more?

Go in for the referral.

In case it's not extremely obvious, referrals are a highly effective and extremely low cost (sometimes FREE) way to acquire new qualified leads or users.

The best salespeople are your current customers, and the best leads are the friends and network of your current customers.

But the awkward thing is, how do you ask for a referral without being overly salesy and possibly alienating your best segment of customers or users?

What's the right messaging for the prospect list so that it's authentic yet persuasive?

Send the next template as an automated message from your referrer to the recipient.

Template 31 Referral Emails: “Please don’t forward”

Subject: Cool opportunity (invite only)

Hey Susan,

I have the opportunity to vouch for (recommend) people to join FounderDating, the invite-only network for cofounders, advisors, and startups. You're on my short list.

I highly recommend applying, no matter what stage you're in.

Join and apply here > <http://founderdating.com/join>

Social proof, aspiration, and scarcity (liking) all in the first paragraph.

Auto-generated referral messages are tough because you need to strike a balance between optimizing for conversion of the new recipient and for retention of your original customer.

In the best referral messages, like this one, you're marketing (and persuading) both sides with similar psychological triggers of aspiration and scarcity (exclusivity).

Nurture Messages

Nurture messages is kind of broad, so let me tell you what I mean.

Specifically, these messages are meant to keep your leads engaged in at least one of the following actions:

- opening
- clicking
- converting (when you ask for a conversion)

There are a LOT of ways you can nurture your leads, from offering them content (free downloads, webinars, high quality blog posts) to using the emails to generate ways for your subs to talk back to you (surveys and polls, contests).

Most startups -- including smart teams that “know better” -- forget to nurture, or just don’t get around to it, and then jump in with the hard sell expecting subscribers to bite.

If you’re sending emails and getting low open rates (below 30%) and low click rates, it’s because your subs aren’t engaged and just don’t care anymore.

They are engaged because YOU didn’t nurture them from the beginning.

I suggest you use the following templates to create a 10 to 12 email “starter” nurture flow -- set it and forget it. You can always tweak later.

After you’ve established your “starter” flow, you can always keep your list warm by sending out a regularly timed, “newsletter” style message at an interval that you can manage *consistently*, whether that’s weekly or just every two weeks.

If you don’t have the resources, you don’t have to nurture your list forever and ever with fresh new emails all the time.

Just drop in the starter flow, and then backburner non-paying subs to your newsletter track.

Later, as you further develop and automate your email marketing and content marketing, you can add new (or better yet, old / repurposed) content to your nurture flow.

Template 32 Nurture Emails: “Please don’t forward”

Subject: 50k unique visitors/month

Hi [NAME],

Dan Martell created a Social Media blog at flowtown.com that grew to more than 50K uniques/month and converted more than 4% of visitors into customers.

He’s one of our clients, and this is a step by step of how he did it (including the exact spreadsheets, keywords and tools) with our help.

You can click here to download the templates (totally free):

<http://yourcompany.com/50k-uniques>

That’s a packet we put together for companies like [PROSPECT’S COMPANY] whom we think are good candidates to see the kind of growth that Dan achieved.

If you don’t mind, please don’t forward it outside of [PROSPECT’S COMPANY], because these tools really only work for businesses who’ve already reached a certain level.

[Click here to get the downloads](#) and as a favor, could you please let me know how the templates end up working for you?

Best,

This is a simple but eye-catching subject line. Use any quantitative result relevant to your prospect’s business that you can help them reach.

This is a powerful use of the psychological trigger of social proof. Here, feature any client with a well-known (or even semi-well-known) public brand.

“Please don’t forward” these downloads lets them know it’s exclusive and limited for their use only, thus leveraging the psychological trigger of scarcity.

Template 33 Nurture Emails: “The tactics that no longer work”

Subject: The SEO Tactics That No Longer Work.
Period. (Are you still using these?)

Hi [NAME],

SEO algorithms constantly get updated. Many of our customers tell us it's nearly impossible to keep up.

It's hard to know what's outdated, what will actually get you more traffic, and what might get you penalized...

But what if you could [automate your optimizations](#), and be guaranteed that you're not breaking any "rules"?

Our users have been reporting insane results... RESULT 1, RESULT 2, even RESULT 3. But anyway :)

It's better for you to see what I mean.

Here's a quick summary of the 2 easiest ways you can get started doing the same thing...

