

# Email Guidelines

CHEAT SHEET

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automate  
 & win

# Subject Headlines for Emails

15 Surefire ways to get customers to open your emails!

**To:** Info@Automateandwin.co.uk

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**From:** The expert in email copy (you)

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**Subject:** Diving into [Product]

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**Subject:** 3 Quick Things

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**Subject:** Welcome to [COMPANY NAME]! Here's where to start...

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**Subject:** You're in! Now Lets get started...

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**Subject:** I'm keeping my promise

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**Subject:** Open this right now!

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**Subject:** Avoid these [Number e.g. '5'] [Topic e.g. 'Membership'] Mistakes

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**Subject:** The only [Product e.g. 'CRM'] you'll need

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**Subject:** The Secret behind [Company e.g. 'Automate & Win']

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**Subject:** Protect yourself from [Problem e.g. 'PPI']

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**Subject:** Discover the secret solution to [Customers main pain point']

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**Subject:** How we [Result e.g. 'tripled conversion'] in [Timeframe e.g. '3 months']

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**Subject:** Here's how we [Something great e.g. 'Survived coronavirus']

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**Subject:** One word [Relevant word e.g. 'Crazy!']

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**Subject:** A little weird but very [Relevant word e.g. Profitable']

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# Formula for Nurture Campaigns

**Nurture Campaigns** - An ongoing email campaign, usually sent out weekly, bi-weekly or monthly. The purpose of a nurture campaign is to keep your business in the forefront of customers minds. Providing the customer value over a longer, drawn out period of time. Some people call these 'Drip Campaigns' They're great for playing the long term game.

**To:** Customer

**Subject:** 10 tips for loosing fifteen pounds

Hey [Their first name]

We know that when it comes to losing that last fifteen pounds, the old rules no longer apply.

Within the final fifteen suddenly you're in a whole new universe.

Our doctors and researchers have discovered a reason and its this: Your set point has changed. What that means is that even though you've got fifteen pounds left to loose your body thinks you're skinny...

Here are my top 10 tips for loosing fifteen pounds:

1. Let those around you know what you're doing
2. Remove all unhealthy temptations
3. Create a shopping list and stick to it
4. Skip a few meals
5. Drink more water
6. Keep track of what you eat (We recommend my fitness pal)
7. Increase the amount of protein you're eating daily
8. Stop stressing
9. Drink Whey Protein just before bed
10. Get adequate uninterrupted sleep

Did you find those tips helpful? I have just published my new ebook on my website, which takes a deep dive into those 10 topics and how it works, Click here to download it for FREE

Speak soon,

Matt

p.s If you're looking for onling training I provide 1 on 1 PT sessions, click here to book in

Subject

Main body of text

Call to action

Closure

P.s section

# Formula for Nurture Campaigns

65% of B2B Marketers have not established Lead Nurturing

Lead nurturing is proven to increase conversions

Lead nurturing emails get 4-10 times the response rate of regular emails

74% of top performing companies use automated lead nurturing

Automated Lead nurturing is one of the best ways to save yourself time

Having an automated nurture campaign set up means more people will enter your funnel.

**To:** Customer

**Subject:** It's Never Ending [Their Name]

Hey [Their first name]

Me and Charlotte have been doing up the house since we moved in a little over a year ago now.

One thing I've come to realise is that it's never-ending - there is always something that you want to change whether it's the wallpaper, adding a new candle or a pillow, we even had to put a wooden floor down to help the dog with his dust mite allergy!

There is always something you need to add or change to make it work for you and your lifestyle.

The same applies to your website. Click here to find out what you'll need to be changing on your site to make it a success for your business.

Speak soon,

Matt

P.s If you'd like a free website review, simply reply to this email with your website URL

Subject

Main body of text

Call to action

Closure

P.s section

# Formula for Nurture Campaigns

Some examples of content featured in Nurture Campaigns are: Weekly announcements, Blog post updates, Sharing weekly tips and product launches.

**To:** Customer

**Subject:** Save thousands when building your member site by following these 8 tips!

Hey [Their first name]

So you're ready to create your own membership website?

You've decided to work with someone to do it for you.

It's a big commitment.

You're a bit nervous.

But you know it's better to use someone to do it for you than trying to do it yourself.

What could possibly go wrong?!

When working with someone, it's not guaranteed that your project will go as smoothly as planned.

We've seen all the horror stories!

That's why we've put together our 8 tips on what to look for when choosing your membership website supplier!

Click here to discover what these 8 crucial steps are

Reading this could save you thousands of dollars and hundreds of hours, not to mention all the stress and sleepless nights if you choose the wrong partner.

We hope you find it helpful.

If you have any questions or would like to learn more about our done for you membership website service reply to this email and we will be happy to help.

Speak soon,

Matt

P.s If you want to start automating your business click here

Subject

Main body of text

Call to action

Conclusion

Closure

P.s section

# Formula for Sales Campaigns

**Example 1 - Deliver your lead generator or Valuable piece of content, talk about who you are, keep it short and sweet.**

**Subject:** Here's your Ebook!

Hey [Their first name]

Thank you for requesting 10 steps to creating a successful membership website, click on the button below to download your copy.

DOWNLOAD NOW



I hope you enjoy it, any questions don't hesitate to ask!

Speak soon,

Matt

P.s. If you want some more information about building a membership website [click here](#)

# Formula for Sales Campaigns

**Example 2 - Identify the problem you're going to solve for the customer then introduce them to your product.**

**Subject:** Does your business stand out from the crowd?

Hey [Their first name]

There's over 150 people starting to build a membership website every week, the reason for this? Subscription based ecommerce had a revenue of \$2.6 Billion in 2016.

