

PDF“WORKBOOK” (TEMPLATES)

EXAMPLE TEMPLATE #1 DIGITAL PRODUCT

DAY 1 EMAIL

SUBJECT: B.F.O. I had.

Back in school, I had a teacher, Professor Jones. He was an odd guy. Taught archaeology. Didn't show up for about half his own classes.

But brilliant.

Everyone wanted to be in Dr. Jone's class.

Including me.

But for some reason, Jones didn't like me very much.

One day I made what I thought was an insightful remark about a dig site photo we were looking at, and Jones shot me a withering look.

"Thanks for that B.F.O., Mr. Edwards," he said.

I knew better, but I asked anyway.

"What is a B.F.O.?"

He smiled at me.

"Blinding flash of the obvious."

I wilted. And the term stuck all through school. And in fact, I use it to this day whenever I see something... well... blindingly obvious.

So here's a B.F.O. I just had...

You haven't bought my product, "**The 100 Best Testing Subject Lines**" yet.

And it is *blindingly obvious* why.

You think it costs too much.

I mean, c'mon - \$1,000 for 10 page ebook?

And yet... this ebook is filled with email subject lines that have made me over \$600,000 in the last 12 months.

If you use them will you make \$600,000?

Maybe not.

Probably not.

Will you make more than you currently do? More than your investment back? Almost certainly.

So the only reason you haven't ordered yet is either **you already make too much money** ... or you don't make much money at all, and you just think \$1,000 is too big of a "wager".

Blindingly obvious what the solution is.

For the next 5 days, I am making **"The 100 Best Testing Subject Lines"** available to you for only \$100.

Why would I cut the price so drastically, especially when you know I don't believe discounts or sales are in the best interest of you and your business?

- Because I see now that I need to prove to you what I'm telling you is true.
- Because you are a subscriber and I believe in rewarding loyalty.
- ...and because I believe **once you see the value in this**, you'll be ready - even eager - to **invest in some of my more intense trainings and products.**

For those reasons, you have until Friday at midnight Pacific to get **"The 100 Best Testing Subject Lines"** for 90% off... just \$100 instead of the usual \$1,000.

[Click here to get your copy of "The 100 Best Testing Subject Lines" now.](#)

Sincerely,

Ray Edwards

PS - By now, it should be "blindingly obvious" what you should do. [Click here and get your copy today - we will not make this offer again.](#)

*My GreatCo
1138 Lucas Lane
Studio City, Ca 90210*

[Click here if you don't want to hear about this special offer any more.](#)

DAY 2: Email 2

SUBJECT: Oops. Let me explain...

Boy, did I cause a ruckus with yesterday's email.

Sorry. Let me explain what's going on...

A lot of folks thought I meant something "naughty" by the subject line of yesterday's email.

It was: "*B.F.O. I had.*"

B.F.O. stands for "blinding flash of the obvious", and was what I was known for when I was back in school. Because a teacher thought it was funny to christen me "Captain B.F.O."

You might think I was emotionally wounded by my teacher's mockery - but I wasn't.

I still use the term "B.F.O." whenever I see something... well... blindingly obvious.

So here's the B.F.O. I was talking about in yesterday's email...

I noticed that you haven't bought my product, "***The 100 Best Testing Subject Lines***" yet.

And it is *blindingly obvious* why.

You think it costs too much.

I mean, c'mon - \$1,000 for 10 page ebook?

And yet... this ebook is filled with email subject lines that have made me over \$600,000 in the last 12 months.

If you use them, will *you* make \$600,000?

Maybe not.

Probably not.

Will you make more than you currently do? More than your investment back? Almost certainly.

So the only reason you haven't ordered yet is either **you already make too much money** ... or you don't make much money at all, and you just think \$1,000 is too big of a "wager".

Blindingly obvious what the solution is.

For the next 4 days, I am making "***The 100 Best Testing Subject Lines***" available to you for only \$100.

Why would I cut the price so drastically, especially when you know I don't believe discounts or sales are in the best interest of you and your business?

- Because I see now that I need to prove to you what I'm telling you is true.
- Because you are a subscriber and I believe in rewarding loyalty.
- ...and because I believe **once you see the value** in this, you'll be ready - even eager - to **invest in some of my more intense trainings and products.**

For those reasons, you have until Friday at midnight Pacific to get ***"The 100 Best Testing Subject Lines"*** for 90% off... just \$100 instead of the usual \$1,000.

