



Memberships – Examples of Launch Emails

March 2018

Below are examples of emails you 'could' send as part of your launch. Please change them to reflect your own voice and your own membership content.

Email 1

Hi [Name]

The time has finally come! Today the doors to [membership name] have opened and I'm so excited to start helping all our new members achieve [example solution to a problem].

If you're a [call out to target audience] trying to [call out to main problem solving] then you're going to want to check this out.

Get all the details here [link to registration page]

And the best news is, if you sign up now as one of our founder members, then not only do you get the best price the membership will ever be, but you also get [special bonus] too.

Check out [membership name] now to find out more and become a founding member! [link]

And if you have any questions at all about what [membership name] is and how it can benefit you, just hit reply to this email and let me know and I'll get back to you.

See you on the inside!

[name]

Email 2

Hey there [Name]

Have you had a chance to check out [membership name] [link] yet?

This is something that I've wanted to create for a while, after realizing that [insert reason for membership or story here].

I knew this was something I could provide to really make a difference and as a result [membership name] offers [insert feature] to help you [insert benefit].

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And the best part is you can get started today for just [price]!

I know that sometimes it can be hard to visualize what it must be like inside a membership group like this, so if you'd like to take a look behind the scenes and see exactly what you'd be signing up for, check out this sneak peek video I've created here [screenshot and link to video].

And of course, if you have any questions at all, just let me know by replying to this email.

PS- Don't forget to check out the details here [link to sales page]

Email 3

Hey[name]

I've been overwhelmed by the feedback on [membership name] so far! I'm so happy that people are already making great use of the membership – and there's even more good stuff to come in the future!

Here's what one member had to say:

[insert testimonial or social proof here]

Sound good? Well it's not too late to become a founding member! Just click here to join us inside the group [link]

We'll be raising the price on X date so don't miss out!

See you on the inside.

PS – If you have any questions about the membership, just hit the reply and let me know.

Email 4

Hey [name]

Since my last email I've had quite a few questions about [membership name] so I thought I would answer them here in case you've also been wondering the same thing...

Q? Why should I join the [membership name]?

Well if you've been want to [pain point] then the membership is designed to help you do just that, and more! Not only will be show you how to do [solution to pain point], but we'll also provide you all the support and resources you need to succeed.

Q? What if it's not for me?

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If you join and find the membership isn't for you, then you can cancel easily at any time, no questions asked. In fact it just takes two click! You have complete control.

What's more, I'm giving you 30 days to change your mind! If it's not for you, just let me know in the first month and I'll be happy to refund your money. So it really is a no risk offer. [this sentence optional and can be changed from 30 days to 1 week]

Q? Why X
Answer here...

Hopefully this helps you if you've had a few hesitations about joining us. If you're question isn't answered here though, then check out our FAQs page here for more [insert link] or reply to this email and let me know.

If you're ready to join us, click here [insert link]

PS, if you haven't checked out our behind the scenes video of the membership, then you can do so here.

Email 5

Hi [name]

I just wanted to send you a quick reminder that our special launch pricing for [membership name] will be ending tomorrow [date] at [time].

If you've been thinking about joining us then now really is the best time. Not only will you get the best price that the membership will ever be (and you'll be locked into that price for your entire membership) but you'll also get to be one of our founding members and help to shape the content we create and the community too.

Join us [insert sales page link]

If now's not the right time for you then no problem, you'll still be able to join us later but the price will have increased.

If you're just not sure if the membership is for you, then don't forget we offer a no questions asked money back guarantee! We also don't tie you into a contract so you can leave any time with just two clicks of your mouse (but we don't think you'll want to!)

Check out the rest of the details here [link]

I'll see you on the inside.

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