<http://emailforstartups.com/seo-tips>

--Susan

PS -- I know SEO can get pretty company-specific, so if you ever have a question about your situation, reply to me directly anytime.

This subject line leverages the single most powerful psychological trigger: FEAR.

There are several layers of fear here: fear of missing out on what competitors already know, fear of using outdated techniques, and (a very real) fear of being penalized by Google.

These psych triggers are echoed in the body of the email.

This email includes two links to same destination.

Another psychological trigger here: social proof.

Template 34 Nurture Emails: “The Market is Heating Up (and leaving you behind)”

Subject: SF market is heating up (even more)

Hi _____,

I hope that this email finds you well...and that you have been staying warm this week! I hope that you're enjoying your new job.

The SF market has heated up considerably. With rising rents, increased buyer demand and extremely low inventory, it's no surprise that it has created competition which is exerting an upward pressure on prices. The median sales prices for both houses and condos have risen to their highest points since 2008...

Here is a link to a new report that I thought might be of interest:

[San Francisco Neighborhood Values Report -- June 2015](#)

This is a key time for buyers to take advantage of the low mortgage interest rates before sales prices continue to climb, which they will...

Would love to set up some time to catch up. Are you free to chat this Wednesday afternoon?

PS -- here's that data report link again:
<http://yourcompany.com/reportdownload>

Two levels of personalization in this intro -- geo personalization (referencing the weather in a specific locale) and personalization with details about a life development that the sender knew about the recipient.

Written to "inform" not to "sell," but the information (rising rents, rising prices) create a sense of urgency.

Link to download a piece of content marketing, which functions as a lead qualifier for this high-value sale.

Repeat the link to the content marketing download. With tracked emails, it's a great chance to further segment the recipients who do click the link.

Template 35 Nurture Emails: “Thanks and quick question re: growth”

Subject: thanks and quick question on growth

Hey there,

We're really excited to have Email For Startups up and running. Thanks for checking us out and being a part of our launch!

My name is Susan and I created Email For Startups with my roommate at Stanford a year ago.

Whether you're looking to get more traffic, optimize conversions, or streamline your tracking, our app lets your business do it at a fraction of standard spend -- because we've found some ways to innovate on the tech side and cut down costs on our side.

Quick question for you as we're polling similar companies -- is [PROSPECT'S COMPANY] more focused around traffic, or conversions right now?

Susan
Stanford '05

Using “Re:” in subject line is both a pattern interrupt and a form of personalization that catches people's eye. If it's a reply, then maybe I should pay more attention...

It's great if you can name-drop something for authority and social proof right here in the second paragraph. It doesn't have to be Stanford or any university, but perhaps a previous company affiliation or even a location (“San Francisco”) to bring in something familiar and well-known

Ending your email with binary question makes it easy to answer, and acts as an opener for the next email or to set up call.

Template 36 Nurture Emails: “See What They’re Saying About You”

Subject: [LEAD’S BUSINESS NAME] data -- do these findings look right to you?

PREVIEW:

Hi [FIRST NAME],

We’re reaching out to you from BLING, a data solution covering social platforms, because we made some interesting finds on your brand’s demographic reach.

Before we share those anywhere, we’d like to validate the data.

A little more about what we do -- we go beyond typical metrics and help brands literally see who their customers are, and how, when and where customers are using their products.

Unlike every other social media analytics company, we’re NOT limited to hashtags.

We’d love to run our findings on your brand by you, and explain the methodology too.

Are you free to chat for 15 min this Wednesday?

Everyone loves to hear about themselves, especially to know when someone else has found out something about them that they might not know. This is a great way to leverage curiosity gap right in the Preview text.

Mention your unique selling proposition (USP) here.

Always be specific in your CTA. This has worked time and time again for for the companies I advise.

Template 37 Nurture Emails: “Where do we send your free sample?”

Subject: hardcore than ‘dirty’ cleaners -- but it’s 100%
green (free sample)

Hi [NAME],

My team and I have created a heavy-duty cleaning
formula that outperforms every single other cleaning
product on the market.

It was originally developed and patented for industrial use.

But, it’s 100% non-toxic, eco friendly, and safe enough to
use on a baby’s crib.

Would love to send you a sample of the product so you
can check it out firsthand.

If you’re interested -- what’s a delivery address and we’ll
get the sample to you straight away?

Many thanks,

Juicy words in the subject line,
but a contrast presented after
the hyphen.

Adding "free sample" in
parentheses draws even more
attention to the offer.

