Done-For-You Emails For

Four Deadly List Building Mistakes

If you haven't done so already, I HIGHLY recommend you read Back to Basics before delving into this email sequence. It'll help you get the most of what I'm about to offer you.

If you've already read the main PDF, then congrats, you're on your way to building your very first email list. ☺

These emails are to be used with the free report that came in this bundle. They can be used as is, or you can modify them however you'd like, I don't mind. I recommend you add your own personal touch, but that's not particularly necessary.

If you decide to use the emails as-is, be sure you go through and add your own affiliate links and signature to them before you load them into your autoresponder.

If you've decided to use your own free report, or a free video or something of the like, feel free to use these emails as a reference or guide for your own email campaign, and modify them however you see fit.

To follow this email sequence, you're going to need a solid product to promote that's relevant to the freebie. If you decide to use my freebie, find an email marketing course out there that has some good reviews.

Insert your affiliate link into the emails so you can start earning from your list building efforts.

Now let's go ahead and jump right into the good stuff, shall we?

Email 1 – The Thank You Email

This first email is where you're going to build that first bit of trust with your subscribers. This is also the email that will contain the download link for them, and they will receive it as soon as they opt-in to your list.

It's meant to foster good will, show some authority, and build some trust. Avoid throwing any promo's into this email, as this can be very bad.

Subject: Thanks for Discovering The Four Deadly List Building Mistakes!

Body: Hello there!

I just wanted to personally thank you for getting your free copy of The Four Deadly List Building Mistakes! I can already tell you're going to love it.

I hope that you've already downloaded your copy of this report, but if not, go ahead and **get it now.** (Hyperlink this text to your download page)

Not only do you get access to this free report, you've also been signed up to my newsletter, where you will be receiving even more free content!

All of the content I send out will be tried-and-true information so you know you're getting only the best of the best form me.

Consider it a gift from one marketer to the next. ☺

Remember, if you ever have any questions, feel free to reply to this email, or any one from here on out and I'll be sure to get you back on your way in no time.

To Your Success

Gabe Hoverman

Email 2 – The Check Up

In this email, we're going to check up on our subscribers and see how they're enjoying their new report.

Just think of it as a way to let them know you care. ☺

Subject: Checkin in!

Body: Well hey there new subscribers,

I just wanted to take a second and see how you're enjoying the free report.

It's a nice one, isn't it?

Which chapter is your favorite so far? I'm dying to know.

If you like this report so far, there plenty more where that came from. And you'll be getting exclusive access to it for being on my list. ☺

Anyway, keep on reading and lemme know when you're done!

Best to You,

Gabe Hoverman

Email 3 – Authority

In this next email, we're going to tell a little bit about ourselves so that our new subscriber can get an idea of who we are, and build some trust.

People trust people, that's just how it works.

We're also going to include a link to some more content, just so your new subscribers are getting primed to click-through.

Let’s begin.

Subject: I Can’t Believe I Forgot THIS!

Body: Hey guys.

In my last email, I forgot to do one **critical** thing…

I forgot to introduce myself!

So who am I? I’m Gabe, and I’m a list building and email marketing specialist. I study the best methods on how to build a huge list, and market to that list effectively, and put them into action.

I wasn’t always this way though, I used to be a regular old joe off the street, but that’s a long story.

If you’re curious, you can **check it out here** and get to know a little bit more about me while you’re at it. (hyperlink ‘check it out here” to your websites about page)

In the meantime, what would you like to hear about from me?

1. List building methods
2. Email marketing campaigns
3. Conversion Optimization

Just reply to this email with whatever you’re interested in, so I can make sure you’re getting the most out of my newsletter.

Until Next Time,

Gabe Hoverman.

Email 4 – Content and Subtle Promo

In this email, we're going to give them a little bit of content to get things started.

It'll help foster some goodwill, and will get them in the mood for list building (or whatever your list is based around).

We'll also slide in a subtle promotion, just to test the waters.

Subject: The Polls Are In!

Body: Hey there,

I just wanted to thank you again for opening this email, you're a real pal. ☺

Regarding my last email, it looks like most everyone receiving this newsletter wants to know more about list building, which is great!

I'll have plenty more list building material on the way!

I will also include a brand new mistake I just discovered myself…

I'll reveal this in the next email, so stay tuned!

Warm Regards,

Gabe Hoverman

P.S. - If you were wanting a little more information on email marketing, **check this out**. This will get you on the right track in no time flat! (hyperlink "check this out" to an email marketing product, or whatever you so choose)

Email 5 – Content update

This this email, we're going to reveal what that new list building mistake was that we hinted at in the previous email.

