

THE STARTUP SHOP

The Launch Email Sequence

WRITING GUIDE + SWIPE COPY

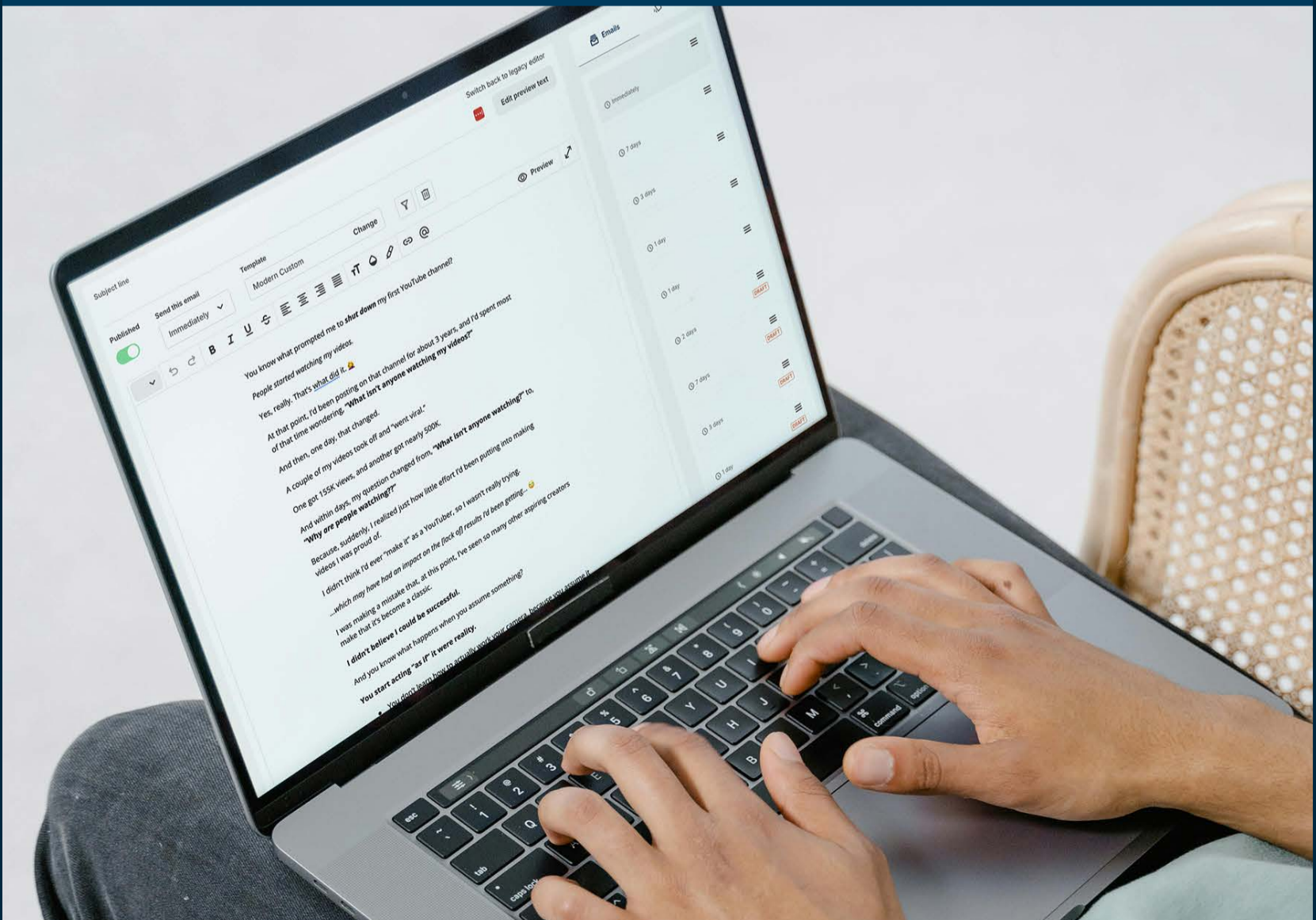


TABLE OF CONTENTS

Introduction	3
Email #1 - Offer Announcement	5
Email #2 - Diagnosing the Problem	9
Email #3 - Case Study	16
Email #4 - FAQ	20
Email #5 - Testimonials	24
Email #6 - What's holding you back? + Solutions	27
Email #7 - Last Chance	32

Introduction

People use all sorts (and lengths) of email sequences to sell their products. But often, these sequences make the mistake of being far too long. This kills the energy and wears out your prospects!

Yes, some people may need more time to think about your offer before they'll be ready to buy — but even those people will be more successfully converted with multiple *short* sales sequences than with one *long* sequence.

Our *Double-Your-Sales* formula sequence utilizes a short, 72-hour open-cart period. This creates positive pressure for your prospects to actively make a decision, results in higher conversions, and ensures that you don't exhaust your leads who aren't yet ready to buy.

#	TOPIC	DESCRIPTION	TIMING
1	Offer Announcement	This email announces your special offer and energetically kicks off your launch!	Launch Start
2	Diagnosing the Problem	This email helps the prospect understand the real problem they're facing, strengthens their trust that you understand what they need, and helps the prospect understand what type of solution they need.	16 hours later
3	Case Study	This email shares an educational case study that reinforces the problem your prospect is facing, helps them understand how to solve it, and strengthens their trust in your product's effectiveness.	14 hours later
4	FAQ	This email answers common questions about your product and does the important job of countering objections.	12 hours later
5	Testimonials	In this email you'll share multiple testimonials, proving your product creates the desired result and is worth the price.	12 hours later
6	What's Holding You Back? + Solution	This is the "long sales email" that reinforces the value of your product as the solution to their problem.	6 hours later
7	Last Chance	This final email is short and to the point, urging people who haven't yet made up their minds to do so before the opportunity passes.	6 hours later

A note on timing: The timing specified above totals 68 hours — meaning that the final email will be sent 68 hours after your webinar event, with 4 hours remaining until the 72 hour open-cart period ends. This timing means that the offer will expire at the same time of day as the subscriber attended the event, ensuring they'll have the opportunity to see it during their waking hours.

FAQ: WHICH OF THESE EMAILS SHOULD INCLUDE CTA'S OR LINKS TO THE PRODUCT?

