



## SAMPLE FUNNEL EMAILS:

Subject: Your Sensitive Guide Download Inside

Hey,

First, thank you SO much for signing up for The Sensitive Marketer's Guide to Doubling Your Email List...

Something tells me you're on a mission to make the world a better place for all of us sensitive people, and I'm right there with ya.

That's why I created this guide... and why I didn't call it "The world's most obnoxious marketing guide to doubling your email list while trampling everyone on the way to your goals"... ;)

So without further ado, click here to download your guide.

<http://ambitionally.com/f/downloaddouble/>

Here's what you'll learn inside this 33-page guide:

-Specific Headline Formulas You Can Take and Tweak To Get Going Fast...

-15 Case Studies from Top Marketers To Help You Design The Most Attractive Opt-In...

-The 8 Components Of a Winning Opt-in Offer That Converts (Fail To Implement One Of These & Your Conversions Will Suffer)

-Polite Popup Recommendations, Quick and Easy Opt-in Creation Resources, and More...

Anyway, go ahead and set aside 10 minutes to read over this guide to increasing your website conversions through high converting opt-in offers.

I promise you'll come out with a fresh perspective and at least one (if not 5!) tweak to make to your website.

Click here to download and read the guide now. <http://ambitionally.com/f/downloaddouble/>

One thing we noticed that stops smart business owners from implementing these opt-in offer tweaks is the technology side of things.

That's why we created our premium WordPress plugin PopupAlly, which helps you create beautiful and compelling opt-in offers and popups anywhere on your website in just minutes.

Take a look at what kinds of list building results you can expect from using this tool:

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=1thankyou&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=1thankyou&utm_campaign=popupallyfunnel)

Thanks so much again for taking a powerful step toward doubling your email list!

Over the next days and weeks I'll be sending you more tips to increase conversions, build your email list with your ideal happy potential clients, and video training too!

Yay welcome, we're officially ambition allies!  
-Nathalie & the AmbitionAlly team

P.S. In my next email I'll be sharing a case study on opt-in rates for websites that use popups and those that don't... you won't want to miss it, especially if you're on the fence about using popups.

### Subject: Chocolate or vanilla? (1 of 8)

Hey,

Which do you prefer? I'm a chocolate girl myself, but just being asked which you would prefer sends a powerful message.

That's exactly what we're talking about today: the power of giving people a choice, and how it can help you build your email list faster.

One surefire way to increase conversions is to be presenting the right offer at the right time.

There are a couple of ways to do that, like having different opt-in offers based on the type of content someone is reading on your blog.

For example, if you had two blog post categories you could show 2 different opt-in gifts (either in the sidebar, below the blog post, or as a popup)... so if someone is reading about recipes they'd be more likely to opt-in for a recipe book.

If they're reading about Pilates, they're probably interested in more exercise information.

But what if you're not sure which of these two people really want?

Or better yet, what if you have one opt-in gift (because who has time to create a bunch of different opt-in gifts for each new blog post?!) but you're not sure if it's what people want?

That's where having a mini-survey comes into place.

You can ask if someone is interested in getting your opt-in gift before you ask them to opt-in. Isn't that much more polite? It definitely is!

But it also has a powerful psychological advantage, that's been shown to increase conversions: if someone picks an option, they're more likely to follow through on the next step.

So if you ask if someone wants to learn how to have more rejuvenating sleep, and they say yes... then they're a lot more likely to opt-in to a video or a PDF all about sleeping more soundly.

On the other hand, if they said no then you know this isn't the right fit for them. This can give you incredible feedback that you can use to improve your business and list building efforts.

You could also use this mini-survey to find out more about your visitors, while keeping your opt-in offer the same but more targeted...

For example, if you have a recipe book with great ideas for healthy meals... you could ask your website visitors if they're:

- 1) a parent looking for recipes to feed their kids,
- 2) a college student trying to feed themselves

These are two totally different groups who can benefit from the same meal ideas, but because you've asked them more about who they are... you can talk to them

differently. You might have a different tone in your emails to these two different groups.

So now that you're starting to see the different ways that using the power of choice can help you build your email list, and offer even more value to your subscribers...

You might be wondering how you implement these ideas!

That's where PopupAlly comes into play. With it, you can put all of these ideas into action in the next 5-10 minutes with very little effort.

