

This is an email series for an Internet marketer who has a sizable list of joint venture partners (in the personal development and spirituality fields) but she had limited ability to influence the partners on how to best communicate with their subscribers. If possible it is always best to provide the emails for the partners and hope they use them. So I created a series of three emails that each accomplishes a different task, as follows:

Email 1: “Sets the stage”, builds anticipation, “warms up” the list (in case they hadn’t been contacted for some time), and helps readers feel they are getting something exclusive for being on the email list (value added), uses emotion of “exclusivity” in the subject line, and gets them to be on the lookout for the second email.

Email 2: Gets recipients to click the link, but doesn’t attempt to sell in the email itself like the current one does. The goal is to get people imagining what it would feel like to have incredible energy, etc. – conveying benefits in an emotional way. Goal is a CLICK to lead them to the sales letter / website

Email 3: Follow up email for those who were too busy to see or read the 2nd email. Adds social proof with a testimonial, instills concern that reader might be “left out”.

At the very bottom is the email that had been written by her marketing coordinator attempting to present and sell the program in a single lengthy email, which is better left to the sales website and video.

Email 1: Subject: [firstname], you’re in!

Dear [firstname],

The details are still being worked out, so this is just a quick note to let you know that I am working on *something that you can use to make sure 2009 is your best year ever*. I really appreciate that you have subscribed to [newsletter, e-zine, email list] and any time I can “give back” to you as a way of saying “thank you”, I can and will! So...

A close friend that I really trust has brought to my attention a brief, yet powerful “life boosting” mind/body/spirit program that might be a perfect fit for you at this time of year, since you have expressed such a strong interest in [personal growth, wellbeing, and health]. But before I] share it with you, I have asked the program creator to “sweeten the pot” for my members.

I apologize for sounding so secretive, but since this will be an “insiders” opportunity, I can’t let the cat out of the bag just yet. In just a couple of days, when I have the details finalized of the special incentives I am working on getting you, then you’ll get a brief email with a link to get all the details.

What can be shared at this point is this: because of all the incentives that you’ll be given, this program has to be a very limited time offer, so stay tuned for the big announcement!

The subject of the email you'll be looking for is "Your Top Priority for 2009"
Sincerely, [John Sender]

Email 2 (primary email) Subject: Your Top Priority for 2009

How prepared are you to make 2009 your best year ever? You probably know from personal experience that feeling great, vital, and energetic is hard to realize, and even harder to maintain.

Most of us feel tired, sluggish, and stressed out most of the time. It's time for a change, and now is your time. I know you want to feel great, look incredible, and **exceed your goals for 2009! That's why I want to share with you** a new program created to help you *in just 5 days* reverse decades of "hard living" and get you back on track to optimum physical health, wellbeing, and abundance - without breaking the bank, your back, or your spirit!

The program creator is my friend, the incredible Jeanie Callen Barat, known all over the world as "The Fitness Genie" and she has created a short video here [HYPERLINK](#) which explains all of the benefits and outlines exactly what is included.

Jeanie is the only person in the world today creating combined health and fitness programs based on fully integrating your Mind, your Body, and your Spirit - programs based on unchanging Universal spiritual principles.

The [Fitness Jeanie 5 Day Detox Program](#) (hyperlink to the site) is for people who, in just a few minutes each day want to:

- Experience peak physical health
- Enjoy a balanced lifestyle
- Feel confident and in-control
- Make progress on their personal spiritual path
- Just follow simple, clear instructions to manifest a healthy mind, healthy body, and an uplifted spirit!
- Be fairly but firmly guided to stay on track once this balance has been achieved

Because you are subscribers to [blank], as a way of showing my appreciation, I challenged the Fitness Jeanie to come up with a way to ensure you stay on track. So you will get both phone and email access to Jeanie, and personalized coaching!

I strongly encourage you to watch the brief video at this link right now: [HYPERLINK](#)

Sincerely, [John Sender]

P.S: Just to clarify, this is not a program that takes incredible effort, or willpower. If it did, I wouldn't be personally recommending it to you. This is a program that helps you remove toxic input, whether that input comes from food, people, or the media. When you remove this toxic input, your mind, body, and spirit will come back into balance naturally.

P.P.S: With Valentine's Day coming up, you'll want to look and feel your best, and the timing of this program couldn't be better for you! [HYPERLINK](#)

Email #3 – Follow Up

Subject line: [Firstname], are you taking part?

Dear [Firstname],

Just a quick note to let you know that the response to The Fitness Jeanie 5 Day Detox Offer [HYPERLINK](#) was incredible, but I didn't see your name on the list of participants. I hope you intend to take advantage, because 2009 is shaping up so well for so many people, and I don't want you to not be in on it. Investing in yourself takes courage, but it's always worth it.

Jennifer invested in herself, and here's what she had to say about her results:

Just Plain Happy and 6 lbs Lighter!

"I am a licensed esthetician, so I work with people's outer beauty all day long. But I had been neglecting my "inner beauty" for years. By that I mean psychologically and "intestinally". Not to be gross, but your 5 Day Detox got me cleaned out in ways I never thought possible, resulting in lots of sludge "flushed out" in just a few days and overall 6 lbs dropped! As a result and I felt lighter, more content, balanced, and just plain happy! My skin showed a huge difference as well, it really glows and I wear less makeup! Now I tell all of my clients to try it, and their feedback is always positive." – Jen Devlin, Esthetician, Indian Rocks Beach, FL

If you would like to "just plain happy" and feel incredible, look better, and get 2009 to be your best year ever, and get free coaching with The Fitness Jeanie, then you need to act very quickly. Here's the link to the video again in case you just got sidetracked: [HYPERLINK](#)

Sincerely, [John Sender]

P.S: This is the last email you will receive about this unique and highly effective program, so please check out the brief video [HYPERLINK](#) now.