Since we're using an accelerated sales sequence, it's important that every email ends with a strong call to action and an obvious link to purchase your product.

The following lessons look at each of these emails more closely and include detailed outlines and examples. Each lesson will guide you to write one of your *Double-Your-Sales* sequence emails, and by the end of this module, your sequence will be ready to send to your prospects and start generating sales!

EMAIL #1: Offer Announcement

What to cover in the first email of your launch sequence depends on whether you're kicking your launch off with a webinar or not. We generally recommend using webinars, because they tend to boost overall sales, but of course, the choice is up to you.

If you do utilize a webinar, then the first bit of follow-up is to share it with all the people who expressed interest, but didn't make it to the live event. Some of them may have just forgotten, others had a last-minute schedule conflict, some signed up knowing they couldn't attend live and hoping you'd send a recording afterward, and still others just need one more push to decide it's worth their time.

But, whatever their reason... you can give them one more opportunity to watch the event, easily generating a few more sales.

This "replay" email shouldn't just give them the link, though. For best results, include each of these elements:

- ➔ **Hype** - tell them how awesome the webinar was (get specific here... what made it so awesome?).
- ➔ **Recap** - get them interested with some juicy bullet-points that tease what you covered at the event; this recap also gives value in the email itself, making them more likely to open your future emails.
- ➔ **Offer Tease** - this email doesn't directly pitch your product (because emails get best results when they have just one CTA — and this email's CTA is "watch the replay!"), but you'll want to let them know that you shared a limited-time offer at the end of the event to motivate them to watch it ASAP and prime them to buy.
- ➔ **Deadline** - make it clear how long the replay will be available (we recommend using the same 72-hour time frame that your offer is available for).
- ➔ **P.S. CTA** - one of the easiest ways to increase the effectiveness of any marketing email is to add a strong CTA as a P.S.; this ensures your CTA is clear and top-of-mind when they finish reading.

EMAIL #1A EXAMPLE SUBJECT LINES:

- ➔ [YT CLASS REPLAY] views vs subscribers ← Which one should you focus on?
- ➔ your \$10K funnel ✨
- ➔ We missed you! [REPLAY INSIDE]
- ➔ Here's the replay link! [LIMITED TIME AVAILABILITY]
- ➔ [REPLAY INSIDE] Sales Funnel Masterclass ✨

EMAIL #1A EXAMPLE

Subject: [YT CLASS REPLAY] views vs subscribers ← Which one should you focus on?

I just wrapped up today's live workshop, and it was *incredible*. Thank you so much to everyone who showed up and asked such awesome questions!

We spent a solid 60 minutes covering the 3 secrets to reach 1,000 subscribers and get your channel monetized in just three months, including:

1. The most important factor for racking up **watch hours** as quickly as possible.
2. How to **maximize every viewer** that finds your channel so you can reach your goal with **fewer videos**.
3. A surprisingly simple strategy for **slashing the time it takes to get monetized by half**.
4. The biggest mistake most new YouTubers make that prevents them from **ever** growing beyond 100 subscribers!

And then, at the end of the hour, I shared a limited-time **Creator Fast Track** offer that's **only available for the next 72 hours**. (If you've been thinking about joining... you won't want to miss this deal!)

Here's the link to the replay, which will be available until that deadline.

Don't miss it. :) What you learn will make it way easier to get your channel monetized. (And not just *sooner...* EVER.)

Stay focused,

Gillian

P.S. The #1 takeaway people shared was about getting VIEWS (and watch hours) vs getting SUBSCRIBERS and which one is actually more important when you're first starting out -- and the most strategic way to ensure you reach the necessary requirements for getting monetized.

You can learn all about this by watching the replay before it expires. :)

Now, on the other hand, if you aren't starting your launch with a webinar, the first email of your sales sequence will instead announce that your product is now available. This email will open the doors to a product or program. Its purpose is to excite and inform your audience while inviting them to action.

The first email sets the tone for the rest of the promotion. It's your chance to grab attention, explain the value of what's being offered, and establish a clear path for subscribers to take the next step.

When writing an announcement email, it's important to:

1. **Make the message clear and exciting:** Use strong, enthusiastic language to generate interest.
2. **Focus on benefits:** Show readers why this opportunity is valuable to them.
3. **Create urgency:** Mention limited availability or deadlines to prompt immediate action.
4. **Include a clear call-to-action (CTA):** Guide readers on exactly what to do next, like clicking a link to learn more or sign up.

For best results, your announcement email should include each of these elements:

1. **Engaging subject line:** Grabs attention and creates curiosity.
2. **Opening excitement:** Clearly state that the program is now open and available.
3. **Who it's for:** Briefly describe the target customer.
4. **Key benefits:** Focus on how the program solves a problem or meets a need.
5. **Details about the offer:** Mention bonuses, deadlines, or limited spots if applicable.
6. **Strong call-to-action (CTA):** Include a clear and actionable link or button to sign up.

By following these guidelines, the first promo email becomes a powerful tool to build momentum and encourage early sign-ups.

EMAIL #1B EXAMPLE

Subject: 🚀 It's Finally Here: Enrollment for Creator Fast Track Is OPEN!

Hi {{ subscriber.first_name }},

It's the moment we've been waiting for...

Enrollment for CREATOR FAST TRACK is officially OPEN!

If you're ready to turn your YouTube dreams into reality—
If you're ready to reach 1,000 subscribers in just three months—
Now is the time to take action.

CREATOR *FAST TRACK* is designed for new and aspiring YouTubers who want a clear, proven path to growth. No guessing games. No endless hours trying to figure it out on your own. Just the exact steps you need to grow a successful channel and start monetizing your passion.

Plus, we've included some **exclusive bonuses** this time around—tools, strategies, and extra guidance to help you hit your goals faster.

Want all the details? 🙋 [Click here to see everything included and join us today.](#)

But don't wait too long. Registration is only open for 72 hours. Then, we'll be closing the doors to focus our attention on working with this group of students for the next three months.

Here's what I want you to know:

You don't need to be a tech genius or a natural-born entertainer to succeed on YouTube. You just need the right system and support. And that's exactly what CREATOR FAST TRACK provides.

This is your opportunity to say YES to your dreams of becoming a successful creator.