Click here to get started right now:

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=2chocolate&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=2chocolate&utm_campaign=popupallyfunnel)

You'll also have full control over the look and feel of your opt-ins, and the choice between popups and static opt-ins anywhere on your website...

Because giving you a choice is polite, and it makes for a better experience for everyone, right? :)

Thanks so much for reading and for being a part of our mission to make the web a more polite place for all of us smart and sensitive marketers and our readers.

With a spoonful of chocolate and vanilla pudding,  
-Nathalie "either/or/and/both, yum" Lussier

**Subject: Do popups make people leave your website? (2 of 8)**

Hello!

I hope you had a chance to dive into “The Sensitive Marketer’s Guide to Doubling Your Email List”...

In it, I shared some of my best advice for creating compelling opt-in offers and using popups to build your list faster. (Click [here](#) to download if you want a refresher. <http://ambitionally.com/f/downloaddouble/>)

If you’re anything like me, then you might be wary of installing a popup on your website because you don’t want to annoy your visitors.

I get it.

I was reluctant to install a popup on my website, too.

But when I did, the results were clear.

More people opt-in when you have a strong opt-in offer in a popup.

In fact, many website owners \*double\* their opt-ins...

But the question remains: does having a popup annoy your visitors so much that they leave your website as fast as a bad party?

Well, I’m happy to report that Dan Zarrella <http://danzarrella.com/my-data-shows-email-popups-work-and-dont-hurt.html> (well known analytics pro and marketer) did the research.

He compared the “bounce rate” (how quickly someone leaves your website after they land on it) when he had a popup installed, and when he had it disabled.

The results were surprising!

\*\*Image\*\*

What Dan found was that there was no statistically significant change in the number of people who left (or bounced) from his website.

The only difference was that when his popup was turned off, he had half the new subscribers as when it was on.

That definitely had me reconsidering the negative side effects of popups!

Now, that test was for a timed popup that shows up after a set number of seconds...

Imagine how an even more politely timed popup could encourage your website visitors to join your email list without being invasive at all?

That's exactly why we created PopupAlly!

With PopupAlly you can display a popup before someone leaves your website (everyone leaves eventually, so you're not interrupting their reading on your site)...

And not only that, but one of the features that no other popup plugin out there has is Smart Subscriber Recognition...

So when someone clicks on a link in your newsletter to go back to your website you can disable popups - you already know they're on your list, so why bug them with a popup?

Other plugins rely on cookies to disable future popups, but that method limited and doesn't work if you're accessing a website on a different computer than the one you opted in on - like your cellphone or mobile device.

Anyway, if you want to see how PopupAlly can easily help you add hundreds (or thousands!) of new subscribers to your email list without annoying your visitors, then you should check out our demo video:

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=3leave&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=3leave&utm_campaign=popupallyfunnel)

Here's to using polite popups that don't aggravate our visitors - and building amazing businesses that help others!

In my next email I'm going sharing a different perspective on all of this list building stuff we've been so focused on, and I know you'll get some insights here.

Until next time!

-Nathalie "popups that don't annoy" Lussier

### Subject: Warning: you might not like this (3 of 8)

Hey,

Since we've been talking about list building a lot, and it's one of my areas of specialty... I've had a lot of experience with the "side effects of growing your email list".

I've even experienced some of these myself, and that's why I wanted to share my insights with you... because you might not like these things happening but they will if you keep taking action to double your email list (or triple, quadruple, 10x)...

So here are some reasons why we might \*not\* want to grow our email lists:

1. If you add more people to your email list, you'll need to pay more for your email marketing management...

For some of us, that can be an extra \$10/month or as much as \$200/month. I had to make that significant leap in my email marketing software service, and it stung.

But the good thing? Even if you just get 1 more client or make a handful of sales as a result of your bigger list every month... it covers the cost of this upgrade. And the added benefits of more people on your list are likely to pay you back many times over!

2. When you have more people on your list, you have the potential for more "hate mail".

Let's be real: it's impossible to be adored by everyone at all times. Even if your content is bland and wasn't meant to ruffle any feathers, it still happens! And I have a hunch you're not bland at all...

So what happens when you get that first bit of constructive criticism or outright snark from a random stranger who found you online and joined your list?

If you throw your hands up in the air and decide to retreat, you're doing the world a huge disservice. Learning how to cope with other people's "off days" is important to your growth as an entrepreneur.

