



MODULE 3

SAMPLE SEQUENCE

Launch Sequence and Sample Emails

The following are actual emails in sequence that I used to launch one of my Cure Cravings Forever programs. I suggest you learn from the format, use your own words, and add your personality to make the most of this information.

The goal of each email is to get someone to take action. The action might be to sign up for your live event, to read your sales page, but usually it comes down to getting someone to click a link. Don't try to make your emails do all the selling, let your sales pages and videos do that for you.

Each email should lead someone to click the link, and should be short and to the point.

Day 1 - Step 1: Announce a live event like a webinar, teleseminar, Google Hangout.

Hey again!

I wanted to let you know about a special one time live video event taking place tomorrow December 14th at 4pm EST / 1pm PST where I'll be showing you easy, delicious winter and yule-time recipes!

So put a sticky note next to your computer to make sure you don't miss it - and check your email for a link about an hour before the event! :)

In the meantime, check out this new video I filmed for all of you who have done the dieting thing and thrown your hands up in despair by week 2.

::link::

I know how hard it is to make a sustainable lifestyle change, and in this video you'll learn the one thing that's holding you back from effortless healthy eating:

::link::

Sparklies, cinnamon, and hugs,
-Nathalie
(The Raw Foods Witch)

P.S. Click to watch this video now and find out why we keep sabotaging our most sincere efforts to eat healthy:

::link::

Day 3 - Step 2: Send a reminder to everyone who signed up for your free event.

Hola!

It's time to play in the kitchen, and you get to watch & learn new yule-time recipes!

I've got all my ingredients lined up, all that's missing is you!

Click [here](#) to head over to Ustream, grab yourself a free account, and then join us at 4pm EST / 1pm PST for yummy recipe-making!

::link::

I'm keeping the recipes under wrap, so you if you can't make it I'll send you a video recording after the event is over. :)

Snow-white pixiedust,
Nathalie Lussier (The Raw Foods Witch)

P.S. I'll be sharing my tips for stress-free holiday eating, and I've got some surprises for you too.

Day 4 - Step 3: Send the recording to everyone who couldn't make it.

Hi!

I got several emails from those of you who couldn't make it for today's live yule-time recipe demo, but lucky for you I've got a recording of it! :)

[Click here to watch the recording now!](#)

You'll want to take some time to watch this video now because I made a very important announcement that is time sensitive, not to mention that I answered a dozen questions that you've likely had about raw food, healthy eating, and winter! ;)

Check it out now!

Enjoy the recipes!

-Nathalie (The Raw Foods Witch)

P.S. If curiosity is getting the better of you and you know you want to go raw or eat healthier in 2011, [click here](#).

Day 8 - Send another email to give people who haven't checked it out yet a nudge to read your sales page.

Hi,

Do you ever feel like you've got too many constraints in your life?

You know like time constraints: cleaning the bathroom in your "leisure", rushing home to make dinner after running errands? Or constraints on your creativity: you need to do things the way your boss says, write things that you know the professor will like, or follow the latest business fad?

So when you look at what you eat, you're probably not thinking of adding any more constraints. That's cool, because you don't have to. Once you get your mind, body, and spirit in alignment you naturally start to crave the stuff that gives you your life back.

[Click here to secure your spot now.](#)

So you can scrub that bathroom clean and still have time to hang out with your family and friends. So you know how to

make dinner in a jiffy and sit down to enjoy it. You can put your own creative spin into your work and feel great about it.

[Click here to secure your spot now.](#)

Whatever it is that's holding you back right now: bread, sweets, coffee, you know I've got your back.

[Click here to secure your spot now.](#)

Cure Cravings Forever closes tomorrow Dec. 17th at Midnight EST. So secure your spot NOW and reap the benefits in the new year.

With open arms & creative pixiedust,
Nathalie (The Raw Foods Witch)

P.S. This is only time I'll be running Cure Cravings Forever in 2011, so if you know it's time to let go of the constraints... get in now:

[Click here to secure your spot now.](#)

Day 10 - Let them know you're closing the cart and starting the program.

Hey again,

This is your last chance to secure your spot in the Cure Cravings Forever program. Sign up now, because registration closes at Midnight Eastern and Cure Cravings Forever goes off the market.

::link::

If you're on the fence about joining the program, it's time to take action. I don't plan on opening up registration again in 2011 at all, because I'll be too busy working on my next projects.

And just so you know, I raised the price of the program since the first time I offered it, and I intend to do so again, because I always add more valuable content each time I run it.

::link::

Now's the time to get in while it's still affordable, and gain lifetime access so you get any new stuff I add later on. Don't miss out, sign up now!?

::link::

I'm really looking forward to helping you reach your health goals. We're totally going to rock it together!

Nathalie (The Raw Foods Witch)

P.S. Looking forward to diving deep into the food vs. mood issue, so get ready for the good stuff!

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