[Click here now](#) to secure your spot and get started on your journey to 1,000 subscribers.

I can't wait to welcome you to the program and help you achieve your YouTube goals!

Here's to your success,
Gillian Perkins
CEO, Startup Society

EMAIL #2: Diagnosing the Problem

Doctor's appointments often start with filling out a lengthy questionnaire about your symptoms. Eventually, you're ushered into the examination room, and a nurse asks you even more. And when the doctor himself finally shows up... he often asks many of the same questions again.

While this process can sometimes feel a bit redundant and slow, it leads to greater trust in the doctor's diagnosis and prescribed treatment.

I mean, imagine if you walked in, said, "I'm sick," and the doctor just handed you a bottle of pills and said "These pills are great! They'll make you feel all better if you take them every day. That'll be \$50, please!"

You wouldn't trust that prescription, would you? And you probably wouldn't feel like buying those pills.

Often, though, that's how we try to market. We just tell people how great our product is, what it will do for them, and how much it costs.

And then we're confused when they don't eagerly sign up... 🙄

For your emails to effectively convert your leads into paying customers, we need to take a lesson from the doctors and start by showing that we understand the symptoms and then diagnosing the problem.

Only then will our prescription (that is, our recommendation to buy our product) be trusted and acted on.

With broadcast-style marketing, like automated emails, we don't get the opportunity to ask questions, listen, and ask follow-up questions in the personal way a doctor does. But that's okay because we're not trying to diagnose every condition and sell a pharmacy full of solutions.

We're only trying to sell ONE product. And only to people with ONE particular problem. And we have interviewed people with that condition and really listened to understand their symptoms and create a custom-fit solution.

That gives us vital information we can use to show others (with similar problems) that we understand well enough to give an accurate diagnosis and effective prescription.

Your target customers are what we call "problem-aware" -- they know they have a problem, and they're interested in solving it.

They may even be partially "solution-aware" -- knowing some potential solutions.

But why haven't they already solved their problem? There are two likely causes:

1. They don't fully understand their problem, so they can't figure out what type of solution they need.
2. They fully understand their problem, but they haven't yet found the right solution.

Either way, the most helpful (and persuasive) thing for YOU to do is to:

1. **Explain the problem** — this gives the people who didn't previously understand their problem valuable enlightenment and assures both groups of people that you understand their problem, greatly increasing their trust in your capability to provide the right solution.
2. **Explain how to solve their specific problem** — this is a valuable insight for both groups of people. It's also the least-sleazy way to prime your prospects to purchase your product.

This is the work you'll do with Email #2, answering the question, "What's holding you back?" and providing the best solution.

To craft this email, start by reminding yourself of the main problem your product solves for your customers. Then, simply write an email that explains WHY this is happening and how (from a strategy standpoint) they can overcome this issue.

This email should follow a 4-point framework: EIES

- ➔ **Experience** - Explain what symptoms they're experiencing.
- ➔ **Impact** - Show that it's going to get even worse.
- ➔ **Explanation** - Explain why they're experiencing these symptoms. What are they doing wrong?
- ➔ **Solution** - Explain what they need to change to solve their problem and why this approach will work.

Here are a few examples that show how to use this framework:

WHY ISN'T YOUR YOUTUBE CHANNEL GROWING?

- ➔ **Experience:** people aren't watching their videos or subscribing, so their channel isn't growing.
- ➔ **Impact:** If they don't solve this problem, their channel will never grow, and they'll just have wasted a lot of time (and this is what happens to most aspiring YouTubers).
- ➔ **Explanation:** Why isn't their channel growing? Turns out the advice they've gotten in the past has been BAD advice. This is a great place to dispel common myths about how to get the result they're looking for. Make sure you explain WHY these things don't work.

- ➔ **Solution:** Instead, we need to do things differently... this part of your email can be quite short and should mostly be a challenge to the prospect to do things differently and quit following the bad advice. You can share your method (keep it big-picture) as the solution, but don't spell out exactly what they need to do. This makes them eager to get their hands on your product!

WHY AREN'T PEOPLE BUYING YOUR COURSE?

- ➔ **Experience:** nobody is buying your course! You put a lot of time into creating it, and now it's just collecting dust. People don't seem interested.
- ➔ **Impact:** You're never going to be able to work for yourself like you want to if you can't figure out how to sell this thing.
- ➔ **Explanation:** Why aren't people buying? You don't have an effective sales system... you're just telling people about your course and hoping they buy it, but your message isn't persuasive.
- ➔ **Solution:** You need a strategic sales funnel, grounded in sales psychology.

HOW CAN YOU MAKE YOUR FIRST \$1,000 ONLINE?

- ➔ **Experience:** You want to make money online (even make it your full-time thing), but despite trying what feels like a million things, you can't even figure out how to make your first few dollars.
- ➔ **Impact:** How long will you keep spinning your wheels, wasting your time? Life is passing you by, and you're missing out on so much because of this job that ties you down.
- ➔ **Explanation:** Why haven't you been able to make money online yet? You keep waffling between ideas because you aren't sure any of them will work. And that's totally reasonable! It would be risky to go all-in on an unproven idea... but you won't start making money as long as you keep waffling.
- ➔ **Solution:** You need a product people actually WANT... market research can give you this answer. Then you need to TEST that idea to prove what your research told you and give you enough confidence to go all in and quit waffling between ideas.

Email #2 can take a few different forms:

1. Share a personal experience about a mistake you (or a past client) made and how it kept you stuck. (This will still follow the EIES framework, just a little more loosely.)
2. Use the EIES framework, focusing on ONE big mistake people make that holds them back from getting the result your product creates.
3. Use the EIES framework and share a list of common myths or mistakes.

EMAIL #2 EXAMPLE SUBJECT LINES:

- ➔ Why isn't your channel growing??
- ➔ 3 common mistakes new YouTubers make
- ➔ this is what's keeping your channel SMALL
- ➔ the truth about growing on YouTube...

EMAIL #2A EXAMPLE

This example uses the second "form" mentioned above.

You know what prompted me to shut down my first YouTube channel?

People started watching my videos.

Yes, really. That's what did it. 🤔

At that point, I'd been posting on that channel for about 3 years, and I'd spent most of that time wondering, "What isn't anyone watching my videos?"

