Email 1: 1 Day After Sign Up

Subject: This free tip will help you generate over 1,000% more leads!

Hey there, thanks for signing up to the mailing list and ordering your free e-book. I hope you're enjoying it and starting to see the power of using popups to generate leads and increase conversions.

And did you know that using pop-ups can help you to generate over 1,000% more leads?

<Implement In Your Business In Just Minutes>

Specifically, according to one study conducted by Shopify, pop-ups can help to increase e-mail captures by 1,357% when compared with a sidebar opt-in form.

That's a *huge* amount of extra people who you'll then be able to market to directly in their inboxes – just like this!

Shopify conducted this research because they wanted to see what would work best for the users of their ecommerce platform. They had no ulterior motive then, other than to try and help their users get more sales. They have the clout to conduct some seriously large surveys too, so really you can't argue with the data.

And that's why you *also* see so many other big name bloggers, ecommerce stores and businesses using pop-ups. In short, every serious online business uses pop-ups because it is common knowledge that they offer the *best* conversions and the *best* results.

If you want your site to perform like the top leaders in your niche, then it makes sense to use the same strategies as the top leaders in your niche… no?

If you **do** decide to use a pop-up as part of your campaign, then you should definitely check out

<linked product name>

[product name] is a plugin for WordPress that makes it incredibly simple to create your own popovers and that has more features, options and settings than any of the competition.

Whether you want videos in your pop-ups, you want to use them to conduct surveys, or you want to apply complex rules to ensure that the same user doesn't keep seeing the same ad… **[product name]** can help you do it.

<check it out now>

Happy Converting,

[your name]

Email 2: 2 Days After Sign Up

Subject: Two ways to use videos in your pop-ups

Pop-ups remain one of *the* most powerful tools you can use to increase lead generation, conversions and more through your website. These are messages that will appear over the top of your website or in a separate browser window and that thereby *demand* the attention of your visitors. They're perfect for driving sales and for collecting e-mails.

<Start Getting New Leads For Your Business Now>

But you knew all that, right?

What you maybe didn't know is just how powerful tool a pop-up could be when combined with a video…

Think about: while pop-ups are still highly effective, they're also becoming somewhat commonplace – to the point where we'll almost click off of them before we've already read the message.

But if a window pops up with a video automatically playing, we'll almost always pause to at least listen to what is being said.

And actually, human psychology makes it *very* difficult to stop a video halfway through, especially if it has some kind of narrative thread. Just think about the last time you watched a 'Top 100 Love Songs' countdown until 2am in the morning…

<check it out now>

[product name] is one of the only WordPress plugins that lets you very easily add video to your pop-ups. What's more though, it also gives you *another* really powerful way to combine your pop-ups with video. That's to add a video *background* to the footage that will cover the screen with HD footage.

This uses a type of pop-up called an 'overlay' which takes up the whole screen. Your visitors likely won't have seen this before and at the same time, the high fidelity video will *always* impress. This makes them *much* more curious about whatever you're pushing and far more likely to sign up to your e-mail list or buy your product.

Sometimes you just need a little 'shock and awe' to get your point across!

<check it out now>

Happy Converting,

[your name]

Email 3: 4 Days After Sign Up

Subject: Are your pop-ups just annoying people??

If you already have pop-ups on your site then congratulations, you're one step ahead of the crowd!

If you don't already have pop-ups, then head over to **[product name]**, set yourself one up and then get back here to keep reading…

<Get [product name] Now>

Because even once you've got your pop-ups in place, that doesn't guarantee you success. In fact, if you're using a pop-up badly it might be even worse than not having one at all! Why? Because a poorly placed pop-up is actually just *really annoying*.

How can you be sure that yours isn't really annoying?

The problem here is that most people are aiming to make their pop-ups as 'unobtrusive as possible'. They want them to be effective while creating the minimum amount of offense.

That's great sure, but at the end of the day you're still settling for a pop-up that is 'a bit annoying'. Not exactly great is it?

[product name] is such a good plugin because it has features that actually allow you to make your pop-ups *impressive*. As in, your pop-ups can *add* to the experience rather than detract from it.

<check it out now>

One way you can do this is with the countless different rules you can apply for your pop-ups. Two step pop-ups only appear when someone clicks on them for instance and top bloggers like Pat Flynn often recommend this strategy.

Alternatively, you can have your pop-ups appear when someone scrolls down the page. How about timing that to coincide with a pertinent point in your text?

Throw in a beautiful HD video as the backdrop to your pop-up and you'll have something that doesn't interrupt and that looks amazing. Now your visitors are impressed and hooked, rather than annoyed and frustrated.

Other features can help too – like an attractive animation. And now if you combine all this with some kind of really great incentive…

Well now you have a situation where most of your visitors will be *glad* they saw your pop-up. And that's really what the aim should be!

<Get [product name] Now>

Happy Converting,

[your name]

Email 4: 6 Days After Sign Up

Subject: Stop making this rookie mistake…

One of the biggest mistakes that bloggers, webmasters and internet marketers make is trying 'not to be annoying'.

<Make A Positive Impact and Make More Money Today>

You probably know if you're guilty of doing this already.

These are the marketers who never share any of their content to Facebook because they find it embarrassing showing their friends.

These are the marketers who never properly monetize their site because they don't want to infuriate their visitors.

These marketers don't want to seem big-headed either, so they play themselves down as being 'just a regular Joe'.

And this type of marketer would never *think* of using a pop-up on their website. How obtrusive!

In case you hadn't guessed already, this type of attitude is *not* conducive to good internet marketing. If you want to be effective at digital marketing and if you want your site to really take off, then you should be shouting it from. The. Rooftops.

