

The 4 Different Types of Emails You Should Be Sending And When To Use Them Examples

The CONTENT Email

Subject: Make a great first impression

Hey John,

Are you making a great first impression with every new member?



I'd like to give you a simple three-step process to making a great first impression on every new member.

GREET, DIRECT and **TREAT** your new members!

GREET

- How do you greet every new member?
- How do you say "Thank you" for joining your program?
- How do you communicate with them?

If you're relying just on email to greet them, then you're not making the best first impression. Why not send them a handwritten note? Give them a phone call and leave a voicemail just to welcome them.

DIRECT

- What instructions are you giving them?
- Do they know what the first step is in utilizing their membership?
- Do they have all the instructions they need?

- Do they know what and how they should do it?

Your members need clear, step-by-step instructions on what they should be doing. Too many times business owners rely on their promotion to communicate what new members should do.

Just because they joined from your promo, doesn't mean they know what to do next!

TREAT

- What "surprise" do your members get when they join?
- Do you have a "Wow" factor when members join?
- In what ways do you over-deliver?

You should be willing to take at least 20% of their initial investment and deliver a "Wow" package.

Include a gift. Send it via FedEx. Make sure you personalize it.

One last tip - don't wait until they complete a free trial to send them their gift. If anything, this free trial period is the time you should do everything possible to make a great first impression.

Don't wait to make this change. Do it now. People may be perceiving you in ways you don't want to be perceived.

Scott

P.S. Let me know if this is something you would like for me to go to work on for you. Just reply back and let me know how I can help.

[Link To Website](#)

The SOFT-PITCH Email

Subject: Two questions about “Success” (and how they both lead to retention)

Hey John,

Two quick questions for you:

What causes your members to succeed?

How do you retain your members for the long-haul?

Really those two questions are the same. Why?

Because what causes a member to succeed in their business should ultimately cause them to be a stay in your program.

Too many times people take the shotgun approach. They’re confident that they can help people but they scatter their content hoping people will have success.

The more you scatter your content, the more likely people will have success.

Throw in a little personality, interaction with your members and stories where others have succeeded and you think you’re on your way.

WRONG!

As long as you’re bringing RESULTS to your members and you maintain a RELATIONSHIP with them, then you’re going to have RETENTION.

You see RESULTS + RELATIONSHIP = RETENTION

People need to:

- **Get to know you.** Introduce yourself, build knowledge of who are you and the value you bring.
- **Come to like you** (I’m not talking about falling in love with you, you just need them to enjoy your email, look forward to your mailing; not say UGG when they see your name.)
- **Build trust in you.** They need to know you’re valid and can trust the path you’re taking them on.
- **Have an immediate “quick win.”** Too many times people put the win behind some sort of obstacle, some hoop to jump through. Instead, you need to put it

up front. Make it the first thing they do so they can have confidence in the decision they made.

- **Have recognition for their accomplishment.** They need affirmation for the win they've experienced. Many people are lonely in our digital age. Recognize their accomplishments and let them know someone sees they're doing something worthwhile.
- **Have a belief in your philosophy.** When you bring people into your overarching philosophy you're building a fence around them by which no one else can compete.
- **An action plan for what's next.** They need to know how to have continued success. They need a path for ascension to attain and get more for themselves.
- **See continued results.** As long as you bring results and continue the relationship you have with them, they'll continue to stay. They'll even forgive you for your flaws and mistakes. They'll come to know that you're not going to be right every time just most of the time.

Don't do this and your members will:

- **Feel overwhelmed** by your content. They'll have a "pile o'crap sitting" on their desk from you.
- **Start making excuses** for why they can't do what you need them to do.
- **Feel frustrated** with you and start blaming you for their lack of success.
- **Avoid you**, your emails and your mailings. They'll associate you with their lack.
- **DISAPPEAR!** They'll drop out and never return.

RESULTS + RELATIONSHIP = RETENTION

The better question is: Do you have a plan?

You can pick up my online course "Seven Systems of a Growing Membership Business" and get everything you need for a Retention System.

[Click here to get your copy now and learn more!](#)

Let me know how I can help you take next steps. I will come alongside and build this for you.

Scott

If you're ready to multiply your membership and money, here are four more ways we can work together!