And then, one day, that changed.

A couple of my videos took off and "went viral."

One got 155K views, and another got nearly 500K.

And within days, my question changed from, "What isn't anyone watching?" to, "Why are people watching??"

Because, suddenly, I realized just how little effort I'd been putting into making videos I was proud of.

I didn't think I'd ever "make it" as a YouTuber, so I wasn't really trying.

...which may have had an impact on the [lack of] results I'd been getting... 🤔

I was making a mistake that, at this point, I've seen so many other aspiring creators make that it's become a classic.

When you assume things about your potential, they come true.

Every time.

That's why **CREATOR FAST TRACK** is such a game-changer.

It challenges every belief you have about what's "possible for you."

Because when you see how straightforward the path to 1,000 subscribers (and monetization) is, you'll realize that there's no other way to do it.

Join now to get your channel on the **FAST TRACK** for growth.

Best,
Gillian

P.S. Have you checked out CFT's price? It's a jaw-dropper, I hear... (Not the 2-grand program you might be imagining...)

EMAIL #2B EXAMPLE

This example uses the third "form" mentioned above.

The not-so-pretty truth is that most online course launches FAIL — only bringing in a handful of sales. (Or none at all.)

Why is this?? Do some people just get lucky with their launches, and the rest fail?

Or, is there a reason why some launches succeed and others don't?

Personally, I don't really believe in chance. I think things happen for reasons -- and often those "reasons" are our own actions. Who's with me on this?

Here are a few of the most common reasons I see course launches fail:

1. Launching an UNTESTED product idea.

If you've never shared your product idea with anyone before then you can't be sure there's really demand for it... and your launch will be a shot in the dark.

And that means you could wind up pouring your whole self into an amazing launch... and not get a single sale.

That's why it's so important to start by doing strategic market research, then beta launching your product to validate your idea. Watch this video for a breakdown of this process.

2. GUESSING what people want.

This has to do with market research as well, but it's not about whether or not there's demand for your product itself. No, this is about your marketing messages.

I used to write my launch emails, sales pages, etc. based on what I THOUGHT people wanted.

But I was just guessing.

I hadn't done my due diligence. I hadn't talked to real prospective customers to find out what they actually wanted, WHY they wanted it, and what was holding them back.

And so, more often than not, my launches fell flat.

Don't just guess -- go to the source and talk to your prospects. Then you can write a marketing message that will speak to their true desires.

3. Launching to nobody.

Like I say so often (these days), nobody can buy your product if they don't know it exists.

The reason I say this so often? Because I launched multiple times to mere handfuls of people and wondered why I didn't make thousands of dollars.

That might seem like insanity (I hope it does!) but let's just say I was distracted by the wrong things -- like making my sales page look perfect, writing my launch emails, and webinar tech.

Turns out an essential ingredient for a successful launch is leads.

4. Basing launch goals on DREAMS, not reality.

Which leads us to our last point -- launch "goals" that are really just hopes and dreams.

Here's the thing: even if you try your very best, your launch isn't going to generate six figures if you only have an audience of 50 people.

Launch goals are one of those things that don't care about what you want -- they only "care" about the math.

And the math works a little like this:

A small percentage (maybe 0.1-10%) of the people who hear about your product will be interested.

A small percentage of those (perhaps 10 - 40%) will open your emails or sign up for your webinar.

And only a tiny percentage of those (1 - 20%) will follow through and purchase.

Which means... you need to reach at least a few thousand people with your launch messages to guarantee any sales at all.

Now, that doesn't mean you can't, perchance, have a successful launch with a small email list of only a couple hundred people -- it's totally possible -- but that's only possible if those people are already hot leads just one step away from buying.

More details on launch math and calculating your results before you launch [**HERE**](#).

Some of these mistakes might seem silly and SO obvious to avoid -- but I can't tell you how many new course creators make them (including me -- several times!).

More launch lessons coming your way this coming week, so keep checking your inbox. :)

Here's to your success!

Best,

Gillian Perkins
CEO, Startup Society
www.gillianperkins.com

P.S. Want to learn my secrets for successful launches? Spilling them all next week!

EMAIL #3: Case Study

Case studies are some of the most effective sales tools in your toolbelt because they overcome prospects' doubt about whether or not your product really works. And, specifically... whether or not it will work for *them*.

They can read all about how great your product is and how it works, but, in the back of their mind, they'll still be wondering if it does what it says it does.

And does it work for real people in real-life situations?

And does it work for people like *them* with their unique struggles?

Most people feel like they have unique problems that will make most solutions not work for them. They might feel uniquely unqualified, uniquely lacking, or simply uniquely unlucky.

And if that's the objection that's holding them back from buying, then it doesn't matter how many great testimonials you have that say, "This product is awesome! Even better than advertised! It worked great!"

Prospects will read those testimonials, believe your product is awesome, and still doubt that it will work for *them*.

Case studies solve this problem.

By reading a case study story about someone who faced one of the common obstacles, yet still managed to use your product to get a great result, these prospects will see that your product can work even with their "handicap," giving them enough trust to choose to purchase.

There's just one thing... people don't want to read case study stories about your product. They're busy and don't care enough about your product to take the time.

They'll only read the case study story if it provides value itself. In other words, your case study story needs to be educational -- showing your prospect how to overcome a challenge or get the result they're looking for.

For this third email, you can share your own story as a case study OR the story of a past client/customer. The latter is a little better because it creates more credibility, but the former (your own story) still helps overcome the objection, "*this product won't work for me because of my unique problems.*"

EMAIL #3 EXAMPLE SUBJECT LINES:

- ➔ struggling to find TIME to work on your business??? 🤔
- ➔ the little shift that made the biggest difference
- ➔ here's what finally made my channel start GROWING
- ➔ 3 things that make photos look PRO vs amateur

EMAIL #3A EXAMPLE

You really want to work for yourself, [FIRST NAME GOES HERE], BUT you're never finding the time... I've been there for sure. So much I wanted to do... and things that really were my priority... but still I somehow couldn't manage to make the time.

SO... Why do we struggle to find the time? Why do we procrastinate on things that are important to us?