[Click here to get your copy of "The 100 Best Testing Subject Lines" now.](#)

Sincerely,

Ray Edwards

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DAY 3: Email 3

SUBJECT: Your questions answered...

A lot of questions have been coming in about why we are practically giving away my \$1,000 product, ***"The 100 Best Testing Subject Lines"*** for a mere \$100.

In today's email, with only 3 days left for you to grab your copy before the price irrevocably goes back up to \$1,000... I am answering the most common questions.

Q - *"What exactly is **The 100 Best Testing Subject Lines** and what will it do for me?"*

A - This is a collection of the email subject lines that we have scientifically proven as our best. WE measured the email open rates and conversion rates, and these are the subject lines that results in the most opens plus the most sales. You can use it by "swiping" our subject lines for your own email marketing, and increase your open rates and conversions.

Q - *"I thought you didn't believe in doing sales or discounts?"*

A - In most cases, you are exactly right. But there are 3 strategic reasons why I'm doing this. They are:

1. Because I see now that I need to prove to you what I'm telling you is true.
2. Because you are a subscriber and I believe in rewarding loyalty.
3. ...and because I believe **once you see the value** in this, you'll be ready - even eager - to **invest in some of my more intense trainings and products.**

For those reasons, you have until Friday at midnight Pacific to get ***"The 100 Best Testing Subject Lines"*** for 90% off... just \$100 instead of the usual \$1,000.

[Click here to get your copy of "The 100 Best Testing Subject Lines" now.](#)

Sincerely,

Ray Edwards

PS - You have only 3 days left to get this \$900, 90% off discount. This will not happen again.

[Click here and get your copy today - we will not make this offer again.](#)

*My GreatCo
1138 Lucas Lane
Studio City, Ca 90210*

[Click here if you don't want to hear about this special offer any more.](#)

DAY 4: Emails 4, 5

EMAIL #4

SUBJECT: One more day

You have just one more day, until Friday at midnight Pacific ,to get ***“The 100 Best Testing Subject Lines”*** for 90% off... just \$100 instead of the usual \$1,000.

This is a collection of the email subject lines that we have scientifically proven as our best.

We measured the email open rates and conversion rates, and these are the subject lines that resulted in the most opens, plus the most sales.

You can use it by “swiping” our subject lines for your own email marketing, and increase your open rates and conversions.

But tomorrow this offer to save \$900 ends for good.

[Click here to get your copy of “The 100 Best Testing Subject Lines” now.](#)

Sincerely,

Ray Edwards

PS - You have one 1 day left to get this \$900, 90% off discount. This will not happen again. [Click here and get your copy today - we will not make this offer again.](#)

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EMAIL #5

SUBJECT: want this \$900?

You have until tomorrow (Friday) at midnight Pacific to get ***“The 100 Best Testing Subject Lines”*** for 90% off... just \$100 instead of the usual \$1,000.

It's like I'm trying to hand you \$900. Do you want it?

[Click here to get your copy of “The 100 Best Testing Subject Lines” now.](#)

Sincerely,

Ray Edwards

PS - You have mere hours left to get this \$900, 90% off discount. This will not happen again.

[Click here and get your copy today - we will not make this offer again.](#)

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1138 Lucas Lane
Studio City, Ca 90210*

[Click here if you don't want to hear about this special offer any more](#)

DAY 5: Emails 6, 7

EMAIL #6

SUBJECT: last day

This is the last day.

The last day to get ***“The 100 Best Testing Subject Lines”*** for 90% off... just \$100 instead of the usual \$1,000.

This is a collection of the email subject lines that we have scientifically proven as our best.

We measured the email open rates and conversion rates, and these are the subject lines that resulted in the most opens, plus the most sales.

You can use it by “swiping” our subject lines for your own email marketing, and increase your open rates and conversions.

But in a few hours, at the end of today, this offer to save \$900 ends for good.

The price goes back to \$1,000. Permanently.

[Click here to get your copy of “The 100 Best Testing Subject Lines” now.](#)

Sincerely,

Ray Edwards

PS - You have mere hours left to get this \$900, 90% off discount. This will not happen again.
[Click here and get your copy today - we will not make this offer again.](#)

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EMAIL #7

SUBJECT: you missed it

I don't want to have to tell you that tomorrow.

