



EMAIL IGNITION FORMULA

7 Emails That Sell (Without Being Salesy)

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The 7 Psychological Triggers That Influence People to Buy From You:

1. Pain
2. Desire
3. Curiosity
4. Social Proof
5. Authority
6. Incentive
7. Scarcity



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Email Template 1 - Pain

The goal of this email is to empathize with the specific pain points of your market and present your offer as the obvious solution.

Subject Line Templates:

Avoid (this niche-specific mistake)

Get Rid of (this problem) (in a short period of time)

(Having this problem?) Read This

Never (do this one mistake)

Ex - 7 Oversaturated Affiliate Niches to Avoid

Ex - Get Rid of Zits Overnight

Ex - She Ignored Your Text? Read This

Ex - Never Say This on a First Date

Body:

*Start with - 1 specific problem they are facing.

*Then - expand on the problem by showing 3 specific ways it shows up in their life.

*Transition - reveal WHY they are having the problem, and tie it to the main idea of your offer (or, the big promise in the headline of the affiliate offer)

*Link to Offer - to get rid of this problem, go here



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Email Template 2 - Desire

The goal of this email is to talk about the specific desires of the market and present your offer as the obvious pathway to achieving those desires.

Subject Line Templates:

How to (get what you want) without (what you're afraid of)

How to (get what you want) in (specific time frame)

(Numbered list of things you want)

Ex - How to Lose Weight without giving up carbs

Ex - 5 Little Words that Make Girls Chase You

Ex - Top 10 Foods That Increase Testosterone

Body:

*Start - 1 specific thing your niche wants (i.e. what did they join your list for?)

*Then - elaborate by showing 3 specific ways it will show up for them in the future - what will they have, how they will feel, or what their average day will be like

*Transition - teach them the main idea of your offer or affiliate's offer

*Offer - to learn how to make (these desirable things you mentioned) happen, go here



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Email Template 3 - Curiosity

The goal of this email is to tease them into clicking to your offer by posing a question or intriguing idea and making them insanely curious to know the answer.

Subject Line Examples:

(contrast 2 things that don't belong together)

Why (is this intriguing thing happening?)

The Biggest Lie (in your niche)

Ex - Nonverbal Pickup Lines

Ex - Why Do Girls Love This Men's Shirt So Much?

Ex - The biggest lie doctors tell you about E.D.

Body:

*Start - pose a question like - have you seen this yet? What's your opinion on this? Did I ever tell you about this weird thing?

*Then - tease the crap out of them - don't tell them what it IS - tell them 3 things that it ISN'T

*Transition - the answer has something to do with (the main idea of the offer)

*Offer - go here to find out more



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Email Template 4 - Social Proof

The goal of this email is to show your reader that other people like them are using this product and getting great results.

Subject Line Examples:

(Offer Name) - Shocking/Inspiring/Incredible Success Story Inside
How (this customer) (got this result you want)
How (my affiliate) (got this result you want)

Ex - Super-affiliate Secrets - Inspiring Success Story Inside
Ex - Six Pack Shortcuts - Shocking Before/After Pics Inside
Ex - How This Mother of 3 Keeps The Baby Weight Off
Ex - How One Dropshipper Made \$134K With Instagram
Ex - How My Friend Mike Slept With Miss Texas

Body:

*Start - introduce the person or group of people who got the result

*Then - tell a quick story of where they started (pain), and where they ended up (desire)

*Transition - introduce the product - this is how they were able to achieve such results

*Offer - to become the next success story, go here



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Email Template 5 - Authority

The goal of this email is to show them credibility/proof that backs up your offer, like a research study, experiment or recognized expert in the niche.

Subject Line Examples:

Proof that (this claim is true)
New Research (about your pain or desire)
The (niche celebrity) Secret

Ex - Proof that Intermittent Fasting Beats Keto
Ex - Shocking New Research on Low Testosterone (must-read)
Ex - Grant Cardone's Greatest Sales Secret
Ex - Jen Selter's #1 Booty-Boosting Gym Secret

Body:

*Start - tell them about this new research or this recognized niche celeb/expert

*Then - teach them the #1 thing they need to know from the research or expert

*Transition - tie that lesson to the #1 idea of the product

*Offer - to learn how this can help you, go here



Email Template 6 - Incentive

The goal of this email is to compel them to take action by either talking about 1 really valuable bonus included with your offer, or giving them a strong incentive you create yourself (i.e. coupon or bonus offer)

Subject Line Examples:

New Bonus: (name of bonus)

Just Added: (name of bonus)

Have You Seen (name of bonus) Yet?

Body:

*Start - mention one super valuable bonus from the offer they may have missed, or one super valuable bonus/incentive you have for them right now

*Then - give 3 specific details on how this bonus/incentive will help them

*Transition - tell them the dollar value of this bonus and mention they can get it for free right now, if they take the following actions (click, come to the office, visit the store, etc)

*Offer - to claim this bonus, go here



Email Template 7 - Scarcity

The goal of this email is to force the reader into making a decision, by setting a deadline for when you will take away your offer. When there is less of something, we want it more.

Subject Line Examples:

Last Call - Closing At Midnight
Why We're Closing (Offer Name) Tonight
Only 3 Hours Left

Body:

*Start - get to the point fast, i.e. "real quick, you need to see this"

*Then - tell them that the offer is disappearing on this date and time

*Transition - recap the value and benefits of the offer - what it does for them, what's in it, what bonuses are included, etc.

*Offer - tell them again that it's disappearing and they must act now