

Your Launch Email System

This is a complete, plug-and-play email sequence designed to support a full product launch.

Each email plays a specific role:

- Building anticipation
- Driving immediate action
- Reframing the offer
- Creating urgency at the close

Used together, they create the momentum that turns attention into sales.

Customize them to your offer, follow the sequence, and focus on execution.

How to customize these emails

Customize them to your offer, follow the sequence, and focus on execution.

[RESULT]

This is the outcome, proof, or result tied to your system.
Use:

- A specific number (best) → “\$12,450 in 14 days”
- A clear outcome → “10 new clients in a week”
- A transformation → “From 0 to daily sales”

👉 The more specific, the better. Avoid vague claims.

[PRODUCT NAME]

The name of your offer.

Use:

- Your course, system, or program name
- Keep it consistent across all emails

Example:

- “YouTube Profit Fast-Track”
- “5-Day Launch System”

[CORE BENEFIT]

The main outcome your product delivers.

This should answer:

👉 “What do they actually get?”

Use:

- “Generate leads from YouTube”
- “Launch a product in 5 days”
- “Get clients without ads”

👉 Keep it simple and focused on ONE primary result.

[LINK]

Your call-to-action link.

This can be:

- Sales page
- Checkout page
- Lead capture page (pre-launch)

👉 Use the same link consistently unless you're split testing.

[MECHANISM]

This is how the result happens — your unique angle.

This is what makes your offer feel different.

Examples:

- “A simple 5-day launch framework”
- “A YouTube buyer priming system”
- “A done-for-you AI workflow”

👉 This is often the most important piece for conversions.

 Important

Don't overcomplicate this.

You're not trying to sound impressive.

You're trying to be:

- Clear
- Specific
- Easy to understand

Fill these in once, and you can reuse this entire email sequence for multiple launches.

EMAIL 1 (Invite / Curiosity)

Subject: You need to see this...

You have to see what just happened...

I ran a simple test with a new system...

And it generated:

[RESULT]

No ads...

No audience...

No complicated setup...

Just a simple process that anyone can run.

I'm releasing this publicly on [DAY/TIME]

And giving early access to a small group.

Secure your spot here:

👉 [Early Bird Link]

[LINK]

Keep an eye out for the launch email.

This changes everything.

– [Your Name]

EMAIL 2 (Opportunity + Simplicity)

Subject: ⚠️ Launch Alert: [CORE BENEFIT]...

Looking for a simple way to:

[CORE BENEFIT]?

This new system I'm releasing:

Generated [RESULT]

And it works with:

No ads...

No list...

No tech skills...

Just a repeatable process.

See how it works and lock in early access:

👉 [Early Bird Link]

[LINK]

We go live [DAY/TIME]

– [Your Name]

EMAIL 3 (Scarcity / Private Invite)

Subject: Private invite...

The response to this has been insane.

I wanted to make sure you don't miss this.

This system generated:

[RESULT]

And I'm opening access tomorrow at [TIME]

But...

There are limited spots.

Once it fills, it's closed.

Get on the early list now:

👉 [Private Early Bird Link]

[LINK]

Watch for the opening email.

– [Your Name]

EMAIL 4 (Final Pre-Launch Push)

Subject: Tomorrow. This goes live.

This is it.

Tomorrow I open access to:

[PRODUCT NAME]

This is what produced:

[RESULT]

And it's built for speed.

No fluff.

No complexity.

Just results.

Get early access here:

👉 [Early Bird Link]

[LINK]

Watch your inbox tomorrow.

– [Your Name]

EMAIL 5 (Cart Open)

Subject: It's live 📺

Hey,

It's live.

[PRODUCT NAME] is now open.

This is the exact system that:

[RESULT]

And now you can use it.

👉 Get access here before the price jumps

[LINK]

Go now.

– [Your Name]

EMAIL 6 (Same Day – Bonus Push)

Subject: ⚠️ Your link is live

Quick heads up...

Your access link is now live:

👉 [PRIVATE LINK]
[LINK]

Inside:

[CORE BENEFIT]

Plus a bonus for early buyers.

This won't last long.

Secure your spot now.

– [Your Name]

EMAIL 7 (New Angle)

Subject: This is where it gets interesting...

Most people missed this...

[PRODUCT NAME] isn't just about:

[MAIN BENEFIT]

It also helps you:

[SECONDARY BENEFIT]

[THIRD BENEFIT]

That's why people are jumping in.

See it here:

 [LINK]

– [Your Name]

EMAIL 8 (Story / Proof Angle)

Subject: This surprised me...

I didn't expect this...

But people are getting results fast with this.

Why?

Because it removes:

✗ Guesswork

✗ Complexity

✗ Delay

And replaces it with:

✓ Simple steps

✓ Fast execution

✓ Immediate results

Check it out:

👉 [LINK]

– [Your Name]

EMAIL 9 (Bonus Angle)

Subject: Some people are buying just for this...

Funny thing...

A lot of people grabbing this aren't even buying for the main product...

They're buying for the bonus.

Because it solves:

[SPECIFIC PROBLEM]

And makes everything faster.

See everything included:

👉 [LINK]

– [Your Name]

EMAIL 10 (Super Bonus Reveal)

Subject: I added something big...

I just added a new bonus.

And honestly...

It's worth more than the product itself.

Here's why:

[EXPLAIN BONUS]

It's only available during the launch.

Get everything here:

👉 [LINK]

– [Your Name]

EMAIL 11 (Social Proof)

Subject: This is what people are saying...

Quick update...

Here's what people are saying:

[RESULT / FEEDBACK]

[SHORT TESTIMONIAL STYLE LINE]

This is working.

If you haven't grabbed it yet:

👉 [LINK]

– [Your Name]

EMAIL 12 (4 Hours Left)

Subject: 4 hours left

Clock's ticking.

In 4 hours:

This is gone.

No extensions.

No second chance.

👉 Get in now
[LINK]

– [Your Name]

EMAIL 13 (1 Hour Left)

Subject: 1 hour left

This is it.

1 hour.

After that:

Doors close.

👉 Last chance

[LINK]

– [Your Name]

Email 14 (Final Warning)

Subject: ⚠ FINAL WARNING

Hey [NAME],

My newest coaching program, [PRODUCT], has just closed its doors to new members.

However, as a previous customer, I am keeping your discount link active for a little while longer:

==> Discount Link to [PRODUCT] (PRIVATE LINK DO NOT SHARE)

Be sure to lock in your copy now.

- [YOUR NAME]