

Reply email template

I originally started using reply emails when I started using my “6 hour email” template.

I get everyone who buys my email course to reply right after they buy. It gets me great results and I love the data I get. Plus, the buyer email lets me develop a bit of a relationship with some of my buyers.

But It wasn't until I met Dean Jackson at a mastermind that I realized how much I could really apply to this.

He has his famous “9 word email” format that he teaches. It works well. It's simple. The less you write, the better it tends to perform.

But I've found that the most important part of a more “traditional” reply email is the question itself.

I used one that I thought was gonna crush it.

I said:

What would it be worth to double your conversions?

Hit reply and let me know.

-Ian

Guess what?

Worst response EVER. It was the wrong question.

I literally got one response. It was from my email deliverability expert friend and he said “this is great for inboxing.”

The next “reply email” I sent got over 100 responses. That's the one about templates.

So if there's one thing you want to focus on most, it's the question you ask.

Here's a few questions I like:

Are you still interested in **(getting desired result)**?

Are you interested in **(getting desired result)**?

If you could only get one thing out of **(blank)** what would it be?

Pretty straightforward. I put a couple examples of ones I've sent below.

Original email - this is the best "reply email" I've sent. I got a massive amount of responses...and it's the reason for this template product you're using right now.

Would you be interested in an "Emails of the Month" club where I send you a handful of fill-in-the blank email templates every month?

It would basically be [emails like these](#) delivered to you every month. Just fill-in-the-blanks and send them. I've already done the hard work and tested the emails for you.

Hit reply and let me know if you'd be into it. If there's interest I'm gonna make it happen.

Talk soon,
Ian "done for you" Stanley

P.S. These are the same emails I charge \$1500 per email for for clients. Same type of templates that made my friend Jerry West \$80k.

Original email -

Sub line: Reply

Hey, are you still interested in improving your email copy?

Hit reply and lemme know,
Ian

Original email

Reply required

Hey, are you interested in attending a LionHeart Workshop?

Hit reply and lemme know and we can hop on a call.

Cheers,
Ian