3. If you have a bigger email list, then you actually have to create great stuff for them on a regular basis... and you don't want to let them down.

When you have a small number of people on your email list, you might feel like you can skip a week or two... or send out something that you just whipped up the night before.

But once you start hitting "send" to a list of 100s, 1000s, 10,000s, or even 100,000s of people... the pressure to write amazing "life changing" emails starts to build.

It might even trigger some of your commitment issues and put into question whether you want to be stuck writing to these people regularly for the next few years.

This is tricky, because the most successful business owners are those who have made this commitment and not let themselves or their readers down in years. That's also why people trust them and buy more from them.

So...

We've covered 3 reasons why you might be resisting growing your list. It's important to shine the light on them because once you're aware, you can make a conscious decision about whether or not you want to stay small or expand and grow your list (and your business).

So if you're ready to overcome some of these side effects of building a bigger list, I'd love to have you join us in creating a more polite web... by using PopupAlly pro.

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=4warning&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=4warning&utm_campaign=popupallyfunnel)

Here's to overcoming resistance, building your list, and helping more people!  
-Nathalie "might not like it, but it's good for you" Lussier

P.S. I didn't like eating my vegetables when I was kid, but they were good for me. Now I've come to love eating my veggies, but I had to overcome my resistance and see the benefits as well as the positive side effects to really get it.

Subject: Oh, baby (4 of 8)

Hey,

It's funny what happens when you're in a relationship for a long time... my husband Robin and I have been together for nearly 10 years and we've just celebrated our 2 year wedding anniversary.

And my parents keep asking us when we'll have babies...

Well, I gave them quite the jolt when I announced our first software baby - PopupAlly!

It's been 9 months in the making (fitting, right?), and it's amazing how much co-creating something of this magnitude can do for a relationship.

Of course everyone thinks their baby is awesome. They're the smartest, most beautiful, and amazing gem...

So instead of telling you that PopupAlly helped us add thousands of new subscribers to our email list (it did) or that it's the most polite, easy to customize popup ever created (it is)...

I'm going to let some of our wicked smart customers and early adopters tell you why they think PopupAlly rocks:

"Playing with Nathalie Lussier's new PopupAlly Pro – me likey. Excited to test this landing page when it's all ready!" -Tara Gentile

"I've been searching for the perfect pop up plugin, and I just found it! Nathalie Lussier knocked it outta the park!" -Jamie DuBose

"I purchased PopupAlly Pro yesterday and it took me literally 5 minutes to get a subscription box at the end of all my posts... I haven't set up an actual pop up box yet but I'm so happy with how easy it was to install, set up and change the design. I normally only have 2 or 3 new subscribers a week and yesterday which was the first full day of having the opt in box at the end of my posts I had 5 new subscribers in one day!" -Linda McGrath-Cruz

"PopupAlly is SO easy to use - even for a non-techy, non-designer like me!" - Marsha Shandur

"Wow, what a response. I submitted a couple of ideas for PopupAlly and in less than two days they were incorporated into the latest version, so now we can design circular popups, too! Great plugin (now even better, hehe). Keep up the good work Nathalie and Robin." -Todd Roberts

"PopupAlly is so elegant and classy (no surprise coming from Nathalie)!" -Alison Hummel

"You don't need to worry about being tech savvy with this product, it's really THAT easy. The videos walk you through it and it takes like 5 minutes to set up." - Connie Trowbridge

"Your whole approach to this software is a delight--so different than typical software and Internet marketer pitches. I was actually feeling grumpy about buying OptinMonster, which seems to be the popular favorite--too much money, clunky to use, and not very attractive. I'm glad I found PopupAlly--looks exactly right for me." - Danno Sullivan

"I have the popup setup on exit and I've gotten more subscribers in 1 day that it's been active than having a sign up form in the sidebar for a few months! Thank you Nathalie" -Yoly Mason

"I just wanted to say a huge Thank You for your awesome PopUpAlly plugin. I just installed it yesterday and couldn't believe how easy the install process was. So many plugins require a lot of setup work, and this was by far one of the easiest I've used." - Rachael Roehmholdt

Sound good to you? [Click here to grab your copy right now.](#)

[Click here to get started right now \(faster list building is just on the other side\):](#)

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=5baby&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=5baby&utm_campaign=popupallyfunnel)

Thank you SO much for rallying around the "polite popup" concept. We knew we were onto something with our approach, and you confirmed for us that the world is ready for more gentle invitations and less aggravating popups!