We'll also give out some quality content, and link them to a blog post so they can get some more interaction (and get used to clicking-through).

Subject: 5th Deadly List Building Mistake!!

Body: Thanks for staying tuned!

I'm about to reveal the next biggest list building mistake, and it may be the biggest one yet…

This mistake it letting your list run cold!

What does that mean exactly?

It's when you don't mail your list often enough. This happens all the time to rookie list builders.

They start building their first list, they don't know what to mail out, so they just avoid it.

Next thing you know, all of your subscribers have forgotten you even exist. That’s no bueno.

How do you avoid this? Well, mail out of course! Don’t worry your emails don’t have to be perfect, just let them know you’re alive and well!

We’ll talk about this more in my next email, so be sure to watch for that. ☺

Keep that list warm,

Gabe Hoverman

Email 6 – More Content and begin promo

In this email, we’re going to add to what we covered in the last one, as well as begin to ramp up into a promo.

Subject: Keepin it warm, baby!

Body: Welcome back!

Last time we were talking about how to avoid letting your list go cold.

The answer was, of course, to mail out more often! But what do you send your list?

This is where list building meets email marketing.

You need to come up with some quality content to send your list. This can be a blog post, some free content, or just an update on how you're doing.

Make sure what you're sending them is relevant to what they want to hear, not just whatever you can think of off the top of your head.

If you have no idea where to start, don’t fret. I have the perfect solution for you coming up in the next email.

I’ve handpicked a guide that every rookie is going to love so much that they might even forget about everything else they’ve learned about email marketing.

You won’t want to miss it.

Get ready for success,

Gabe Hoverman

Email 7 – The Content Promo

In this email, we’re going to hit them with a promotion while still giving them some content.

Subject: The Secret Is Out!

Body: Well well well, fancy seeing you here. ☺

As promised, I've cherry picked the very best email marketing course out there right now. It's going to change the way you build your lists and mail out forever.

Get ready to say goodbye to writers block when it comes to your email campaigns.

This is seriously a game changer. If you're new to email marketing, it comes HIGHLY recommended from the best marketers out there.

See what the hype is all about. (Link to the product)

If you're serious about your email marketing endeavors, I recommend you get this product and crack it open today.

To Your Success,

Gabe Hoverman

Email 8 – The Last Chance Promo

Now that you've primed your list, given them some quality content, and tossed in a promotion that they know they need, it's time to swing for the fences.

This last email is going to be a straight promo, and you want your list to know this is their last chance to get this product before you move on to other things.

Keep this email short and sweet, no fluff.

Subject: Don't You Just Hate Last Call?

Body: In case you missed my last email, or just weren't paying attention, I'm offering you one of the best email marketing courses in the industry.

You'd be crazy to miss this chance. ☺

Get your copy here. (link to product)

This is the exact product I used to master email marketing, and I believe you can do the same!

Don't miss out! (link to product)

This is the last time I'll promote this product, so if you were thinking about getting it, better do it now. ;)

To Your List Building And Email Marketing Success

Gabe Hoverman

Email 9 – The Thank You and Repeat

This is the final email you'll send regarding this promotion you want to thank everyone who bought the product, and ask them what they thought about it/

Subject: Thanks again!

Body: Hello there!

I just wanted to take a minute to say thank you to everyone who bought that email marketing product. (insert the name of the product instead)

I know you are going to get some good use from it.

I'm excited to hear what you guys think of it, so reply to this email and let me know how you're liking it so far!

Keep your eyes peeled for more quality content and awesome products in the future, just like this one. ☺

Only The Best

Gabe Hoverman

Email 10 – Bringing it around

This is the final email we'll cover. This is where you'll send your list some fresh content to go along with the product that they (hopefully) just purchased.

From this email on, you're free to send your list whatever content, promos, and other things that you would like. I recommend follow the method above by giving some content before a promo, but this is entirely up to you.

And for the finale, here we go.

Subject: I've never seen this before!

Body: Gabe, back again!

What did everyone think about that email marketing course? Pretty snazzy, right?

Since so many of you liked it, I decided to write a nice little blog post about how email marketing and list building go hand in hand.

You can check it out here (Hyperlink to some content).

I hope you enjoy the blog post, and enjoy the rest of your day.

Best To You,

Gabe Hoverman

Conclusion

One last note, you can use that method above to curve your list into new markets.

For example, you can now send that list some email marketing content/promotions because they're a little more warmed up to it and that's what they'll expect.

Just a little fun fact. ☺

Anywho, I hope you got some use out of these 10 emails here, and lemme know how they work for you.

If you have any questions, feel free to message me at contact@imwithgabe.com

Best of luck with your list building endeavors!

Gabe Hoverman