You will want to work your USP into these emails … the goal is to showcase you (build a personal connection) and WIIFM for the new subscriber.

Since they go to every new subscriber they can’t be product or service specific instead selling the overall transformation that the prospect will experience with your company.

**Indoctrination Email #1:**

Hi… my name is xxxx and I’m the founder of xxxxxx. I wanted to take a moment and say hello and thank you for requesting what could be the most important, business changing information you ever receive.

Look, whether you are brand new or a seasoned pro, what I am about to reveal to you will be a game changer.

And I promise it’s like nothing you have heard before (which is a lesson in and of itself) but you can be assured that I have tested every idea, every strategy in my own business. You see I started in xxxxx xxyears ago – I have seen the highs and I have seen the lows – but you can rest assured that I am practicing what I preach. [Goal= to set up why you are different – why you know your stuff. If you have written any books, have any PR, appeared on, etc. Set up your authority and credibility here]

Before we get started let me ask you a question…. What is our #1 priority [or job?] as a xxxxxx?

Think about your answer. Only .01% of those that I ask this question ever get it right. Give it a shot – those that get this right also are in the top 1% of income earners.

I’ll give you the answer in a bonus training I am holding in a few days. [set’s up your webinar]

Until then here’s what you can expect from me….

[I do a lot of webinar trainings – because I have found that is the best way to share these ideas and strategies. If I could impart any useable wisdom in 5 minutes or less or in just an email, I would love to, but the fact is that it usually takes 60-90 minutes to teach just one of the hundreds of business changing ideas that I have to share with you.

I will let you know via email before each of the trainings so you have time to add me to your calendar. ]

[Every Tuesday I sent out a weekly email containing tips and tricks for xxxxxx]

[We publish fresh trainings, ideas, and strategies for xxxx on our blog 2x a month, and when we do we will send out an email letting you know so you can check out what interests you.]

[We will also send you emails about new courses, softwares and other cool premium resources from time to time but only once we are sure about their quality.]

My favorite ideas are [ describe a way that your ideas are different – these are totally free, these are easy to start, these are something that works for 100% of the people ]. I have x number very unique ones to share with you shortly

Sound fair? GOOD!

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IMPORTANT

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I am going to guess that you get a lot of emails. Some grab your attention and some get lost by the wayside.

I need your attention! This is the only way that I can help you change your business and change your life.

So please take a moment and do the following:

1. Add my email address into your contacts inside your email account. This way, when you type ‘Greg’ my email address will pop up and you can send me any of your questions. And more importantly, it will keep my communication to you going into your primary folder
2. Especially if you are a gmail user or another provider that segments your emails, be sure to drag any emails from me to your priority inbox.
3. Take 2 seconds and join xxxx facebook page this is our secondary means of communication outside of email PLUS you get to talk with other xxxx members who have experienced xxxx.

This is important, to ensure that you receive everything you requested, for me to provide massive value for you and your business, and so that you have the opportunity to join me for these special upcoming trainings.

We will talk again soon,

xxxxxx

PS – Do you know why [insert an industry question… “why most people fail at xxxxx” “why most xx only make $xxx”]. I’ll give you the answer tomorrow, but for now I wanted you to think about what [our #1 job is as a xxx]

**Indoctrination Email #2:**

Subject: Congratulations!

Yesterday you took the first step and joined us here at xxxx with the goal of xxxxx and here you are...TWO DAYS IN A ROW...digging in again.

And that’s a big deal!

You see, a lot of people talk about xxxxx , and xxxxxx, while making more money.

...but here you are, actually DOING IT!

It's just a first step, but something is always better than nothing (which is exactly what most people do), so I commend you for taking that first step and for allowing me to be your guide you on this journey.

As you're about to see, this is going to be a lot of fun.

Before we get started I just wanted to take a moment to introduce myself [and my team].

[Insert photo you personally – with your family, with something that you LOVE doing that this lifestyle has asserted for you]

That’s a picture of xxxxxx. I *LOVE* xxxxx. I never dreamed that I could xxxx … and now that you have joined us I want to help you achieve what you never thought was possible.

[Insert photo with your team]

That’s a picture of the entire team here at xxxx as you can see we not only work hard, but we have fun doing it. Cause if you don’t enjoy what your doing, how can you ever be successful?

Welcome to my world … I love my life

But it wasn’t always this way

[Insert your short real story of how you got to where you are]

But oh how things have changed … check out this quick video, I share with you the secret I discovered that changed my life and my business PLUS I will share the answer to [yesterday’s question]

[Insert Video: Storytell why what they are doing is all wrong and what can happen when they do it right …. And in that, answer the question from yesterday.]

Here’s to you discovering this secret

xxxxxx

**Indoctrination Email #3:**

Did you have a chance to watch this video yet?

[LINK TO VIDEO FROM EMAIL #2]

I hope so, because it has everything to do with your success

...which is exactly why I asked you to watch.

But here’s what I really want you to take from this video: The most successful, wealthiest xxxx are doing these key things

* Xxxxxx
* Xxxxxx
* Xxxxx
* [these all set up the core concepts you want your prospects to buy into in order to purchase product/service]

Like I said in my last message, this really is a journey, but it’s a journey worth taking.

I’m glad that you chose to have me along for the ride, because it’s going to be fun. :)

Talk soon,

xxxxxx

P.S. If you have a second, I’d love to know: What is your biggest challenge right now?

And if I could do just one thing to help you – what would that be?

Just reply to this email

[Are you good with having these emails come back in?]