Optimize the first paragraph for
the Preview text.

Sometimes the call-to-action
for your email can just be
grabbing the next level of
information from them.

Partnerships

Closing partnerships is a lot like doing B2B sales.

You're using email -- often your only available channel for reaching these potential partners if you don't already know them - - to "cold call" people and try to get them to agree to the next step.

The next step could be more emails in which you start hashing out the details of the partnership, or it could be a call to warm them up further or give them a demo.

In partnerships, it's especially important NOT to do a hard sell.

Instead, you want to leverage social proof and of course be clear about the (quantifiable) benefit to them if they agree to partner with you.

The following template is a real (adapted) email I sent to Jason Fried of 37Signals on behalf of I Will Teach You To Be Rich, back when IWT wasn't well known and was gearing up to launch our first product. The message got a great response, and Basecamp ended up being one of the freebies we were able to offer as part of our upsell.

Template 38 Partnership & B/D

Email: “Let’s partner - 10k reach”

Subject: Promote Basecamp to an audience of 10,000 marketing professionals

Use company name personalization to get your VIP recipient's attention.

Hi Jason,

Use a number plus a relevant keyword to alert your VIP recipient that this could be worth their time.

My name is Susan Su, and I work with partners for EmailForStartups.com.

The reason I’m emailing you is to discuss an opportunity to promote Basecamp to my audience of 10,000 entrepreneurs.

I’m launching a product called The Ultimate Email Playbook, that’s going live next Monday.

Be specific in your call-to-action. Even if they reply and say, "No, that time doesn't work," you've opened the conversation and progressed the conversation into the logistics of conversion rather than whether or not they'll convert at all.

As a sign-up bonus, I’d love to offer a free trial of Basecamp to people who get the Playbook. I believe this will get qualified people hooked on Basecamp AND be a great way for us to say 'thank you' to them for joining the program.

It should be easy for you -- I'll do all the promotional work, you just need to provide a trial of your product.

Include social proof and psychological anchoring with well-known brands to imply positive results from partnering with you.

Would love to hear your thoughts. Do you have 15 min this Wednesday to review?

Talk soon,
Susan

PS -- a couple of recent stories about us in the [New York Times](#), the [Wall Street Journal](#), and [TechCrunch](#) for more context.

Investors

You can and MUST do email marketing to investors if you're fundraising now or in the future.

God, investors. What can I say?

Some of my best friends are investors...!

:)

In seriousness, selling to investors is similar to high-stakes B2B or enterprise sales. Email is often the best way to open investor-facing "sales" conversations, apart from warm introductions (which still require email nurturing to close key meetings not to mention put the ball in your court).

Sure, all founders would like to say that the strength of their product, brand, and word-of-mouth is such that they don't need to cold email a bunch of investors to raise the round they're working on, but this is typically not the case.

I've seen some impressive investor conversations forged from cold emails alone.

If you find yourself in the position of needing to cold email investors, then use these templates along with Sidekick to track results. Sending them as LinkedIn messages can also be a good way to reach people if you don't have their emails.

Template 39 Investor Emails: “Investor intro”

Subject: My fav company in B14 (500 Startups)...Stackshare

Social proof in the subject line; the sender throws his vote behind the company he's introducing.

Hi Dave - hope all is well!

I want to connect you with Yonas, founder of StackShare.io from the current batch at 500 Startups.

I've been advising Yonas for a while and I'm a big believer in him and the company.

They help people discover the best SaaS tools based on which companies are using them and why.

Give an overview of unit economics here.

They've been growing 7% week over week and have 100K engineers and marketers using their site every month.

More than 2,500 companies like Airbnb and Dropbox have curated and verified their tech profiles on StackShare.

Mention well-known and admired brands (who are ideally also customers or partners) to psychologically anchor the company into the big leagues.

There has been good investor interest for them so far and I think they'll come out in the top of their class at demo day.

Use social proof, and a bit of urgency -- other investors are interested, so if you are too, you might want to hurry.

Would you want to connect with him and take a look before demo day?

Special thanks to Dominic Coryell at 500 Startups for sharing this investor intro template with me.

Template 40 Investor Emails: “Like your portfolio co X but for Y”

Subject: 45% MoM growth, 7-figure market -- X for Y

Greetings NAME,

I noticed you did a previous investment in _____ — I’m writing to you because my company, EnvoyNow is also innovating in the on-demand space, targeting the largely untapped but fast-growing college market.