Of course, there can be many reasons, but, more than anything else, **I blame lack of clarity.**

In the past week, have you sat down to work on your business, and hours later realized you were going in circles and never really accomplished anything? When you do find the time to spend, you are unsure of how to spend it, so – instead – you waste it? Been there!

Clarity saves you time.

**clarity = a known destination = an obvious direction = knowing
what to do when you sit down to work**

Startup Society member Melinda Hart was in this very same predicament. She struggled to find the time to work on her crafting business, and, when she did, she felt like she wasn't making any progress.

And that didn't change until she finally got a clear action plan + personalized feedback through Startup Society.

Last week I shared with you two of my main mantras, *"Take action,"* and *"Stay focused."* (we talk about these things frequently in Startup Society too), and these two statements are what helped Melinda find the time she desperately needed to work on her business as a busy, full-time working mama caring for her special needs son.

Knowing what to work on was key to her wisely using the small chunks of time she found:

*"To join Startup Society and think in month one, 'I have a good idea, I wonder if it will work?' to know four months later that not only did that idea not work, but that my next idea was so much better and that I have been so much happier **since I actually started taking action on it. Since I actually started coming up with a plan. Since I've actually been able to create more time.** And that sounds crazy, but it's really true because Startup Society is a beautifully, simple, focused, targeted program that gets right down to it. If you are exhausted, it is still easy to understand and easy to work on. You still have to do the work yourself, but it really is designed to bring out the most important, foundational pieces and then build from there to get your business off the ground."*

How can you find clarity like this for yourself?

Startup Society provides both a clear path to follow to build your business as well as the opportunity to mastermind with other online business owners -- which is often where the real breakthroughs come!

If you're struggling to find the time to work on your business, don't beat yourself up about it. It's not that it's not important to you... it's just that it's TOUGH to work on something when you don't know what you actually need to do.

Here's to you, finding clarity and creating SUCCESS for yourself!

Best,

Gillian Perkins

P.S. **[Click here to learn more about Startup Society](#)** and how to start a successful online business -- without the guesswork.

EMAIL #3B EXAMPLE

I'm excited to announce that we've had over 200 people decide to join us in **CREATOR FAST TRACK** so far! 🥳

Will you be joining us, {{ subscriber.first_name }}? There are less than 48 hours left to register, and I noticed you hadn't signed up yet. If you'd like to work on growing your channel together, then I don't want you to miss out!

[JOIN NOW]

Here's what Kelli McIntosh, one of our students, has to say about her progress so far:

*I recently started my own YouTube Channel (Kelli & Kyle), where I bring awareness to special needs families. I have used Gillian's methods to grow my channel and in just under 3 months, I reached my first 1,000 subscribers! At the time of this writing, **I have only posted 5 videos on my channel and am less than 400 hours away from the 4,000 hours of watch time** that YouTube requires to be monetized.*

When I first started my online business, I never even considered adding a YouTube Channel, thinking I didn't have the personality to be on camera or the skills to create and edit videos. But with Gillian's help, I gained the confidence and training needed to successfully start and grow my channel.

Think about what **time of year** it will be 3 months from today, {{ subscriber.first_name }}... A new season is starting soon. When it does, would you like to be in a new season of life?

If you want YouTube to be a part of that new season, then join us now in **CREATOR FAST TRACK** so you can be as successful with your channel as possible.

[JOIN NOW]

I'm confident you can do this -- if you want to, {{ subscriber.first_name }}. You are smart, you are kind, and **you are important**. And if you want to use YouTube to share your unique brilliance with the world, then it would be my honor to support you in that. ❤️

Here's to your success!

Gillian Perkins CEO, Startup Society

P.S. Don't miss the deadline. Enrollment closes in less than two days!

EMAIL #4: FAQ

The fourth email of your *Double-Your-Sales* sequence is a “frequently asked questions” email -- one of the most misunderstood emails in email marketing strategy!

You’ve probably gotten an email like this yourself in the past. And, if you put any thought into it, probably just assumed that it was to answer the questions of people who were considering buying.

But this email has a sneaky job: it subtly counters all your prospects’ objections.

Objections, you’ll recall, are reasons your prospects have for NOT buying, such as, “It’s too expensive,” “I’m too busy to use it,” or “I’m not sure it will work for me.”

These are arguments your prospects are making for why they don’t think your product will work or why it’s not worth the money -- and they’re going to “win” this argument if you don’t counter their objections and show them why they should buy after all.

HERE ARE SOME OF THE MOST COMMON OBJECTIONS, AND THE FAQs THAT THEY LEAD TO:

- 1. This will take too long. / I don’t have enough time.**
“How much time will it take to complete the program?”
OR
“How long will it take to get the result?”
- 2. This product won’t teach me anything I don’t already know. / It won’t solve my problem.**
“What if I already know everything covered in the program?”
- 3. I’m not sure if I’m ready for this. I can’t even figure out the first step!**
“I don’t even know ____. Should I still sign up?”
- 4. It probably won’t work for me, considering my unique situation.**
“Will it work if...?”
OR
“Who does it work for?” & “Who doesn’t it work for?”
- 5. I’m too busy right now.**
“What if I can’t start until next month?”
- 6. I don’t think a cookie-cutter approach will work for me, because of my unique problem.**
“Will I get 1-on-1 coaching?”
- 7. Will this include this one thing that I really think I need to be successful?**
“What will I get when I sign up?”

EMAIL #4 EXAMPLE SUBJECT LINES:

- ➔ re: questions
- ➔ Is ___ for YOU?
- ➔ Answers to your questions, [FIRST NAME]
- ➔ OPEN ME if you're on the fence.

EMAIL #4 EXAMPLE

If you're still on the fence, here are a few questions I've been getting that might help you make a full & final decision about whether or not to jump in:

1. How much time will it take to complete the program?

CREATOR FAST TRACK is a structured, 3-month program. If you spend 4-6 hours of your time each week and follow the schedule, then you'll complete the entire program in just three months. Of course, if you want to take more time (perhaps because you need to spend less time each week on your channel) then go right ahead. You're going to have lifetime access to the entire program, so you can do it at your own pace.