ORIGINAL EMAIL THAT WAS GOING TO BE SENT AS A ONE-TIME ATTEMPT AT SELLING THE PROGRAM

The email below makes a critical mistake that many beginning marketers make – not courting the prospect. Instead it tries to pitch a product “cold” in one shot, out of the blue! This rarely works. People just don’t like being “sold” and this email attempts to do what the main sales website does, lay out the incredible benefits in both emotional and rational terms. Overall it’s not a bad email, but is very long and tries to accomplish too much.

*Email Subject Line: **Start the year off right and revitalize yourself!***

You are being offered for a limited time, an exclusive opportunity of working one on one with Jeanie Callen Barat, The Fitness Jeanie for free. If you are looking to makes positive changes in your life this coming year, you will want to get started with this Program. *The Fitness Jeanie Detox Program* isn’t just a physical cleanse, it’s a Mind Body and Spirit Cleanse...and you can not only get this product, but have a chance to receive ONE on ONE coaching with The Fitness Jeanie for FREE with your purchase. This is a one-time-only chance to experience the proven system so you can achieve a flatter stomach, dissolve cravings, release 4-8 pounds in five days PLUS gain energy and renew your spirit.

Dear Friends:

This Program is for the people who are truly SERIOUS about making changes this year and want to start the year off right – and want to reap the benefits of having a chance to work with Jeanie one on one to Jump start their year and START FEELING GOOD NOW.

The Detox Program costs only \$397 and comes complete with product, Audio Programs and Detox manuals. Coaching normally costs \$3997 to work with Jeanie one on one. But for those who purchase the product through this offer, she is offering something REALLY SPECIAL, Buy the product and Join with Jeanie in a series of group coaching sessions and work with her ONE on ONE and be Personally coached with The Fitness Jeanie for FREE!

This is a SMALL investment to get one on one coaching as well as a great Product! The coaching includes 4 information packed 1 hour sessions of live interaction with Jeanie divided over 2 weeks in January.

[HYPERLINK](#)

Like most people, your extra holiday eating leaves you feeling heavy, sluggish and bloated after all the indulging? You may be searching for ways to help you get back and shape and feel slimmer, toned and more energized in the New Year. Although a great diet and exercise plan are important, sometimes they don’t bring results fast enough, so you lose motivation.

A detox is a perfect way to get “cleaned out” plus feel more energized. If you’re making a significant change in your life, it can be a perfect way to kick start that process.

Here’s what you get with The Fitness Jeanie Detox Program:

- **“The Fitness Jeanie” Detox Manual**

Step-by-step five day program making it simple and easy-to-follow, Complete with shopping lists, recipes and instructions

- **“The Fitness Jeanie” Journal**

Inspiring quotes and a place to chart your progress and thoughts during the program

- **HealthForce Detox Products**

Everything necessary for a complete physical detox to shed your unwanted weight and toxins, combat bloating and constipation plus increase your energy.

- **“The Fitness Jeanie Meditation” CD**

Helps you relax, release negative thoughts and create new supporting habits so you experience peace of mind about your body and weight.

- **Coaching CDs with Master Teachers Bob Proctor, Mary Morrissey and Todd Durkin**

Coaching CDs teaching you how to change your past patterns and beliefs so you can sustain your results, break through plateaus and maintain your motivation.

- **The Fitness Jeanie “Weighing In on Weighing In” CD**

Answers your questions on how to keep the scale from ruining your day—and your diet!

- **“The Secrets of Nutrition No One Tells You” CD**

Exclusive CD with Alex Fioroni, “The Nutrition Guru” teaching you what foods you need to eat to drop pounds fast, how to speed up your metabolism even when you’re not exercising.

- **An Added BONUS! Jeanie’s Blast Fat Fast and Tone it Up Workouts.**

Personal training sessions set to music with The Fitness Jeanie motivating you step-by-step through fat blasting cardio and strength training workouts.

[HYPERLINK](#)

Most detox programs are only a physical cleanse that don’t address your habits, so you end up going right back to your old ways and weight when it is over.

Plus several of the detoxes out there are so intense and go multiple days, so they are hard to complete. Or they require frequent trips to the bathroom or such an intense eating program, you just can’t keep it up.

The Fitness Jeanie Detox Program makes it simple for you to achieve the same results of a traditional detox program (flatter stomach, release toxins and weight, dissolve cravings, gain energy) in only FIVE DAYS while eating real food. PLUS, you receive a mental and spiritual cleanse led by world-renowned teacher, The Fitness Jeanie, you instill positive, supporting habits to sustain your results.

If you wanted to take time off work, come to a cleansing center and work with Jeanie to go through a program like this it would cost as much as \$3200. But, now you can achieve the same results from the comfort of your own home in only five days for just \$397.

Don’t spend another day feeling guilty about your weight, bad eating habits or not exercising. Get Started TODAY! Buy the The Fitness Jeanie Detox Program and release your negative emotions and self-sabotaging behaviors and experience peace of a mind along with a lighter body and renewed spirit for the New Year!

[HYPERLINK](#)