We launched in Jan this year, and since have seen 45% MoM growth rate. We’ve also just crossed the \$100k ARR mark.

EnvoyNow makes on-demand food delivery possible for hard-to-reach (yet massive) college campuses.

We deliver where GrubHub and Postmates simply can’t reach, like the 3rd floor of the library, inside a lecture hall classroom, or late night in the history building.

We’ve gained unique access because we leverage a student workforce, and we’ve also achieved some of the fastest delivery times around because we partner with local business to get priority fulfillment and checkout.

Because of your experience in this space, I’d love to get your feedback on the business from an investor’s standpoint. In full disclosure, we are also doing a small seed round before our 500 Startups demo day in August.

Would this Tuesday at 2:00 PM work for a 20 min call?

Special thanks to Anthony and EnvoyNow for letting me share their message here.

Here "X" references their existing portfolio company and "Y" references your market category.

Name the relevant, parallel company here.

Give an overview of your unit economics.

List your unique selling proposition (USP).

Explain why you have that USP.

Asking for feedback on the business sets up a soft sell, and ideally can help you have a truly informative conversation with a knowledgeable investor.

Be specific with your time suggestion because even if they say "No, that time doesn't work," it's a response that opens the door to further logistical (rather than conversion oriented) conversations.

Mobile

Email can be a great way to do remarketing for your mobile app.

As an app developer, you already have a couple of powerful device-based channels open for your multi-channel remarketing efforts:

- Push notifications
- SMS
- Whatsapp, WeChat and other messaging apps
- Voice

and of course, email.

If you're not grabbing user emails as part of your install process, that's understandable... but it's also a mistake.

Remember, email is a powerful, OWNED channel you can use to remind and retarget your users directly without paying an advertising platform for the right to reach people who've already given you their contact info and permission.

Having user email addresses also lets you do paid retargeting on those ad platforms at lower spend with higher success rate (because your targeting is more spot-on) when you DO want to do ads for your app.

Template 41 Mobile app emails

Subject: Important Update for Email For Startups App on Your iOS Device

← Your app name here

We've just made an important update that you'll want to install for Email For Startups App.

← Your app name here

The latest version offers higher video quality and playback. Also, The Save For Tomorrow feature will no longer be supported on previous versions.

← Mention any defunct features to increase people's motivation to update to the new version.

To get the latest version:

1. Open, the App Store on your iOS device.
2. Search for "EMAIL FOR STARTUPS"
3. Select the "Update" option on the app's detail page.

The new experience is way better -- we think you'll love it!

Upsells

It hurts me when I buy something, and the seller doesn't try to offer me one more thing. As a marketer, it literally hurts me.

I recently purchased a (not cheap) ebook, only to receive the confirmation and my product and... nothing. I would have been the prime candidate for the "what the heck" effect -- what's one more little item when you've already got your credit card out?

If you already have a catalog of multiple, complementary and/or tiered products, then email marketing is a great chance for you to upsell your newly minted customers on an incremental purchase that will improve average order value and of course your business.

Remember that transactional emails (welcome, account info, password resets, order confirmations etc) have the highest open rates of any email type.

You don't necessarily have to include an upsell within your transactional emails, but follow your transactional emails closely with your upsell email -- that's a great time when your customer is in the "opening" mentality.

The following template is a simple way to offer an upsell via email after every conversion. every conversion confirmation you send.

Template 42 Upsell Emails: “Your order confirmation”

Subject: your order confirmation

Thanks for checking out Email For Startups!

It's coming your way right here:

<http://emailforstartups.com/upsellproduct>

And, since we're marketers too, we gotta ask you... do you want fries with that? :)

In all seriousness, the Email For Startups Subject Optimizer is a great complement to Email For Startups because it gives you an extra boost on customer insights with a minimum of time spent.

Because you already purchased Email For Startups, you can get the Email For Startups Subject Optimizer for \$49, which just happens to be forty bucks off its public price...

[Learn more about it here.](#)

Thanks again, excited to hear about your results.

-- Susan

Link to your upsell landing / sales page here.

Your upsell product goes here.

Your main product goes here.

Main product

Upsell product

Your price and offer details here.

Link to your upsell landing / sales page here.

“The Hard Sell”

Back when I was working on emails and content marketing at I Will Teach You To Be Rich, we were in the midst of creating our first ever product launch, for a course called Earn1K.

