

Did You Call Me Email Template

Send this email 1-2 days after your sale ends. I've had my best results sending it the Tuesday after a sale ends on Sunday.

Sub line: Did you call me?

If you tried to check out the water bottle discount yesterday you would have seen a page that said "sold out."

We ran out of all of our extra inventory yesterday afternoon. We actually sold more than what we had because we couldn't shut down the page in time. **(We accidentally sold 879 bottles!)**

But it's all good since that's the benefit of having extra inventory!

Here's how clean our warehouse looks after the sale :) (Click the pic to see what it looked like before.)

PIC

Here's the thing. We received quite a few calls from customers today asking if they could still get in on the deal. We said yes for the ones who called in.

For a lot of them it was because they didn't check their email over the weekend.

The first email went out Friday afternoon and some people go out of town or shut off email over the weekend. That's totally understandable.

And it's not your fault if you didn't have a chance to get some big savings.

I don't want you to be upset for missing out.

So I'm going to dig into our normal inventory to make sure everyone is happy :-)

But I can only do it for today until midnight.

I would love to do it for longer but we'll simply run out and that'll be a whole other problem altogether.

>>> Click here to claim your bottles now

You'll save \$11 if you get one bottle. **And you'll save \$34 when you get two bottles.**

[THUMBNAIL]

Talk soon,
Ian "second chance" Stanley
Perfect Water Purifier

Sub line: Did you email me?

So I woke up to this email this morning from Ian Stanley and thought I'd pass it on to you.

"Hey mate,

The webinar was great the other day. Had an awesome time talking about Ape's mullet and the whole email marketing game.

I'm honored I got to do a webinar with the guy who invented internet marketing ;)

Here's the thing.

I got quite a few emails today from people who missed the deadline. I'm not normally one for "false deadlines" but I realized we did record that webinar late on a Thursday night...and not everyone had a chance to watch it or see the offer before the weekend ended.

So it's up to you obviously since they're your customers, but I figured we could open it up for one more day for the people who missed it.

Plus, I took my "basic" course off the market. But I could open that up as well for the folks who just want to master the fundamentals. It's still all the

daily emails and teaching, just no webinars or videos. That one's only one payment of \$197 so it's a pretty legit deal.

I'll put the page together either way. It's one AM here in Miami and I have too much energy to sleep so I may as well haha.

Talk soon mate,
Ian

P.S. I'm gonna be driving for a few hours tomorrow. Let's have a chat about the quiz stuff. “

Whatever you wanna write in your own voice.

Sub line: Did you email me?

Ok I got quite a few emails yesterday from people who missed out on the Black Friday sale I did.

Part of that was my fault since I didn't send any reminder emails.

But for most people it was for legit reasons...like Colette here...

“I'm not in a position to buy your VSL course - I'm in Mexico and I missed the deadline...

Bummer.”

I totally understand. Colette was being a real “human being” and taking time away from the computer over the holidays.

Other people just did this crazy thing where they stepped away from their computer during the holidays. They “decompressed” and just enjoyed other human beings and nature and whatever else.

I respect that. And I want to reward that behavior. So instead of saying TOO BAD I've decided to open the cart again till midnight tonight.

You can get the VSLs course at the link below. Just use coupon code BLACKFRIDAY to get it for 50% off. I actually put up the VSL again so you can see it now...

>>> Click here to watch the video

It's a good example of how simple a VSL can be.

That's all for right now. I'll write some clever shit later today.

Peace out,
Ian "you're welcome for my kindness" Stanley

Ok I got quite a few emails yesterday from people who missed out on the **(blank)** sale I did.

Part of that was my fault since I didn't send any reminder emails. **(Feel free to leave this out if you did send them.)**

But for most people it was for legit reasons...like **(insert name here)** here...

"(Insert quote from someone who emailed about missing the sale)."

I totally understand. **(Insert)** was being a real "human being" and taking time away from the computer over the holidays.

Other people just did this crazy thing where they stepped away from their computer during the holidays **(or the weekend)**. They "decompressed" and just enjoyed other human beings and nature and whatever else.

I respect that. And I want to reward that behavior. So instead of saying TOO BAD I've decided to open the cart again till midnight tonight.

You can get the **(blank)** course at the link below. Just use coupon code **(insert coupon code)** to get it for % off. **(YOU DON'T HAVE TO USE A COUPON CODE FOR THIS TO WORK. I RARELY DO.)**

>>> Click here to get it now

That's all for right now.

Talk soon,
Your "you're welcome for my kindness" Name

If you tried to check out the **(blank)** discount yesterday you would have seen a page that said "sold out."

We ran out of all of our extra inventory yesterday afternoon. We actually sold more than what we had because we couldn't shut down the page in time. **(We accidentally sold _____ bottles!)**

But it's all good since that's the benefit of having extra inventory!

Here's how clean our warehouse looks after the sale :) (Click the pic to see what it looked like before.) **(This pic isn't necessary if you don't have it.)**

PIC

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>>> [Click here to claim your bottles now](#)

You'll save \$11 if you get one bottle. **And you'll save \$34 when you get two bottles.**

(This is something I call the IF WHEN sale. Tell them they'll save a small IF they get ____ and they'll save a larger amount WHEN they get more. We had 90% of people taking two bottles with this method.)

[THUMBNAIL]

Talk soon,
Your "second chance" Name