

A top-down view of a desk with various office supplies. A gold calculator is on the right, a silver pen is in the center, and a stack of gold paper clips is on the left. A grey laptop is partially visible in the background. The desk surface is a white and grey marble pattern. The entire scene is framed by a thin black border.

Launch Like a Boss

**LAUNCH EMAIL  
OUTLINES**

# LAUNCH LIKE A BOSS

Module 5 | Action Plan

## LAUNCH EMAIL OUTLINES

### LAUNCH EMAIL #1

#### Enrollment is now open!

##### Subject line ideas:

- It's finally here!
- Doors are OPEN
- Ready to [get result]?

##### Main ideas:

- Exciting announcement! The product we've been working on for awhile is finally available!
- Are you struggling with \_\_\_\_\_?
- When you buy \_\_\_\_\_, you'll get
  - > Result #1 \_\_\_\_\_
  - > Result #2 \_\_\_\_\_
  - > Result #3 \_\_\_\_\_

##### Call to action:

[Stop settling for \_\_\_\_\_], buy [product], and finally [create result]!



# LAUNCH LIKE A BOSS

## Module 5 | Action Plan

### LAUNCH EMAIL OUTLINES

#### LAUNCH EMAIL #2

#### What exactly is [product]?

##### Subject line ideas:

- Everything you need to know about \_\_\_\_\_
- What exactly is \_\_\_\_\_?
- Struggling with \_\_\_\_\_? Here's how to finally \_\_\_\_\_

##### Main ideas:

- What exactly is [product]?
- Product creates this big result:

\_\_\_\_\_

\_\_\_\_\_

- The product has these features:

> \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

> \_\_\_\_\_

- Product specs: \_\_\_\_\_
- \_\_\_\_\_

##### Call to Action:

If this sounds like what you're looking for, then don't delay!

# LAUNCH LIKE A BOSS

## Module 5 | Action Plan

### LAUNCH EMAIL OUTLINES

#### LAUNCH EMAIL #3

#### How to [Get Result]

##### Subject line ideas:

- How to [get result]
- The easiest way to [get result]
- How to [get result] step-by-step
- \_\_\_\_\_ for beginners

##### Main ideas:

- If you're like me/many of my clients/most people/etc then you'd probably like to [get result or solve problem] because [reason].
- Here's what you need to do to [get that result] for yourself: Step-by-step action plan
- (These should be big picture steps, and should tell WHAT to do, not how to do it. Alternatively, you could share the one, big thing that you/your clients did that created the result.)
- Here's why this works...
- [Product] can enable you to [take the action outlined above].

##### Call to Action:

Ready to [get result]? Join \_\_\_\_\_ and start [moving towards desired success] now!



# LAUNCH LIKE A BOSS

## Module 5 | Action Plan

### LAUNCH EMAIL OUTLINES

#### LAUNCH EMAIL #4 Testimonials

##### Subject line ideas:

- What people are REALLY saying about \_\_\_\_\_
- You don't have to take my word for it!
- What students are saying about \_\_\_\_\_

##### Main ideas:

- I'm not the only one who says [product] is worth the investment!
- Here's what some of our current/past customers have to say about [product]:  
[insert testimonials]

##### Call to Action:

Want to create results like these for yourself? (Or: Be our NEXT success story!)  
Join/Grab [product] and start [creating desired result] now!

# LAUNCH LIKE A BOSS

## Module 5 | Action Plan

### LAUNCH EMAIL OUTLINES

#### LAUNCH EMAIL #5 Bonuses (optional)

##### Subject line ideas:

- Fast action bonus available now!
- What could still hold you back from [getting result]?
- 3 reasons most people fail to [create result]

##### Main ideas:

- Still on the fence about joining [product]? This will make the decision for you!
- We've decided to make [the product] even better, because we want to ensure that you get the very best results possible. So, we created [number] new bonuses! (But, they're only available for the next 48 hours.)
- Here's the details on each of the bonus offers:

> \_\_\_\_\_  
\_\_\_\_\_  
> \_\_\_\_\_  
\_\_\_\_\_  
> \_\_\_\_\_  
\_\_\_\_\_

##### Call to Action:

Sign up for [product] now to get [everything included in main product], plus [bonus #1], [bonus #2], and [bonus #3], all for just \$\_\_\_\_\_. I know you want to [create result], so don't miss this limited time offer!