We created a 10 email sequence with great content addressing people’s fears and hangups about freelancing or starting a business on the side (the subject of the course).

Each email was painstakingly researched, written, copy-written, and proofed by not just one but a team of us who were experts at psychological marketing.

Each email stood alone as an exemplary piece of marketing, and they got not only great open and click rates but — most important of all — high response rates from an audience that might have started out skeptical but ended up highly engaged.

But it was email #8 that was the real magic.

Email #8 was “The Hard Sell” and back in those days of Earn1K’s initial launch, its subject line was simply:

The Hard Sell

Ramit is a master of ironic and funny writing, and has a distinct and characterful voice that’s recognizable from every other one out there on the internet. That’s pretty special, but that’s not why The Hard Sell worked then — and works to this day.

It’s hard to “template-ize” The Hard Sell, but let’s take a closer look.

There are distinct key ingredients to The Hard Sell that make it work so well, and these can be applied to ANY business, to ANY brand.

The Hard Sell’s key ingredients:

- lead qualification
- long form copy
- “desperate buyers only”

- 5 text only links to the same destination
- count the psych triggers in multiple layers: social proof, urgency, repetition, fear, aspiration

distinctive, disarming voice (even though it's a “hard sell” and conversion-oriented copywriting

Best of all, The Hard Sell worked. It worked so well, that it's still in circulation to this day — with a few improvements and customizations.

What would it look like to create your own version of The Hard Sell?

Template 43: "The Hard Sell"

Eric,

Yes, the [Zero to Launch course closes TONIGHT at 11:59pm Pacific](#). I noticed you haven't joined, but before you click that link...

A few days ago, I asked 4,200 people in an online webcast how long they'd been "thinking" about starting an online business. The answers started flooding in:

"2 years"
"4 yrs"
"10 YEARS!!"
"4-5 years"
"a long time"

I found this breathtaking. We want the freedom of an online business...we spend the time and mental energy thinking about it for *years*...and yet we get nowhere. It's the ultimate form of spinning wheels -- and the more time we waste spinning wheels, the more we start to say, "That might work for THEM, but not me..."

After long enough, we convince ourselves it's something we'll do some day -- "maybe when I have more time."

This week, we've been talking about starting an online business and going from "no idea" to first profit -- then scaling up to \$25,000, \$100,000, or even 7 figures.

96% of us want an online business. We WANT the freedom and control of knowing we can work more -- and get rewarded more -- or cut back and create a relaxing lifestyle.

Ramit presents the call to action right up front, but don't let the directness fool you.

People receiving (and opening) this email have already been qualified and "warmed up" across dozens of sophisticated drip messages, and multimedia content marketing. Each email and piece of content "funnels" into the next, so in reality, this call to action makes its appearance not abruptly, but at a peak point in the overall marketing funnel.

Here's the first of many appearances of social proof, which is essential in conversion-oriented, "hard sell" emails. Trust is a precursor to the 'buy' action, and social proof augments trust.

A recap of the funnel and takeaway marketing message, and also a reminder of the recipients' aspirations

Yet so many of us get stuck by focusing on what we DON'T have. "There's no way anybody would pay *me*...I don't even have an idea" or "I can't do that -- there are already a ton of competitors..."

Nobody starts at level 100. When I started my business 10 years ago, I didn't have any special connections. I didn't know anything about SEO or online marketing. I was a 127-lb. dorky college kid who decided to write about personal finance because nobody would come to my events!

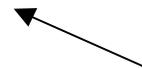
And when I eventually decided to sell something -- a laughably cheap \$4.95 ebook -- I was petrified people would call me a "sellout" and unsubscribe.

Guess what? SOME PEOPLE DID!

But I sold over 1,000 copies. Sales rolled in overnight and, crazily, even while I was out with friends.

I learned that I could debate idea after idea for years, getting stuck in my own head...or I could learn 1,000% more from actually doing it.

I learned that my initial fears of "I don't have an idea" or "I have too many ideas" were WILDLY wrong. There is a systematic way of generating ideas and then testing them for profitability. I've done this with over 15 products, and I can show you how.



Great and very natural use of the psychological trigger of "Liking," otherwise known as friendliness and familiarity.

We are more likely to trust, and thus to buy stuff from, people we like -- or who seem like they're just like us.

This entire paragraph is here to establish liking and familiarity, and to disarm the recipient into letting their "marketing guard" down by showing that Ramit used to be a regular, inexperienced noobie just like the reader.

