When you are writing your sales email make sure that you are very laser focused with your sales email.

You need to answer these three questions for your customers:

1. An external problem
2. An internal problem
3. A philosophical problem

First paragraph: Share a story that describes one of the three problems listed above

Second paragraph: Insert empathy and authority

Third paragraph: Offer a plan {introduce your solution}

Fourth paragraph: Call to Action

Fifth paragraph: Help your customer envision how this solution will benefit their life.

Sixth paragraph: A hint at what their life might be like if they don’t use your solution.

Make sure you add a P.S.

Sales Email

INSERT PHOTO

Hey there! I hope you’re getting the hang of {INSERT PRODUCT or FREEBIE} by now. If not, what can I help you with?

Hop on over to our Facebook Group where we can connect and I can answer all of the questions you have. You can join it HERE! I share information about [TOPIC] to [PROVIDE SOME BENEFIT]. It’s a great group and we can’t wait to have you there!

If you have any questions, fire away!

Sincerely,

{Your name here}

P.S.

**INSERT PHOTO**

Hey {NAME},

It’s so great to meet you! As promised, here’s your {FREEBIE/OPT-IN}.

Click here to download your {FREEBIE/OPT-IN}

Before I go, I wanted to quickly introduce myself.

I’m {INTRODUCE YOURSELF} and I am {FILL IN THE THINGS ABOUT YOU} example: I’m addicted to travel, obsessed with carbs and love helping women reach their dreams and find balance in their lives through {SOMETHING THAT RELATES TO YOUR BUSINESS}.

{INSERT FUN BACKSTORY} (you can read all about it here) {USE THIS TO LINK TO YOUR WEBSITE OR SOCIAL MEDIA}. I’ve also {SOMETHING THAT RELATES TO YOUR BUSINESS}.

**I believe that *you* deserve a {INSERT WHAT YOUR SOLUTION PROVIDES}.** That's the bottom line, and I’m here to help you get there {INSERT HOW YOU CAN HELP THEM}!

That’s all for now, but I’ve got some exciting things coming your way so keep your eyes peeled.

Of course if you have any questions in the meantime, hit reply and ask away. 

Chat soon,

{INSERT NAME}