Without fail, someone will miss out, and then try to call and sweet talk us out of our deadline.

But I have to keep my word.

This has been out there for 5 days now. The doors are closing.

Please don't make me tell you, "You missed it."

The price goes back to \$1,000. Permanently.

[Click here to get your copy of "The 100 Best Testing Subject Lines" now.](#)

Sincerely,

Ray Edwards

PS - You have only mere hours left to get this \$900, 90% off discount. This will not happen again. [Click here and get your copy today - we will not make this offer again.](#)

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EXAMPLE TEMPLATE #2

DOG TRAINING DVD

DAY 1 EMAIL

SUBJECT: B.F.O. I had.

Back in school, I had a teacher, Professor Jones. He was an odd guy. Taught archaeology. Didn't show up for about half his own classes.

But brilliant.

Everyone wanted to be in Dr. Jone's class.

Including me.

But for some reasons, Jones didn't like me very much.

One day I made what I thought was an insightful remark about a dig site photo we were looking at, and Jone's shot me a withering look.

"Thanks for that B.F.O., Mr. Edwards," he said.

I knew better, but I asked anyway.

"What is a B.F.O.?"

He smiled at me.

"Blinding flash of the obvious."

I wilted. And the term stuck all through school. And in fact, I use it to this day whenever I see something... well... blindingly obvious.

So here's a B.F.O. I just had...

You haven't bought my product, "***How to House-Train Your Pug***" yet.

And it is *blindingly obvious* why.

You think it costs too much.

I mean, c'mon - \$200 for a dog-training DVD?

And yet... this course turns your pug into a well-trained, well-behaved companion... instead of an unruly, language impaired toddler with sharp teeth and no diaper.

If you get this DVD will you win Westminster?

Maybe not.

Probably not.

But will you have a more well-behaved Pug who doesn't pee on your pillow?

Almost certainly.

So the only reason you haven't ordered yet is either **you are okay with pee on your pillow ...** or you just think \$200 is too big of a "wager".

Blindingly obvious what the solution is.

For the next 5 days, I am making ***"How to House-Train Your Pug"*** available to you for only \$25.

Why would I cut the price so drastically? 3 reasons...

- Because I see now that I need to prove to you what I'm telling you is true.
- Because you are a subscriber and I believe in rewarding loyalty.
- ...and because I believe **once you see the value in this**, you'll be ready - even eager - to **invest in some of my more intense trainings and products.**

For those reasons, you have until Friday at midnight Pacific to get ***"How to House-Train Your Pug"*** for \$25 instead of the usual \$200.

[Click here to get your copy of ***"How to House-Train Your Pug"*** now.](#)

Sincerely,

Ray Edwards

PS - By now, it should be "blindingly obvious" what you should do. [Click here and get your copy today - we will not make this offer again.](#)

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Studio City, Ca 90210*

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DAY 2: Email 2

SUBJECT: Oops. Let me explain...

Boy, did I cause a ruckus with yesterday's email.

Sorry. Let me explain what's going on...

A lot of folks thought I meant something "naughty" by the subject line of yesterday's email.

It was: *"B.F.O. I had."*

B.F.O. stands for "blinding flash of the obvious", and was what I was known for when I was back in school. Because a teacher thought it was funny to christen me "Captain B.F.O."

You might think I was emotionally wounded by my teacher's mockery - but I wasn't.

I still use the term "B.F.O." whenever I see something... well... blindingly obvious.

So here's the B.F.O. I was talking about in yesterday's email...

I noticed that you haven't bought my product, ***""How to House-Train Your Pug"*** yet.

And it is *blindingly obvious* why.

You think it costs too much.

I mean, c'mon - \$200 for a dog-training DVD?

And yet... this course turns your pug into a well-trained, well-behaved companion... instead of an unruly. language impaired toddler with sharp teeth and no diaper.

If you get this DVD will you win Westminster?

Maybe not.

Probably not.

But will you have a more well-behaved Pug who doesn't pee on your pillow?

Almost certainly.

So the only reason you haven't ordered yet is either **you are okay with pee on your pillow ...** or you just think \$200 is too big of a "wager".

Blindingly obvious what the solution is.

For the next 5 days, I am making ***"How to House-Train Your Pug"*** available to you for only \$25.

Why would I cut the price so drastically? 3 reasons...