And I learned about sophisticated systems, like how to generate income even when you're not at your computer.

Business Day: █ Mar-2014
Net Batch Total: 8340.00 (USD)
Number of Charge Transactions: 102
Amount of Charge Transactions: 8340.00
Number of Refund Transactions: 0
Amount of Refund Transactions: 0.00

Just a random day's sales in March 2014 (click "Display Images" to see)

Great use of aspiration and social proof. Not only can you aspire to make these same earnings, but it also shows how many prior customers have already entrusted Ramit with their sale.

I wrote these systems down and, over the course of years, painstakingly organized them for you. [And today you can get all of them in one beautifully organized package](#), until 11:59pm Pacific tonight.

Second instance of the call-to-action, in a different spot with different text but leading to the same destination -- all links in this email lead to the SAME DESTINATION, the sales page.

Looking back 10 years later, my decision to ignore my doubts was the best decision I ever made. NOW, I can write one email and generate hundreds of thousands of dollars. Is that intimidating? To me, it's *inspirational*: It tells me that if I put in the work, I get disproportionate rewards.

Ask yourself this: If you work twice as hard at your day job, will you get paid twice as much? Of course not.

This section, and actually Ramit's entire email funnel itself, is an effective and powerful lead qualifier.

But with the right online business, and putting the work in, you can do exactly that -- and much more.

Those who get to this point are already qualified leads -- qualified by all previous email drip material as well as supplemental materials like live webinars and videos.

You know this. YOU'RE READING AN EMAIL WITH THE PHRASE "HARD SELL" IN IT!

Why? Are you hoping there's some "loophole" or that I'm going to let you off the hook? That I'm not going to insist you can do this?

Those who get past this point in this email are **highly** qualified leads. It's important to bring only your highly qualified leads to your call-to-action not only for a great conversion rate, but MUCH more importantly for RETENTION, UPSELL, and REFERRAL post-sale.

If you thought that, you're dead wrong. Your Surrogate Asian Father doesn't give you excuses to stay stagnant. He shoves you into a pool and jumps right in with you, showing you what "sink or swim" really means.

Starting today, I can show you how to create an online business where people WANT to hear from you. They'll be delighted to pay for your expertise. And you can live the life you deserve.

You know it works because you're reading this right now.

3 Delusions about Starting a Successful Online Business

1. "I don't have an idea"

I believe that we all have something special that we're unusually good at. If you and I talked for 20 minutes, I know I could dig it up. Maybe you can teach dogs to do tricks. Maybe you're an Excel whiz. Or maybe your friends always come to you for amazing relationship advice.

When you say, "I don't have an idea," that's really code for, "I'm waiting for a magical idea to fall down from the sky."

NEWS FLASH: THAT WILL NEVER HAPPEN! Ideas don't happen to you, you *find them*.

Like a pig sniffing for truffles, I can show you a systematic process to "excavate" your own skills, then "test" them for profitability. This is how I did it, and this is how I showed my Zero to Launch students to do it.

I cannot be any clearer: Your brain will try to persuade you that there is NO idea with which you can start an online business. Listen closely. I'm New York Times best-selling author Ramit Sethi, founder of the multi-million-dollar business IWT, with 15,000+ paying students in nearly every country, owner of the mythical eyebrows, telling you this: You CAN find a business idea -- I can show you how -- and go from idea, to first profit, to a successful online business.

Point-by-point breakdown of specific lead objections based on survey answers from thousands of respondents. Surveys include free-text response field, which give leads a chance to tell you about their fears and aspirations in their own language.

Each objection gets a highly specific and lengthy rebuttal filled with psychological triggers: fear, aspiration, social proof, urgency, and commitment & consistency.

2. "It's not the right time"

You're right. It's not ideal. But were the last 6 months? Will the next 6 months be any different?

The truth is, THERE'S NEVER A PERFECT TIME! You'll never be fully ready to get married, you're never going to be 100% financially prepared to have kids, and you'll never feel entirely ready to start an online business.

The most successful people don't wait for time...they MAKE it.

And those doubts? Doubts are just the reminders that we're on the right path. *All* of us battle with them. But average performers let these doubts control them. Who wants the endless drudgery of waking up, going to work, answering emails, going to sleep, and repeating...*for 30 years?*

Today, you can change your future.

In fact, this is one of the greatest times to start an online business in the history of the world! You don't have to wait for some gatekeeper to pluck you from obscurity. No book agent to "bless" you. You don't have to wait to become a PhD expert for 30 years and pray you make it.