Here's to you and your business babies being seen by even more people on your list! :)

With love,

-Nathalie & Robin

P.S. Don't worry mom and dad, we're going to have real kids someday, too. :)

**Subject: It's not a race, and yet... (5 of 8)**

Hi!

Have you ever felt like this online thing is a race?

Maybe you've looked around at the bloggers and business owners who started out online around the same time you did...

And noticed that some have gone further faster, and some haven't kept up.

Maybe you've even asked yourself why some people make it big and others struggle more, or even give up.

I asked myself the same thing.

So today, I decided to write to you from the perspective of a successful online marketer, who wants you to succeed beyond your wildest dreams.

So here we go...

"Look, we've seen each other around online, maybe we've guest blogged on the same sites... we've bought the same online training programs and we're both passionate.

We've made friends in this community, and we both have amazing content and products...

But for some reason, you haven't had the traction you've seen others get.

It's not your fault. There's just so much conflicting information out there, and every new info product or course can take you in a whole different direction.

We all go through that searching phase, and eventually zero in on what our focus needs to be.

For some of us, it happens quickly and we realize that building an email list needs to be at the center of our marketing efforts.

Having a list of highly engaged ideal customers is the pre-requisite for success online.

I know you might think that those of us who focus on list building have 'sold out' or that we aren't as purely motivated by helping people as we used to be when we just blogged for free and didn't worry about list building...

But I see list building as a way to be of even more service to those who decide to join. I get to create a relationship with them, offer them more value, and really create even more positive ripples in the world.

Doing that takes setting your ego aside, being able to put yourself out there (this can be vulnerable!) and trying things that you've never done before.

That might mean pitching yourself to a big media outlet or podcast show... Putting on your first webinar and promoting it confidently.

Or trying out a new way of attracting your ideal fans like doing a contest, running a Facebook ad, or writing a book.

It might also mean putting aside your preconceived ideas about things like installing a popup on your website.

Or overcoming your fear of public speaking, because you know that what you have to say could change the lives of the people who are listening.

I'd love to have you join me at the next business conference, and chat about how much your list has grown, how much your revenue has increased, and how many more people you're helping in your business now.

Do what it takes to let go of the judgements that are keeping you small.

It's possible for you to have a big impact and a successful business. It starts with one step outside of your comfort zone, and soon these steps become easier and easier.

I believe in you.

-Your friendly blogging, business building buddy"

I honestly wish I had received this from the online friends I started out with back in 2008-2009. I was focusing on getting more traffic to my website, instead of building an email list... and knowing what I know now, I'd have done things differently.

I hope this gave you a booster shot of motivation today, and I'll catch you in the next email!

With love,

-Nathalie "role playing rocks" Lussier

P.S. It's still not a race, we all have our divine timing in life and business... but if you want to give yourself an unfair advantage, then take a look at how PopupAlly can help:

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=6buddies&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=6buddies&utm_campaign=popupallyfunnel)

**Subject: Even more list building wisdom (6 of 8)**

Hi,

I've been talking about the power of PopupAlly for the past few days, and I wanted to give you even more reasons to consider this polite popup plugin for WordPress.

One of the benefits of having a strong opt-in form and popup on your website is twice the conversions.

So if you usually get 4 new opt-ins per day (on average), you'd start to get 8. Sweet!

But what if you don't have many people visiting your website right now?

That's the tricky part for many of us, and that's exactly why I created the 30 Day List Building Challenge.

It's a super bite-sized video training course that takes you one step and one day at a time toward making a big splash on the web.

It's essentially the guide I wish I had when I started building my email list, increasing my website visitors, and creating opt-in offers.

You see, depending on where you're at in your business you three choices:

1. You can invest money to grow your email list... by paying for ads, or hiring people to help.
2. You can invest time to grow your list... by creating content that gets shared or published elsewhere.

3. You do do a combination of the two and pay for a few strategic catalysts that will help you grow your list faster, and still do some content marketing to grow your following.

I do a combination of these in my business as well, and I'd love to walk you through how I personally doubled my email list... by giving you access to my 30 Day List Building Challenge system all in one go.

