

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #6 - 7 Outlines For Structuring Emails For Every Occasion

There are certain types of emails you'll be sending on a regular basis. The question is what do these types of emails look like? That's what you're about to find out as this resource includes seven outlines to help you quickly and easily structure emails.

Let's jump in...

Email 1: The Product Review Email

Use this type of email when you want to review someone else's product (*e.g., you're an affiliate or other marketing partner*). This works for both digital and physical products.

Subject Line: Don't buy [Product] until you read this...

Outline:

A. Overview. Summarize the product – what it is, what it does, and who should be using it.

B. The good points of the product. For this section, you point out the top benefits and features of the product and, in particular, focus on what the product does really well (*better than the competing products*).

C. The potential negatives of the product. Every product has negative points – your job is to address these points (*which builds trust*) and mention any factors that would offset these negatives.

D. The final verdict. Here you let readers know if you recommend the product. *If so, who would benefit most from using this product?*

E. Link and call to action. If you recommend the product, then include a link and call to action (CTA).

F. P.S. In your postscript, you can reiterate the main benefits and drop another CTA and link.

Email 2: The Special Offer Email

Here's an email you can send to announce just about any type of sale, from a flash sale to a holiday sale and anything in between.

Subject Line: Save [percent or amount] if you're quick...

Outline:

A. Succinct summary of the sale. List the product or offer, the regular price, and the sale price. Be sure to mention when the sale ends.

B. Share the benefits. Here you list who the product is for, what it does, and the main benefits of the product.

C. Link and call to action urging people to take advantage of the sale.

D. P.S. Remind readers when the offer ends and include another link and call to action.

Email 3: The Last Chance Email

This is an email you send out about 12-24 hours before a sale ends. The idea is to create urgency by offering your subscribers a last chance to take advantage of the sale before it ends.

TIP: Be sure to segment your list so that those who've already purchased the offer don't continue to receive emails like this.

Subject Line: Here's your last chance to save [percent off or dollar amount] on [Product]...

Outline:

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- A.** Succinct summary of the offer. The product you're selling and the offer that's ending (e.g., "50% off ends soon").
- B.** Reminder of the top benefits of the product itself.
- C.** Link and call to action encouraging people to take advantage of the sale.
- D.** P.S. Urge people to buy now before the sale ends.

Email 4: The FAQ/Q&A Email

You can use this style of email to answer questions about an offer you're promoting, or you can use it to answer niche questions (e.g., "How do I get past a weight-loss plateau?").

Subject Line: Your most pressing [type of] questions... answered

Outline:

- A.** Introduction: build anticipation for what readers will learn about.
- B.** Q & A. Insert your list of questions and answers (typically about three to ten questions). You can create one of the questions in a way that lets you promote one of your products. E.G., "What is the best social media plugin?"
- C.** Conclusion plus call to action. Urge people to apply what they just learned or to purchase a related offer.
- D.** P.S. Reiterate the benefits of the offer where applicable and include a link and CTA.

Email 5: The How-To Email

Here's your classic informational email where you show your readers how to complete a process. (E.G., *How to set up a website or how to teach a dog to sit.*)

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Subject Line: How to [complete a process] in just [short period of time OR small number of steps]

Outline:

- A.** Introduction to what people will learn how to do and the benefits of learning this process.
- B.** Step 1. Explain and offer tips.
- C.** Step 2. Explain and offer dos and don'ts.
- D.** Step 3. Explain and present mistakes to avoid.
- E.** Other steps as needed.
- F.** Conclusion. Encourage people to take action on what they just learned, or promote a related offer.

Email 6: The Teaser Email

Use this email to *"tease"* (build anticipation and curiosity) about something. For example, if you want people to go to your blog to read a new blog article, then drop a teaser along with a link.

Subject Line: You gotta see this, [name]

Outline:

- A.** Build anticipation: provide a short paragraph that presents the main benefits of the content and arouses curiosity about it. (E.G., *"You'll find out the top dog-training mistake that makes dogs that pull on a leash even more difficult to walk – chances are, you're making this mistake too!"*)
- B.** Drop a link to the content and a call to action.
- C.** P.S. Give people another big reason / benefit of clicking through.

Email 7: The Registration Email

Use this email when you're doing an event, such as a live webinar, and you need people to register for the event.

Subject Line: Register for [webinar name] webinar before all the seats are taken...

Outline:

A. Succinct overview of the webinar – the name, who it's for, and when it will be broadcast.

B. Closer look at the benefits. Create a bulleted list of benefits that let people know why they should register for this webinar.

C. Registration link and call to action.

D. P.S. Let people know that if they register, they'll have access to the recordings for free if they can't attend the live event.

Conclusion

Be sure to keep these outlines handy. You may even want to print them for easy reference.