Today, you can choose yourself, go straight to the market of millions of people online, and find the audience that *wants* to hear from you and is delighted to pay.

I can show you how.

3. "I'm not sure this is right for me"

I don't allow Special Snowflake Syndrome here.

Over the past three weeks, you've seen an overwhelming amount of material about ZTL. I've shown you case study after case study, including:

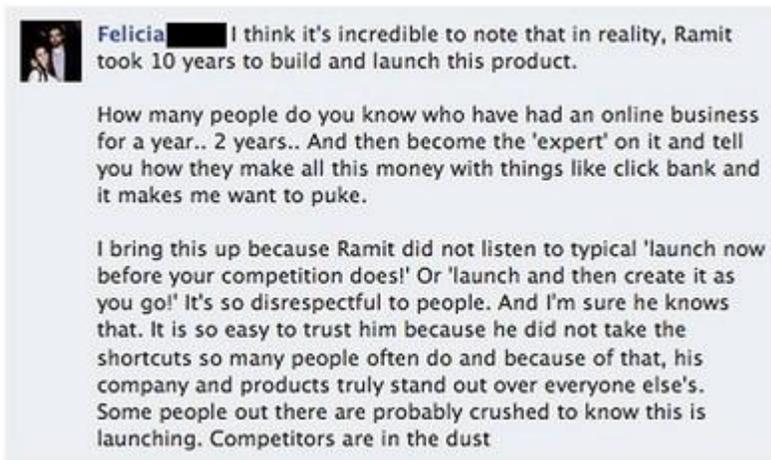
- Nagina, the busy working mother
- James, the chemistry instructor
- Erin, the fitness instructor
- Selena, the PR professional
- Primoz, the Slovenian productivity enthusiast

A recap of the specific -- and aspirational -- social proof that Ramit presented earlier in the funnel.



I deliberately sought out the toughest students to test this course on because I wanted to be 100% sure it could work for you. Even if you're not an "expert." Even if you don't have a business, or a website, or a technical background. Even if you only have a few hours a week. And even if, like when I started out, you've never done anything like this before.

The results: To date, the strategies and systems you'll learn in Zero to Launch have been PROVEN in 34 different industries, with 15,000+ paying customers. No other course can give you a more detailed roadmap to starting your online business.



It's interesting that thousands of people who attended my first webcast this week also came to the second one. Why would they attend for the SECOND time? I asked them, "Do you have a tough time making a decision?" Within seconds, I got a flood of responses: "Yes" "Absolutely" "Oh my god you don't even know."

At a certain point, you have to stop reading and start DOING. You have to DECIDE to bet on yourself. Other top performers, like CEOs and professional athletes, get trainers and coaches because they know the power of investing in themselves.

Do you? I've shown you PROOF that Zero to Launch works with men, women, international students, busy mothers, people with no experience, people earning \$5,000/month, and every conceivable person in between.

You can go on waiting for some mythical information that will change your mind (maybe if I roll out five hundred and ONE case studies!!). Or you can choose to take action. It's not about more information -- it's about making a decision.

Today is the day to decide (by 11:59pm)

You know my material works. I've shown you overwhelming proof.

I can show you how to take what's inside of you and package it into an online business that will help others, provide a second income stream, and even automate it so your business generates income while you're sleeping.

Zero to Launch includes material that will help you get started, then advanced material that I learned only at the multi-million-dollar level. It includes 50+ hours of exquisitely organized video lessons, lifetime access, our fabled Vault content including case studies and marketing teardowns, and even accountability check-in phone calls and a community to hold you accountable.

But the real question is this:

6 months ago, you wanted to start an online business. How far have you gotten?

6 months from NOW, if you don't join Zero to Launch, where will you be?

What will change?

Today -- until tonight at 11:59pm Pacific -- you have the opportunity to join the most comprehensive course on starting an online business ever created. One that's proven and gives you EVERYTHING you need to start and become successful in crafting the life you deserve.