2. What if I already know everything you cover in the program?

Then your channel's probably already growing faster than you even know what to do with, so you don't need to sign up. ;) If you're not sure, or you're worried this might be stuff you've already learned in other programs (or free videos...), then I invite you to sign up and see. You'll have a full two weeks to request a refund if you're not into it. (And no, there are no "requirements" you have to meet to claim that refund. It's yours if you want it for any reason.)

3. I don't even know what I want my channel to be about. Should I still sign up?

No problemo! We've got you covered. Phase 1 will hold your hand and help you decide. Plus, I created a nifty Channel Idea Assessment tool that will automatically score your ideas and tell you (objectively) which one has the most potential. Yes, it's cool, yes, we love it, and yes, you get it free if you sign up for CFT before the clock hits zero later today.

[JOIN NOW]

4. Will it work for a _____ channel?

So you talk about gardening, DIY projects, or homeschooling? Or you have a gaming/music/lifestyle

channel? Yes, the ***FAST TRACK*** method will still work for you -- and here's why: a) the algorithm works the same for all genres of videos, and b) the ***FAST TRACK*** method isn't based on ranking your videos for niche keywords... so it's going to work for you even if you aren't making educational videos. (Though it works great for those, too.)

5. I'm not able to start until next month.

That's not really a question, but okay. :) And no problem! You're going to have lifetime access to all the lessons and resources (and bonuses!) so no rush. You can start whenever you're ready.

[JOIN NOW]

6. Will I get 1-on-1 coaching?

CFT is a group program, so normally the answer would be no. But, right now, it's a little more complicated... For a limited time, in addition to the 50+ video training lessons, we're also including:

- ➔ Three 60-minute live group coaching sessions with Gillian (one each month for the next three months)
- ➔ 12 months of 1-on-1 email coaching -- we don't want you to be left with any unanswered questions, so for the next year you can write us any time and we'll answer you personally within 48 business hours.

7. What will I get when I sign up? You'll receive instant access to:

Phase 1 - Channel Strategy

This phase includes 12 video lessons that will guide you to create your strategy and start your channel.

Phase 2 - Channel Launch

This phase includes 26 lessons to guide you to create your first videos, launch your channel, and quickly reach 100 subscribers.

Phase 3 - Channel Momentum

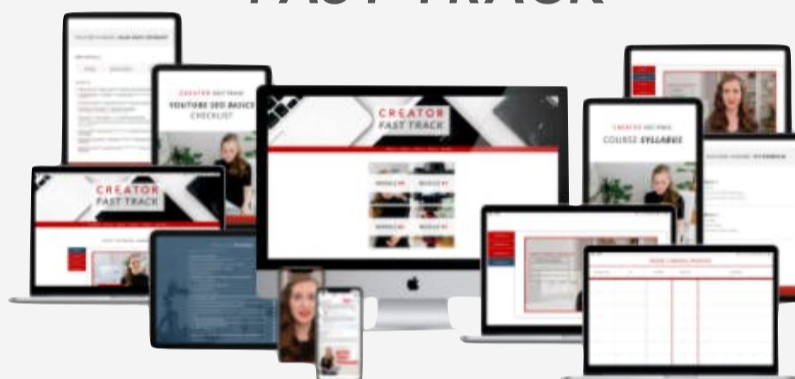
The 21 lessons of this phase will be available on 5/15. Following these lessons, you'll learn how to effectively promote your videos to surpass 1,000 subscribers and get your channel monetized.

You'll ALSO get all of these bonuses for free:

- ➔ 3 LIVE 60-minute group coaching sessions with Gillian Perkins (value \$300)
- ➔ 12 months of unlimited email coaching (value \$2400)

- ➔ Channel Idea Assessment Tool (value \$95)
- ➔ Video Research Analysis Tool (value \$130)
- ➔ Video Production Workflow (value \$150)
- ➔ Masterclass: Video Ideas that Get Watched (value \$150)
- ➔ Workshop: Camera Confident (value \$95)

CREATOR FAST TRACK



CREATOR FAST TRACK enrollment closes in just a few more hours. When you join, you'll get everything listed above, altogether worth over \$4,900.

Right now, the price is just \$297. It's the lowest price CFT will ever be available for, making this the best possible time to join.

[JOIN NOW]

As a CFT student, we'll work closely with you to help you reach your goal of getting monetized as quickly as possible... and the journey won't stop there. :)

We're closing the doors at midnight, so enroll now with this link.

See you in the discussion group! (I hang out there answering students' questions nearly every day. :)

Best,
Gillian

P.S.

Psst.... we might open enrollment up again in a few months, but when we do, the price will for sure be higher, so sign up before this promo ends.

EMAIL #5: Testimonials

Why do you decide to purchase one product on Amazon over another similar option? For most of us, it comes down to the reviews because we want to see some proof that the product really does what it claims to.

Sharing testimonials can help to persuade people who are considering purchasing your product that it works and will give them the result they are hoping for, so that's exactly what you're going to do in the 5th *Double-Your-Sales* email.

EMAIL #5 EXAMPLE SUBJECT LINES:

- ➔ WARNING... this strategy works!
- ➔ Will you be next?
- ➔ Here's what you can do with the right strategy.
- ➔ struggling to [insert challenge a student overcame with your product]??
- ➔ Ever have these doubts, [FIRST NAME]?

EMAIL #5 EXAMPLE

Hey friend!

There are few things I love more than seeing my students succeed, so something I saw today got me *very* excited and I wanted to reach out and share them with you. 😊

Before I get to that, a quick reminder that **CREATOR FAST TRACK** enrollment is closing in **less than 24 hours**, and you definitely won't want to be left out. **The program contains over \$4,500 worth of material**, but it's currently available for only \$297 -- an *incredible* price for the result it creates.

Now, back to the story. :) The first message I saw was from Angelika Yevstratenko. Here's what she said:

"I am so thankful to Gillian and her team for Creator Fast Track! This program has helped me to reach almost 2,000 subscribers and beyond! My channel is now consistently gaining views, subscribers, and watch hours.

With the help of Creator Fast Track, I was able to get my channel monetized and start making a little extra cash from YouTube. I am confident that my channel will keep growing because Creator Fast Track has set me up for success!

I believe that this program is so successful because Gillian has created an easy, step-by-step process to improve or to start your YouTube Channel, with direct action steps. And the Facebook support group is amazing! I know that if I post any YouTube-related question in there, I will get a helpful answer. Thank you so much Gillian for helping me succeed with YouTube!"