You see, most people who go through the program get one video a day for 30 days... but I have a feeling you don't want to wait that long to get your list building action on.

So I'm going to give you special unlocked access to the whole program right when you buy PopupAlly Pro. This special access usually costs \$27 dollars, but it's all yours immediately when you sign up here:

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=7bonus&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=7bonus&utm_campaign=popupallyfunnel)

I'll see you on the page, and on the list building journey, too!  
-Nathalie "3 choices, you pick your direction" Lussier

P.S. This special offer isn't going to be around forever, so if you want to unlock access to the 30 Day List Building Challenge (including a written version if you want to skim through it faster) then grab it today and get PopupAlly installed, too:

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=7bonus&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=7bonus&utm_campaign=popupallyfunnel)

**Subject: It just gets sweeter and sweeter (7 of 8)**

Hey,

In my last email I talked about the power of committing to your list building goals and taking action through the 30 Day List Building Challenge...

Well, today I wanted to take our existing PopupAlly offer to an even sweeter level.

If you sign up for PopupAlly Pro, you'll not only get our 30 Day List Building Challenge book and unlocked fast-track videos...

But you'll also get my "Expand Your Reach and Get More Subscribers" program.

This 4-module video training program is the manual for designing your list building plan over the next 12 months.

It will help you decide which list building strategies and tactics you need to focus on, and which ones will be a waste of time for you. (Let's face it, you could use a little downtime to enjoy the sunset, right?)

More importantly, this course sold for \$97, and focuses on your list building efforts for the long term... so after you've installed PopupAlly, taken action on the 30 Day List Building Challenge, you've got a solid strategy for long term sustainable growth.

It's not available anywhere else on the web, and the feedback I got on it from participants is that it can give some of the "big gurus" a run for their money.

So let's add up all the value and bonuses you get when you invest in PopupAlly Pro...

-The most polite popup that's proven to double your opt-in conversions, without annoying your visitors (with the most beautiful customizable templates, totally unique for your brand) - worth \$97 but likely to put hundreds if not thousands of dollars back into your pocket through your growing email list

-The 30 Day List Building Challenge Fast Track, which includes the written action plan and video library, worth \$27

-The full "Expand Your Reach & Get More Subscribers" video training program, with mp3 recordings and transcripts to listen on the go, worth \$97

And with unlimited popups on unlimited websites, there's no telling where these training programs, templates, and implementation tools will take you.

Click here to take advantage and get your opt-in up in the next 5 minutes:

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=8stack&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=8stack&utm_campaign=popupallyfunnel)

But don't wait - these special bonuses are only available for the next X days.

After that, you'll need to buy each program separately.

Thanks so much for your commitment to your future customers, and growing your list so you can build relationships with them today instead of tomorrow.

With so much love and list building cheerleading,

-Nathalie "sweet and salty" Lussier

**Subject: Last call for PopupAlly bonuses (8 of 8)**

Hey,

This is a last call reminder email to let you know that the bonuses for PopupAlly Pro are going away tonight.

I often get emails from people who miss deadlines, so I've learned to always send a reminder email before a special goes away.

Because I'm polite like that!

And so is PopupAlly Pro - and the amazing bonuses you get if you sign up by tonight.

You'll get:

-The 30 Day List Building Challenge Fast Track, which includes the written action plan and video library, worth \$27

-The full "Expand Your Reach & Get More Subscribers" video training program, with mp3 recordings and transcripts to listen on the go, worth \$97

-Unlimited popups and custom opt-in forms on unlimited websites, with PopupAlly Pro, worth \$97.

All of these bonuses add up to over \$221 and you get it all for just \$97.

Snap it all up before midnight tonight and you'll be on your way to doubling your email list faster than you can whip up dinner!

[http://ambitionally.com/popupally-pro/?utm\\_source=fbfunnel&utm\\_medium=email&utm\\_content=9final&utm\\_campaign=popupallyfunnel](http://ambitionally.com/popupally-pro/?utm_source=fbfunnel&utm_medium=email&utm_content=9final&utm_campaign=popupallyfunnel)

I'll see you on the page,  
-Nathalie "polite reminders rock" Lussier

P.S. If PopupAlly Pro won't work for you because you're not on WordPress, hit reply and let us know which platform you're on... so we can see if it makes sense to port it over and we get enough interest.