



Inbox Blueprint

Email Samples and Ideas

This guide has been created in response to a commonly asked question among Inboxers, **“I don’t know what to email my list or how to write my email. Can I have some ideas?”**

Yes you can!

In this PDF you’ll find a collection of tips, ideas and email samples to educate you on the “what” and “how” of crafting emails to send to your list.

IMPORTANT: These email swipes are provided as examples only. Do not use these emails as-is! You **MUST** modify them. If everyone simply copies and pastes these as-is, then they will be considered duplicate content and “spam like” behavior which means the emails will not get delivered to the recipient’s inbox.

These are provided for educational purposes so that you can see first-hand how some emails are written, how they’re formatted, and what is said in them. Model after them when writing your own.

There are 3 Core Types of Emails That You Will Send to Your List:

- ✓ Content
- ✓ Story-Based
- ✓ Promotional

Things to Pay Attention To... When Reviewing the Sample Emails:

- The subject lines are short and crafted solely to get the “open”.
- The body contains a lot of white space. You won’t find long paragraphs in these emails. 1-2 sentences max.
- [Hyperlinked text](#) is carefully chosen to highlight a benefit or call to action.

Content Email Ideas

Content emails will contain useful information that’s targeted to your subscriber’s needs and interests. These are often relationship-building emails.

Although content & promotion can be combined, relationship-building emails typically do not have a promotional link in them. However, they may have a link that sends them to a source where they can get access to non-promotional content such as a blog post, YouTube, etc.

Here’s an example of a great content email:

Subject Line: CRUSH your goals

Hey,

Do you have a graveyard of unattained goals?

Most people do.

They set an ambitious goal to lose 20 pounds, erase debt, or get a work promotion.

With no timeline, no direction, and little drive...

Then, in most cases...

Their goals die.

This WON'T happen to you because I've got just the video — just the inspiration — that will have you skyrocketing straight to your goals.

[Here's your goal-crushing inspiration.](#)

Race to Results,

YOUR NAME

P.S. I'll be sending you lots of peak performance strategies and secrets over the next few weeks! [For now, watch this video.](#)

17 Content Idea-Generators

Here's a list of topic ideas to get the juices flowing when writing content that gets your audience engaged with you:

- ✓ **X Tips To Do Something** - For example, "15 Tips for Cooking a Better Pot Roast."
- ✓ **Warnings** - For example, "Warning: The Most Common Dating Mistakes to Avoid."
- ✓ **Share a New Theory** - Ask people to give feedback and share their experiences.
- ✓ **Tell a Story** (Yours or Someone Else's) - Did you fail or succeed? What did you learn? Try to make it emotional, which is far more engaging.
- ✓ **Breaking News** - If you know news is coming, try to be there for it. For example, go to where new products are being announced and write about it immediately.
- ✓ **Instant Help** (Something simple they can do right away). For example, an easy 10 minute workout they can perform immediately..
- ✓ **Share a Video** - Give people high quality video content.
- ✓ **Share a Victory** - For example, "How I Earned \$5,602 This Weekend."
- ✓ **Issue a Challenge** - Example: "I Challenge You to Do 10 Pull-ups by This Time Next Month."

- ✓ **Give Them Something They Can Copy** To Get Results - For example, “My exact 3 step formula for getting seats in my seminars.”
- ✓ **Address a Common Question or Objection** - For example, “How to Compete Against High Speed Traders – Without Million Dollar Equipment.”
- ✓ **F.A.Q.** - Answer the most frequently asked questions you get.
- ✓ **Rant!** - Just say what’s on your mind. This often turns out better than you think.
- ✓ **Be Controversial** - Say something controversial (or conflicting) to what others are saying if you feel it’s not accurate or “right”. For example, “Did you know supplements are BAD for you?”
- ✓ **Motivation** - Send a motivational email. Send an email just dedicated to getting people fired up and motivated.
- ✓ **Poll and Share** - Poll your audience for their tips. Share the best ones with your list.
- ✓ **Survey!** - If you want to know what they want to hear about... ask :-) Use a free service like SurveyMonkey.com

Story-Based Email Examples

EMAIL #1

Subject Line: My first online sale...