1. [**Triple Your Membership And Do It Over and Over Again Toolkit**](#) This is the fastest way to get more members and take a member from sign-up to fully-engaged. You get the full toolkit with blueprints, templates and processes to help you get more members. Click here to learn more!
2. [**Triple Your Membership Incubator Live Event...**](#) Let's meet up in Atlanta, GA for the first ever Triple Your Membership event. You'll have everything you need to get new members before you leave the event. Register now, and you can get a ton of bonuses too! Click here to learn more!
3. **Have you subscribed to the More Members Now Podcast?** Every episode includes practical tips and tools to use in your membership or association. Plus, you can get over \$472.67 in free resources. Listen to the latest podcast here -> [Link To Website](#)
4. **Are you interested in growing your membership by 300% in the next 12 months?** If you're looking to get more members in a week than you did all month and you're tired of "sending and hoping" people will sign up...just REPLY to this message and put "MULTIPLY" in the subject line... tell me a little about your membership and what you'd like to work on together, and I'll get you all the details!

Scott Whitaker,
Membership Expert

The HARD-PITCH Email

Subject: This disappears at Midnight...check it out now!

Hey Scott,

You joined me for the Get More Members Now training.

...You learned the power of a "trial membership."

...The opportunity you have to take a member from sign-up to fully-engaged by what they receive in the first hour, day, week.

...How to use the right "bait" in the right "water" going after the right "fish" to get your prospects to bite onto your membership.

Now is the time to make it happen and [**Triple Your Membership in 21 Days... And Do It Over and Over Again.**](#)

Just like Jeannette Koczela, Founder/President, Int'l Association of Professional Life Coaches did:

*"Since working with Scott and following his clear and excellent guidance, **I have increased my income by 50% per month.**"*

This powerful toolkit will give you over **50 PROVEN TRIAL MEMBERSHIPS!**

Plus, get all the **webinar bonuses**.

This webinar only opportunity **ENDS MIDNIGHT TONIGHT!**

Just imagine, having a proven tool that will consistently get new members and can literally multiply your membership.

The investment in this toolkit will more than pay for itself. And if it doesn't you can get your money back! (See the PS below!)

Click the link below to get your toolkit now:

www.MoreMembersNow.com - (Insert Link Here)



Here's the opportunity in summary...

Make an investment in your membership business today and get:

1. **Proven trial offers that will get you more members (\$297 value)**
2. **Blueprint to turn prospects into members (\$297 value)**
3. **A step-by-step process to take members from "sign-up" to "fully-engaged" (\$297 value)**

Plus, you get the two FREE bonuses:

>> Taking the guesswork out of what you'll provide your members!

>> ONE FREE MONTH of Membership Multipliers!

Join an elite group of membership business leaders, just like you, who want to get multiply their membership.

Plus, you'll get unlimited email access to me and my team!

[Click here to multiply your members now!](#)

Everything goes away at midnight TONIGHT!

Let's triple your membership,

Scott

@ Scott Whitaker

www.MembershipMultipliers.com

P.S. **Your Money-Back Guarantee:** You have a full 30 days for any reason. You have up to a full year – just let me know six strategies you implemented and honestly let me know they didn't work.

I stand firmly behind this training. The same goes for your investment.

In other words, I want to remove any fear you might have in getting this training.

Get your copy now => [Link To Website](#)

Scott Whitaker,

Membership Expert

[Link To Website](#)

The NURTURE Email

Subject: Members are canceling

Hey Scott,

It's one of the issues we don't like when it comes to running a membership business...

Members canceling!

Sometimes cancellations can feel personal, as if you **did something wrong**.

Sometimes cancellations cause you to **doubt the value of what you provide**.

Sometimes cancellations cause you to **wonder if your pricing is just right**.

When **you start that downward spiral**, you begin to make decisions based off of bad information. And then you do even more damage to your membership business.

But I've got GOOD NEWS.

You can get your **FREE copy of "Why People Quit Your Membership Program & What You Can Do About It."**

[Click here to download your FREE copy now!](#)

You'll get many tips and tools that I've personally used to **grow a membership business from 72 to over 3,000 members**, personally handling cancellation requests and training staff members and other membership businesses to do the same.

There are no forms to fill out, just click the link and you'll be taken to the page to download it.

In this **free strategy guide** you will discover:

- **Eleven reasons why people quit** and what you can do about it
- The one reason **why YOU SHOULD let a member quit**
- Four ways to **keep members from even thinking about quitting**
- **Six tools you can quickly implement** to improve your membership program
- How to **increase retention** and offer opportunities for ascension and descension in your membership program.

[Click here to download your FREE copy now!](#)

My goal is to help you get new members, increase retention and keep people from quitting.

Enjoy!

Scott Whitaker,
Membership Expert &
Founder of Membership Multipliers