In fact, you'll get the same material that drove results like THIS:

- **"...I've booked nearly \$10,000 in online product revenue, and I don't even have a website.** I don't even think it's been a month." -- Naveen D., Zero to Launch student
- "I just announced it on my email list, and people signed up. It was a \$600 program. There were, like, seven or eight people. And so in one weekend, **in two days, I made the same amount of money that I made in an entire month.**" --Selena S., Zero to Launch student
- **"Over the last 4 days or so, I've got enough product sales to cover my monthly rent.** Most of them happened while I was sleeping." - -Primo B., Zero to Launch student
- I grew my list by 366 percent...in two weeks...Then, **the sales that we did in those two weeks were more than what I had done over the course of the whole year....**It felt amazing. It's...what I knew it should be." --Erin S., Zero to Launch student
- "Within the first week of launching my website, I had over 100 subscribers sign up for my email list. And **within 3 1/2 months, I had over 550 subscribers.**" --Nagina A., Zero to Launch student
- "After [the course], **I changed my funnel, and the conversion rate increased at least 4X.** So now I usually have around 30%. Sometimes it can go even up to 60. It's amazing." --Maria B., Zero to Launch student
- **"I have increased my list size by 250 over 2 months.** I wasn't getting that many opt ins before. I have done several telesummit talks

Not only does Ramit include testimonials, but he floods you with extremely positive and highly detailed testimonials, at a volume that's much greater than you expect.

- that have contributed to receiving more traffic. I have guest blogged for Digital Romance, A mommy blogger, Lauren's world, Elephant Journal, and I was accepted to blog for the Dailylove. Potentially guest posting for Yahoo Shine." --Kavita P., Zero to Launch student
- **"I have a website and a strategy to get traffic, subscribers and sales!** I was so far away from this before...and I've got 9 confirmed "yes I will buy your course," which is a great ratio." -- Amos B., Zero to Launch student

These are ordinary people who did it. And you can, too.

The one thing I ask is that you MAKE a decision. It's so easy to claim we want more income...we want to help people...we want to live a life where we can take more than 2 weeks of vacation. Anyone can SAY that.

What are you doing about it?

I'm here to help. I've been here, every week, since 2004, and I'm not going anywhere. I know you can live a rich life and I insist on showing you how it's possible. I've already helped millions do it with my book, website, and courses. Now I want to help you.

The call to action appears for a third time, this time with a strong action word "Join."

[Join Zero to Launch now.](#)

The course closes TONIGHT at 11:59pm Pacific.

A year from now, you're going to be a year older, Susan.

10 years from now, you could look back at this as the most significant decision you ever made...or it might just be another ho-hum day.

The call to action again, for a fourth time.

[Join Zero to Launch now.](#)

-Ramit

P.S. Zero to Launch is the *only* course proven in 34 industries. With 15,000+ paying customers. And beautifully honed, tested, and perfected over 10 years until it was ready for you. You will not find this material anywhere else.

Here are comments Zero to Launch graduates and students:

"All of the 'heavy lifting' was already done. I just have to follow through, see what I get, and keep refining. I love the fact that all of the guesswork is taken out of it. Also, Ramit's copywriting skills are world class, why not learn from his proven templates which have been extensively tested?" --Shayne

"I realized that my desire to start an online business will never go away. I could put it off by saying, 'I'm too busy. . . it's not the right time. . .' But then I realized that it will never be the right time, and if I decide not to take action, the time is going to go by anyway, and I will be a year older (or 2 or 3 years older) with very little progress to show towards reaching my goal." --Alison

Additional extensive social proof, with detailed quotes from believably unique people.

"I know that you can be trusted because I've tried out your ideas from freelancing to doing this on my own." --Brian

"Ramit is right about all the "so-called gurus" giving you nothing to build on. Their only goal is to sell their list more products for years. Ramit cares about student success." --Warren

"It's time for me to take control of my destiny." --Scott

ENOUGH!

It's time to make a decision.

Zero to Launch closes tonight at 11:59pm Pacific.

The call to action appears for its fifth and final time.

[Join Zero to Launch now.](#)

Conclusion

Although you can't create a piece of work like The Hard Sell from plagiarizing someone else, you CAN copy its basic skeleton to give your own unique message a head start.

It's still up to you to plug in your own compelling content -- no small task -- but having a formula and a shape that's proven to work helps a lot.

This is my goal behind [The Ultimate Email Playbook](#).

Not to give you something to blindly copy and send (it would never work anyway), but to provide you with 43 proven "skeletons" so you'll never have to stare at another blank page again.

Let me know how it works out for you, and ENJOY! Marketing is fun :)

Susan



<http://emailforstartups.com>

San Francisco, CA

January 2016

STILL HERE??

Why not take a moment to tell your friends:

<http://emailforstartups.com/ultimate-email-playbook>