# LAUNCH LIKE A BOSS

## Module 5 | Action Plan

### LAUNCH EMAIL OUTLINES

#### LAUNCH EMAIL #6 FAQ's

##### Subject line ideas:

- Answering your Q's about \_\_\_\_\_
- On the fence?
- Still have questions?

##### Main ideas:

- We've had lots of people sign up for [product], we've also gotten a lot of questions about it!
- Here are the answers to a few that we've gotten over and over again:
  - What if I'm not sure about \_\_\_\_\_?
  - What if I [think I'm not ready because X reason]?
  - What's the commitment?
  - What exactly do I get?
  - How much does it cost?
  - What if it doesn't work for me?

##### Call to Action:

If you have any more questions, just reply to this email and ask! (or "...join us for our live stream later today!") Or, if you've got all the details you need and know [product] is right for you, then [CLICK HERE](#) to buy now.

# LAUNCH LIKE A BOSS

Module 5 | Action Plan

## LAUNCH EMAIL OUTLINES

### LAUNCH EMAIL #7

#### **Sneak Peek Inside the Course**

##### **Subject line ideas:**

- Sneak peek inside \_\_\_\_\_
- Here's what you'll find inside \_\_\_\_\_
- Wondering what \_\_\_\_\_ is really like?
- Here's a video demo of \_\_\_\_\_

##### **Main idea:**

- It can be weird/challenging/difficult to buy a product online, without holding it in your hand first. To help you understand what [product] is actually like -- and to show you how it works -- I made you a little video!

##### **Call to Action:**

Ready to join us inside [product] and start [getting result]? Click here to sign up now!  
Or, if you still have any questions, then just hit reply and ask!



# LAUNCH LIKE A BOSS

## Module 5 | Action Plan

### LAUNCH EMAIL OUTLINES

#### LAUNCH EMAIL #8

#### How [Result] Will Change Your Life

##### Subject line ideas:

- [Big result] in [amount of time]!
- What's the most \_\_\_\_\_ you could \_\_\_\_\_ in [time]?
- My before & after

##### Main ideas:

- [Getting result] is about more than just \_\_\_\_\_
- When you [get result] you'll...
  - feel \_\_\_\_\_
  - experience \_\_\_\_\_
  - have more \_\_\_\_\_
- Case studies:
  - [Person] [got result] and this is how her life changed: \_\_\_\_\_
  - [Person] [used your product] and this is how his life changed: \_\_\_\_\_

##### Call to Action:

[Stop settling for \_\_\_\_\_], buy [product], and finally [create result]!

# LAUNCH LIKE A BOSS

Module 5 | Action Plan

## LAUNCH EMAIL OUTLINES

### LAUNCH EMAIL #9 Last Day to Join

#### Subject line ideas:

- Doors are closing TODAY
- Still thinking about joining \_\_\_\_\_?
- LAST DAY to snag this deal!
- Last day to save \_\_\_\_\_ off \_\_\_\_\_

#### Main ideas:

- Today is the last day to join!
- In case you missed it, here's a recap of exactly what you get when you buy [product]:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### Call to Action:

Ready to [create result] for yourself? Join now before it's too late!



# LAUNCH LIKE A BOSS

Module 5 | Action Plan

## LAUNCH EMAIL OUTLINES

### LAUNCH EMAIL #10

#### **Last chance!**

#### **Subject line ideas:**

- Last chance to join \_\_\_\_\_!
- Only 4 hours left to \_\_\_\_\_
- This is it... final chance to \_\_\_\_\_!

#### **Main Ideas**

*(Very short, to-the-point email.)*

- This is it -- your last chance to sign up for [product]! In four hours the sale will be over, and (price will go up/product won't be available again for X months/etc).
- If you're serious about [creating result], then don't miss this opportunity.

#### **Call to Action:**

Click here to buy now!