Hey,

I remember it like it was yesterday.

After weeks of making nothing and being disappointed. After almost giving up.

I logged into my account.

There it was!

My FIRST online sale!

But was it a glitch? Was it a family member who felt sorry for me?

NOPE!

It was real. A genuine person who wanted what I was selling online.

That's the minute I started believing I could do this. I could really shift my life, give myself new freedoms, and earn a living online.

What was amazing, after the first sale, it simply snowballed.

Hundreds, thousands, and even tens of thousands of dollars!

Just how easy can it be?

[Watch this video](#) that PROVES you can do this!

Regards,

YOUR NAME

EMAIL #2

Subject Line: Fall in love with yourself first

Hey,

It dawned on me one day.

After I was unable to find my soul mate for a while, I realized it may not be THEM...

What if it was ME?

So I took a hard look at myself.

And I realized that before I could allow myself to fall in love with someone else...

Before I could find my soul mate...

I must FIRST fall in love with myself.

Today — I am fully in love with myself FIRST — which has allowed me to fall in love with others.

What about you? Do you love who you are... what you stand for... what you've accomplished?

[It's the shortest shortcut to true happiness.](#)

To true love.

[Watch this video, and you'll be amazed!](#)

To an Extraordinary You,

YOUR NAME

Promotional Email Examples

EMAIL #1

Subject Line: Zoom past good

Hey,

Nobody has ever uttered the statement..

“I want to be average.”

Yet, that’s what MOST of the world is: Average.

Average employees. Average athletes. Average people who SETTLE for average results.

NOT YOU!

[You want MORE.](#)

More than good. Even more than GREAT!

You want to make a difference. To be remembered. To be legendary.

Well...

[Here’s what it takes.](#)

Race to Results,

YOUR NAME

EMAIL #2

Subject Line: Splurge your way to SLIM

Hey,

I know you ALREADY KNOW how to lose weight.

Everyone does.

Yet... it’s hard. Very hard. Because of one little word...

SACRIFICE.

No more.

Sure, you can't go crazy and devour a whole pizza.

But, I absolutely found [the most effective way at dropping stubborn pounds](#) WITHOUT sacrificing the foods and drinks you love.

So, have that margarita. Enjoy that pasta. Relish chocolate desserts.

Then walk up to that scale with confidence.

It is possible...

[Here's the PROOF.](#)

Be Delicious,

YOUR NAME

P.S. You don't have to curb your cravings with this weight loss solution. Promise.
[Watch this video to learn more!](#)

EMAIL #3

Subject Line: The definition of INSANITY

Hey,

INSANITY: Doing the same thing... expecting different results.

When it comes to losing weight, heck...

We're ALL a bit INSANE.

Because we all try the same diets. Pills. Routines.

And we even try them OVER and OVER again!

Until we see little to no results. Or the weight comes back.

I'm just as guilty.

UNTIL...

[I tried something NEW!](#)

I invite you to do the same. It's 100% DIFFERENT.

Unlike anything else out there.

[You can get started by watching this quick video!](#)

Stop the Insanity,

YOUR NAME

P.S. Your body WANTS something different. It's embedded in the science of weight loss. [Watch this video to get started!](#)

EMAIL #4

Subject Line: An abundance of energy morning, noon, night...

Hey,

While you may be crashing by noon...

Or practically sleepwalking through the night...

It seems there's a new breed of people who are at their absolute best — a whirlwind of non-stop energy...

Every second of the day!

Just recently, I met this woman that enjoyed this abundance of energy.

While I was yawning, she was spinning circles around me. Incredible!

[What was her secret?](#)

What did she do that gave her non-stop energy (not to mention exceptional health and vitality).

Turns out, it's pretty easy. Her solution is extraordinary. I've just recently tried it myself and WOW!

Now I'm accomplishing more than I ever have... and I feel practically 10 years younger.

It's pretty impressive.

[You can learn about it for yourself — Just watch this video!](#)

To Your Healthiest Life,

YOUR NAME