You should be telling everyone you meet about your website, you should be posting every other day to Facebook and you should have a t-shirt with your website name emblazoned on it.

And you should *definitely* use pop-ups.

<Start Getting New Leads For Your Business Now>

Why?

Because even though they *can be* a little obtrusive (depending on how you use them) they also *work*. Every big blogger, big marketer and big businesses uses pop-overs these days and that should tell you something.

They're a little bit 'in your face' maybe but that's how you *need to be* as a marketer.

And if you're not comfortable with that?

Well then maybe you're in the wrong line of work.

It's never too late to change though. Find something you're passionate about, build your brand and then *share it with the world*. **[product name]** is just one of the powerful tools that can help you do that, so go and check it out!

<Get [product name] Now>

Happy Converting,
[your name]

Email 5: 8 Days After Sign Up

Subject: How many visitors are you losing right now?

What if I told you that you were losing money right now? What if the bank vault where all your money was kept had a hole in it and that was leaking cash every minute?

You'd be in a rush right? You'd be straight on the phone to your bank and you'd be bugging them until they did something about it!

Well, if you own a website, then you're losing just as much money, just as fast. And I *implore* you to act with the same kind of urgency!

<Plug Your Leaky Website With This Powerful Software>

A useful way to think about your website is like a sieve. In other words, it's full of holes. And your visitors are like flour. You pour the flour into the sieve and a lot of it will go straight through. Think of all those grains of flour as all the visitors who land on your site once and then never come back again.

Which is the vast majority of your traffic.

You have just a few bits of flour collecting in the bottom of the sieve meanwhile and those are the few people who decided to buy, or who decided to sign up to your mailing list. Those are your conversions.

<Start Maximising Your Conversions Today With Our Simple Software>

The hope with any website is that you will be able to increase the ratio of conversions to losses – but in truth even the most successful website is still likely to convert 1% of the time.

And this is why e-mail marketing is *so important*. With e-mail marketing, it's almost as though you have a bucket underneath your sieve. And now, you can collect all the flour that falls through and you can pour it into your sieve again.

You've gone from a situation where most of your visitors *never come back* to your website, to a situation where you can convince them to return time and again.

That's why e-mail marketing is so important and that's why you need a pop-up to try and collect as many of those e-mails as you possibly can. Check out **[product name]** to get going and to stop losing money right now!

<Get [product name] Now>

Happy Converting,

[your name]

Email 6: 10 Days After Sign Up

Subject: Re: Five quick tips to capture more e-mails with your pop-up

Time for some quick and free advice! Here are five quick tips to capture more e-mails with your pop-ups!

<Implement All These Tips In Just Minutes With Our Point, Click Simple Software>

Add a Video

Having video on your pop-ups will help you to capture attention significantly more effectively. We're like zombies when it comes to video and the minute we see a talking head, we're captivated until the end of the show.

Of course this works even better if your video also happens to be really good…

Add a Video Background

Or why not use a video background on your pop-up? This way it will grab attention and look much more impressive. Using the right HD clip you can actually make your pop-up quite beautiful and this completely changes the way people respond to it emotionally.

Add a Timer

A timer on your popup is perfect if you have a special offer or promotion on but truth told, you can use it in any circumstances. And whenever you do, it will add an element of time pressure to your marketing that will really help you to convert more efficiently.

<Maximize Your Profits By Implementing These Tips Today>

Provide an Incentive

Whether you're trying to get someone to fill out a survey or give you their contact details, you can hugely increase your success with an incentive such as a free e-book or a discount coupon. This way you are offering something for nothing and in most cases this will be enough to motivate the action you're trying to illicit.

Timing

The right timing makes all the difference with your pop-up. Do you want yours to appear when the user tries to leave? Or when they've been on the page for a little while? Whatever you choose, the objective is to maximize the conversion rate.

[product name] offers all these options and much more and makes it incredibly easy to create your professional looking pop-ups in no time at all. Visit the website to get started and to send your conversions through the roof!

<Get [product name] Now>

Happy Converting,

[your name]

Email 7: 12 Days After Sign Up

Subject: Make your site into a conversion monster now!

Okay guys, time to stop kidding around.

[product name] is simply put THE most powerful WordPress plugin for pop-ups and blows the competition out the water with its list of options and features.

<Get [product name] Now>

This is why all the heavy hitters choose **[product name]** and it's why you should too.

What does it offer?

Here are just a few of the advanced features:

- Timed, scrolling, exit, click and on-load pop-up options
- Overlays with HD video backgrounds
- Feature videos or high quality images in your pop-ups
- Beautiful animations
- Countdown timers for applying time pressure
- Surveys, opt-in forms and more
- Powerful control panel
- And more!

These are the kinds of features that allow you to truly elevate your campaign and take it to the next level.

<Take Your Website To The Next Level Today>

An engaging video for instance can really hold attention and make a case for your product or mailing list. Likewise, an overlay with an animated background just looks far more professional, modern and impressive than a text-only box.

Listen, a bad pop-up is actually worse than having no pop-up at all and can be annoying and amateurish. If you want to offer your visitors a professional and premium experience, then you need to use the best professional and premium software. Attention to detail is what will help you gain your visitors' trust and reach your goals and targets.

Adding pop-ups to your web page has been shown to increase conversions by over 1,000% in *multiple* studies and **[product name]** is THE best way to make the most of this powerful function. No other tool offers this many options, or produces such high quality pop-ups. What's more, **[product name]** makes the process QUICK and EASY.

So it's a no brainer: if you want to maximize your conversions and turn your site into a conversion *monster*, **[product name]** is the fast track to getting there. What are you waiting for?

<Get [product name] Now>

Happy Converting,

[your name]