That message got me so excited that I popped over to our "customer stories" folder to remind myself of some other cool wins students have experienced recently.

Here's an inspiring one that Leslie Horn shared this January:



And then I saw this 🙌 wonderful testimonial from our customer Olivia Fenion who used the **FAST TRACK** strategy to **grow her channel to over 1,000 subscribers during lockdown.** 🙌 Here's what she said:

*"If you are serious about starting your YouTube channel and monetizing your YouTube channel, then do not hesitate to buy the program because it is absolutely awesome It does what it says on the tin. At the end of it, **you will know exactly what you are doing and you'll have the confidence to get started and keep going.**"*

Her cute phrase, "It does what it says on the tin," made me smile. 😊

Olivia told us that before joining she felt overwhelmed by the idea of starting her channel, so I'm really glad she found the program clarified and simplified the project so much.

(Want to see more success stories from our students? [Click here](#) to read some case studies!)

Growing your YouTube channel and getting it monetized is such a game changer, and I couldn't be more honored to be a part of the stories of the 200+ students we've now had join **CREATOR FAST TRACK** (as well as the 500+ students who grew their channels with the previous version of the program!).

Helping people grow their YouTube channels is something I'm truly passionate about because I've seen (first hand!) the impact it has had on my life.

And now, seeing this strategy go on to change the lives of hundreds of others is SO fulfilling. 🥰

I'd love to teach you the **FAST TRACK** strategy too, so you can get your channel growing as quickly as possible.

[JOIN NOW]

Here's to your success!

Best,

Gillian Perkins CEO, Startup Society

P.S. Want to see everything that's included?? Click [HERE](#) to find out.

EMAIL #6: What's holding you back? + Solutions

At this point in the Double-Your-Sales sequence, you've done the important work of helping your prospects to understand the true value of what your product offers and persuading them that it can, in fact, deliver on that promise.

Some of them will have bought at this point, but most people tend to resist change. We know that it's easier to just keep doing what we've always done, and we're a little afraid of the unknown.

To help these people who WANT what you're offering but are just struggling to make the leap, you'll want to close your sequence with a strong 1-2 punch.

Email #6 is the start of your close, and it strives to help your prospects overcome whatever objections might be holding them back and challenges them to take action to get the results they really want.

EMAIL #6 OUTLINE

- ➔ Open with a reminder that the offer is expiring soon.
- ➔ Then, ask the question: What's holding you back? Why haven't you pulled the trigger?
- ➔ Suggest three possible reasons.
- ➔ Counter each obstacle with a solution.
- ➔ Close with a strong call to action, challenging the subscriber to overcome whatever is standing between them and their success.

EMAIL #6 EXAMPLE SUBJECT LINES:

- ➔ Okay... tell me the truth, [FIRST NAME]
- ➔ What's holding you back, [FIRST NAME]?
- ➔ Can I ask you an awkward question?
- ➔ Which of these 3 situations are YOU in right now?

EMAIL #6 EXAMPLE

Hey {{ subscriber.first_name }},

You and I both know that you've heard about **CREATOR FAST TRACK**, AND that you know **the doors are closing in just a few hours.**

But, for some reason... you still haven't joined.

So... what's getting in your way?

Maybe building a YouTube channel just isn't a goal of yours! If that's the case, no worries at all. :) Just click here and I'll never send you another email about Creator Fast Track.

But if you really DO want to become a successful YouTuber, then I'd like to help you solve whatever problem you're facing.

(In fact, I'd *love* to, because I'm a total "fixer." 😊 I can't rest until a problem is solved!)

So... if you want to join CFT, then let's work on this together! :) Here are three potential problems you might be facing:

#1 YOU DON'T HAVE ENOUGH TIME RIGHT NOW.

First of all, I'd like to give a tiny bit of tough love and challenge you that you DO make time for what's important to you. :)

But maybe you have higher priorities right now -- and that's okay! Maybe you've already paid for a two-week trip that's coming up soon, maybe you're in the middle of a move, or maybe you're about to have a baby! (All real situations of people who have joined CFT recently, by the way. 😊)

If that's the case, but you'd still really like to join, then... let's solve this problem! How about this: we'll give you lifetime access to the entire program -- including the 50+ video lessons, worksheets, the discussion group, ALL the bonuses, and everything else.

Meaning... there won't be any rush. You'll be able to get started whenever you have plenty of time and are really ready (while at the same time NOT missing this enrollment window and taking advantage of the crazy-low price we're currently offering 🎉).

#2 YOU CAN'T AFFORD TO SPEND THE FULL \$297 RIGHT NOW.

No shame in that! ❤️ But, here's what I've noticed...

There are some people who say, "I can't afford it," when what they really mean is... "I don't feel like it's worth the money."

If that's the case then... that's up to you -- and whatever you decide is okay. Some people (MOST people!) don't care about building a YouTube channel at all. To them, CREATOR FAST TRACK isn't worth a dime.

But, for some reason... you still haven't joined.

So... what's getting in your way?

Maybe building a YouTube channel just isn't a goal of yours! If that's the case, no worries at all. :) Just click here and I'll never send you another email about Creator Fast Track.

But if you really DO want to become a successful YouTuber, then I'd like to help you solve whatever problem you're facing.

(In fact, I'd *love* to, because I'm a total "fixer." 😊 I can't rest until a problem is solved!)

So... if you want to join CFT, then let's work on this together! :) Here are three potential problems you might be facing:

#1 YOU DON'T HAVE ENOUGH TIME RIGHT NOW.

First of all, I'd like to give a tiny bit of tough love and challenge you that you DO make time for what's important to you. :)

But maybe you have higher priorities right now -- **and that's okay!** Maybe you've already paid for a two-week trip that's coming up soon, maybe you're in the middle of a move, or maybe you're about to have a baby! (All real situations of people who have joined CFT recently, by the way. 😊)

If that's the case, but you'd still really like to join, then... let's solve this problem! How about this: **we'll give you lifetime access to the *entire* program** -- including the 50+ video lessons, worksheets, the discussion group, ALL the bonuses, and everything else.