Now with all that competition how are you supposed to stand out from the crowd?

The answer is very simple.

Create a fully customizable and scalable membership website that goes with your current branding and makes you stand out from the crowd

There are a few ways to build membership websites out there, but I firmly believe that we are the best at it.

Check out our website and services [here](#)

I hope you enjoy it, any questions don't hesitate to ask!

Speak soon,

Matt

P.s. If you want some more information about building a membership website [click here](#)

# Formula for Sales Campaigns

**Example 3 - Show them social proof, new potential customers don't want to buy straight away, use social proof or customer testimonials to prove your value.**

**Subject:** How Lesson Stream used us to build their membership website properly!

Hey [Their first name]

We have helped over 30 people create custom built membership websites and have created a lot of happy customers and businesses.

We wanted to share some of their feedback and sing our own praises:

"If you want a specialist website designed, hire a specialist for the job. It is as simple as that. But too many people don't realise this. If you hire a generic developer to build your membership site, you will almost certainly lose time and money and gain a lot of stress. The team know exactly what they are doing. **Hiring them to build my membership site was the single best decision I made.**"

- Jamie Keddie, Lesson stream.

Wow right? He seems like a happy customer doesn't he?

Speak soon,

Matt

P.s. If you want some more information about building a membership website [click here](#)

# Formula for Sales Campaigns

**Example 4 - In this email you need to overcome their objections, potential customers are going to want to start buying your products now. Figure out what's stopping them from buying and address that problem.**

**Subject:** So you want to build a membership website

Hey [Their first name]

Lets Recap: You aren't tech savvy. You want to build a membership website. You'd love to leverage your expertise and start making passive recurring income. Building a Custom done for you website can be quite expensive.

We were with you on that one, thats why we created MemberLab!

Lets recap on the Ebook I sent you a couple of days ago, the 10 steps to bulding a successful membership website are:

1. Know who its for
2. Plan your content
3. Set your pricing and ascension strategy
4. Build your website
5. Prelaunch
6. Launch your site
7. Onboard your new members
8. Communicate with your members regularly
9. Ask for feedback
10. Never stop marketing and selling your membership website

I know what you're thinking: That all sounds like a lot of work, and its expensive. When you build your membership website with MemberLab we have a couple of different payment options and will guide you through it all.

[Click here](#) to view our pricing plans

Speak soon,

Matt

P.s. We upload a blog post weekly, [click here to check it out](#)

# Formula for Sales Campaigns

**Example 5 - Find another way of overcoming a customer's objections. Does your potential customer feel like they've tried a similar product in the past? Explain why what you're selling is different.**

**Subject:** Are you a tech genius?

Hey [Their first name]

Having a membership website is a fantastic way to build passive income, leverage your expertise and build a business. However, a lot of work goes into building the website itself. You'll have to deal with plugins, adding forums, monitoring memberships, and creating email campaigns.

If you're someone who's not technologically inclined that seems like a lot of work, doesn't it?

The main reason why people hire web developers is that they don't have a 'scooby' about any of the 'techie' stuff. Membership websites are a complicated thing, but when done right they can be scalable allowing a business to grow and prosper.

**At MemberLab we value our customers' businesses as if they were our friends, not like they're just another client. No task is too small, and anything is possible.**

Are you ready to become a membership website master?

[Click here](#) to start your journey.

Speak soon,

Matt

P.s. our latest podcast episode is out, [click here to listen](#)

# Formula for Sales Campaigns

**Example 6 - This email is easy, it's our sales email, ask for the sale, put a limited time offer in the email. Watch the sales role in.**

**Subject:** Should we talk?

Hey [Their first name]

I really hope you've been finding the emails I've sent over about membership websites useful, and if so, I just wondered whether it was worth us having a chat about your site moving forward?

**If you haven't checked us out, then you can do so by [clicking HERE](#).**

One of the things we realised a few years ago is that although membership websites are highly useful for organisations like yours, they can also be really expensive.

And that's when we decided to launch MemberLab, which allows us to provide world-class membership sites with all the essential features you need to sell your knowledge for a fraction of what it would cost to get your website custom-built by a developer.

**We've got scores of happy customers seeing great results with their membership websites.**

Look, I don't know where you're at – maybe a website really isn't on your radar at this point in time, and that's cool.

But I'm hoping that I might have got you at a good time, and you're thinking about your website options, and if that's the case, then I'd love the opportunity to have a quick chat.

We'd love to help you out so if you're undecided, confused and have questions about the right step forward for your membership website then take advantage of our expertise.

Book a free call with myself and my team and we'll be happy to help answer any questions you may have.

[Book your free consultation call here.](#)

Speak soon,

Matt

# Email Checklist

12 things to check for the perfect email copy

Always use a personal sender name!

Send emails at specific times, For example we send ours at 12pm most days.

Make your subject lines short (Two to Four words) or really long. Don't do anything in between.

Write preheader text that grabs the readers interest.

Write emails that entertain, excite and engage readers.

Make your emails in plain text, do not over design them.

Talk to your readers as if you would go for a beer with them.

Make sure your emails are about your readers, not just about making a sale.

Look at what your competitors are doing and do the opposite.

Make your emails interesting, use specific examples in your copy.

Don't ask the reader to buy your product, tell them to.

Always add a P.s Section into your emails.