- Because I see now that I need to prove to you what I'm telling you is true.
- Because you are a subscriber and I believe in rewarding loyalty.
- ...and because I believe **once you see the value in this**, you'll be ready - even eager - to **invest in some of my more intense trainings and products**.

For those reasons, you have until Friday at midnight Pacific to get ***"How to House-Train Your Pug"*** for \$25 instead of the usual \$200.

[Click here to get your copy of ***"How to House-Train Your Pug"*** now.](#)

Sincerely,

Ray Edwards

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DAY 3: Email 3

SUBJECT: Your questions answered...

A lot of questions have been coming in about why we are practically giving away my \$200 product, ***“How to House-Train Your Pug”*** for a mere \$25.

In today's email, with only 3 days left for you to grab your copy before the price irrevocably goes back up to \$200... I am answering the most common questions.

Q - *“What exactly is **How to House-Train Your Pug**” and what will it do for me?”*

A - This is 37-minute routine on DVD that, when performed with your pug for 14 days, completely eliminates “accidents” in the house.

Q - *“I thought you can't train pugs because they're too stubborn?”*

A - Not at all true. There are no stubborn dogs. Only stubborn people who refuse to work with them, exercise patience, and stick with the training until the training sticks.

4. Because I see now that I need to prove to you what I'm telling you is true.
5. Because you are a subscriber and I believe in rewarding loyalty.
6. ...and because I believe **once you see the value** in this, you'll be ready - even eager - to **invest in some of my more intense trainings and products**.

For those reasons, you have until Friday at midnight Pacific to get ***“How to House-Train Your Pug”*** for \$25 instead of the usual \$200.

[Click here to get your copy of ***“How to House-Train Your Pug”*** now.](#)

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DAY 4: Emails 4, 5

EMAIL #4

SUBJECT: One more day

You have just one more day, until Friday at midnight Pacific ,to get ***“How to House-Train Your Pug”*** for \$25 instead of the usual \$200.

This course turns your pug into a well-trained, well-behaved companion... instead of an unruly, language-impaired toddler with sharp teeth and no diaper.

If you get this DVD will you win Westminster?

Maybe not.

Probably not.

But will you have a more well-behaved Pug who doesn't pee on your pillow?

Almost certainly.

[Click here to get your copy of ***“How to House-Train Your Pug”*** now.](#)

Sincerely,

Ray Edwards

PS - You have one 1 day left to get this discount. This will not happen again. [Click here and get your copy today - we will not make this offer again.](#)

*My GreatCo
1138 Lucas Lane
Studio City, Ca 90210*

[Click here if you don't want to hear about this special offer any more.](#)

EMAIL #5

SUBJECT: want this \$175?

You have until tomorrow (Friday) at midnight Pacific to get **““How to House-Train Your Pug”** for \$25 of the usual \$200.

It's like I'm trying to hand you \$175. Do you want it?

[Click here to get your copy of **“How to House-Train Your Pug”** now.](#)

Sincerely,

Ray Edwards

PS - You have one mere house left to get this \$175 savings. This will not happen again. [Click here and get your copy today - we will not make this offer again.](#)

*My GreatCo
1138 Lucas Lane
Studio City, Ca 90210*

[Click here if you don't want to hear about this special offer any more](#)

DAY 5: Emails 6, 7

EMAIL #6

SUBJECT: last day

This is the last day.

The last day to get ***“How to House-Train Your Pug”*** for just \$25 instead the normal \$200 price tag.

[Click here to get your copy of ***“How to House-Train Your Pug”*** now.](#)

Sincerely,

Ray Edwards

PS - You're in serious danger of missing this. This will not be offered again. [Click here and get your copy today - we will not make this offer again.](#)

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Studio City, Ca 90210*

[Click here if you don't want to hear about this special offer any more](#)

EMAIL #7

SUBJECT: you missed it

I don't want to have to tell you that tomorrow.

Without fail, someone will miss out, and they try to call and sweet talk us out of our deadline.

But I have to keep my word.

This has been out there for 5 days now. The doors are closing.

Please don't make me tell you, "You missed it."

The price goes back to \$200. Permanently.

[Click here to get your copy of "**How to House-Train Your Pug**" now.](#)

Sincerely,

Ray Edwards

PS - You're about to miss out. Don't be mad at me tomorrow. [Click here and get your copy today - we will not make this offer again.](#)

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