Meaning... there won't be any rush. You'll be able to get started whenever you have plenty of time and are really ready (while at the same time NOT missing this enrollment window and taking advantage of the crazy-low price we're currently offering 🐉).

#2 YOU CAN'T AFFORD TO SPEND THE FULL \$297 RIGHT NOW.

No shame in that! ❤️ But, here's what I've noticed...

There are some people who say, "I can't afford it," when what they really mean is... *"I don't feel like it's worth the money."*

If that's the case then... that's up to you -- and whatever you decide is okay. Some people (MOST people!) don't care about building a YouTube channel at all. **To them, CREATOR FAST TRACK isn't worth a dime.**

But to *others*, building a successful channel would be worth tens of thousands of dollars! In fact, when I ask aspiring YouTubers how much a thriving channel would be worth to them, the *most common* responses are "priceless" and "it would mean the world to me."

And if that is YOU, but you literally just don't have \$300 to spend right now, then I definitely want to make this possible for you.

CREATOR FAST TRACK is designed to be a 3-month program, so... how does \$67/month sound? 🎉🎉

That will give you a bit of a buffer, so even if you take 4 months to complete it, you won't be overpaying at all (4 x \$67 = \$268 total) -- especially compared to the \$4,500+ value of what you'll be getting.

But it will also reward the people who are serious about growing their channels and ready to put in a few extra hours, completing the program in just 2 months. **(In that case, you'd have a fully monetized channel and only would have spent \$134 total. 🤑)**

So... what do you say? If the price was really what was stopping you, then **click HERE to join CFT for just \$67/month with our "pay as you go" option.**

[JOIN NOW (PAY AS YOU GO OPTION)]

No contract either -- you'll be able to keep your access just as long as you need it. When you get to the finish line, just let us know and we'll cancel your subscription.

#3 YOU'RE NOT SURE IF IT WILL WORK FOR YOU.

Investment still a little scary? Maybe the bigger issue is... you're not truly sure this will work for you.

In that case, I want to give you the full assurance of our 14-day **Fast Track Guarantee**. This guarantee allows you to purchase, log in, review the program, access all the bonuses, and even start working through the lessons with no risk (or commitment) at all.

If at any time in the next 14 days, for *any reason*, you decide it's not for you, just shoot us an email and we'll give you a full refund within 48 business hours. Your satisfaction is very important to us! ❤️

Did one of these solutions solve your problem? I hope so, because I'd love to have you as a CFT student.

But if it isn't one of those issues... what is it?

- ➔ Maybe you have an unanswered question about **CREATOR FAST TRACK**. If so, just hit reply and ask. We'll be more than happy to help you out. :)
- ➔ Maybe, as I mentioned above, you're just not interested in building your channel, or at least, it's not one of your priorities. No worries. :)
- ➔ Or, maybe... you're finding excuses. (Yes, more tough love! 🙊) If this is the case, honestly, **I don't blame you**. (Really!) It takes more than the right strategy to turn a YouTube channel into a success -- you're also going to have to invest time, effort, and determination to get the result you want.

And your brain knows that! So it's trying to keep you safe and avoid those challenges. It does that by coming up with "reasons" why you can't do this.

Reasons like...

- ➔ I'm too busy.
- ➔ I can't afford it.
- ➔ It won't work for me.
- ➔ I'm not [smart/pretty/cool] enough.

And that 🙌 is the short list.

Your brain is just trying to keep you safe, but maybe *safe* isn't what you really want.

If you're anything like me, then you'd probably rather **take chances, make mistakes, and get messy...** so that you can **change** your life for the better.

I've offered solutions to a few of the most common problems that people let keep them stuck. But now it's up to YOU to choose what you want.

And if that is growing your YouTube channel, then... you know what to do.

Best,

Gillian Perkins
CEO, Startup Society

EMAIL #7: Last Chance

You've made it! This is the final email of your *Double-Your-Sales* email sequence -- and this one is my favorite for a few reasons:

1. It's direct -- no fluff!
2. It's the easiest to write.
3. It often drives the most sales of all seven emails.

EMAIL #7 OUTLINE

- ➔ Let the subscriber know that the offer is about to end and this is their last chance.
- ➔ Challenge them to make a decision -- not just let the decision make itself.
- ➔ Remind them that they're not just choosing to buy or pass -- they're choosing between two outcomes.
- ➔ Make it clear what they need to do to sign up.

EMAIL #7 EXAMPLE SUBJECT LINES:

- ➔ {last call} We're closing the doors to CFT. Are you in, {{ subscriber.first_name }}!?
- ➔ [LAST CALL] enrollment closes in just a few hours!
- ➔ LAST CHANCE (class starts tomorrow!)
- ➔ Enrollment closes TODAY for Startup Society - Join us! :)

EMAIL #7 EXAMPLE

This is it, {{ subscriber.first_name }}!

We are just a few short hours away from **CREATOR FAST TRACK** enrollment shutting down. And, after this, the program won't open again for several months.

(Also, heads up: we have a waiting list of more than 1,500 people lined up behind you. We only enroll a couple hundred people into each class, and if you pass up this opportunity to join then we'll have to bump you off the list to give them the opportunity to join.)

If you want to make this your year to say "YES" to your career as a content creator...

...by getting the guidance you need to grow your YouTube channel to 1,000 subscribers so you can get it monetized *and* set it up for long-term success...

THIS is your last chance to do so as a student of CREATOR FAST TRACK.

For one final look at the curriculum (+ all the extra bonuses we're offering this time around!), **go here now.**

Click the "JOIN NOW" button at the bottom of the registration page, and I'll become your personal mentor and YouTube advisor.

Heads up, {{ subscriber.first_name }}: every time we close enrollment for our programs, we get *quite* a few emails the next day.

People tell us how their computer crashed, their dog died, and they've been locked out of their email for the last month. And they ask us if there's ANY WAY we can still let them in.

And of course, we could.

But that wouldn't really be fair to them -- or to you. And we couldn't do it with any sort of integrity.

So, if you want to join CFT this year... *do not wait.*

Click here now to grab your spot in the class before the doors close!

[JOIN NOW]

I cannot WAIT to start working with you and show you how to become a successful creator.

Here's to your success!

Gillian Perkins CEO, Startup Society