NOTE: To access quick links to each email, click "View" in the top menu (underneath the file name), then "Show document outline".

Email #1: Introduce

ANNOUNCE SALE: *Sent on Day #1*

This is the kick-off email where we introduce our flash sale, why we're so excited to share it, and details to help people decide if it's a good fit.

Most of the emails in this flash sale sequence are short and direct – this is one of the longest ones because it's got all the deets.

The idea is to let people know:

- *Reason for the flash sale: It can be a brand new product or special event you're celebrating (e.g., holiday, season, Q1/Q2/Q3/Q4, a big milestone or win, personal event)*

- *Deadline: How long they have to grab your offer before it expires*

- *Benefits: Let them know how your product will help them reach their desired outcome*

Subject: Ready to create a digital product?

Hi there!

Happy Tuesday! I hope you had a great weekend.

I know we've been out of touch for the past few weeks, but with good reason.

We've been working on some exciting tools, training and resources to blow up your business with digital products in 2021.

So my quick question to you is: Are you ready to create a profitable digital product?

We've got an insanely helpful digital product planner to help you do just that.

>> Click here to grab it today for only $27 <<

This is something that people have been begggggging us for.

If you plan on creating a digital product at all in the next 30-60 days...

…which, with the holidays coming up and the end of the year looming, you plan on kicking it into overdrive so it's all ready for the new year…

…then you can't miss this special offer.

It basically includes everything you need to create a digital product and start generating passive income in 2021.

This is a 94-page guide and workbook to help you earn passive income quickly and easily. Think of it as your soup to nuts course in a PDF!

It's yours today for just $27 >>

Today is your chance to get it at the lowest price possible. We honestly don't know if we will ever offer at this price again.

Here's what's inside:

Section 1: Getting Started with Digital Products

- Discover your profitable product idea that you can create and sell in less than 2 weeks

- The secrets to transitioning from serving clients to selling digital products without losing your shirt or your sanity

- The simple and affordable tools to get your digital product up and running so you can start making money fast and scale as you grow

- How to turn your digital product into an irresistible "money magnet" offer that people can't wait to buy

Section 2: Create Your Product Plan

- Plan your sales funnels, email marketing and social media promotions to pull people into your offers on autopilot

- You'll learn our best secrets to earning money with digital products, including the #1 reason most digital products fail – and how to practically guarantee that yours will.

- How to price your first product and create an offer your audience will line up to buy.

- How to move toward making a full-time income with digital products and courses (if you want to) using a realistic, doable method… even if you're insanely busy.

- Create a passive income business plan you can use over and over to ensure that your products continue to sell while you sleep

If for some reason you're unable to checkout today at the $27 price, don't worry. You can still get it after today!

I know you're busy and would really hate for you to miss out on this discounted offer.

Here's the link to The Ultimate Digital Product Planner at $27 before it's gone!!

The planner is an **in-depth guide that covers everything you need to know about creating and selling digital products**, plus a business plan workbook to help you create a profitable plan for your products.

Right now, the Ultimate Digital Product Planner is available for purchase at $27. The best bargain on an incredibly comprehensive digital product ebook you will ever get.

It will go up forever after today.

[signoff]

P.S. Again, if you couldn't make it in time for the $27, don't panic. There will still be another sale this week to purchase it again.

Grab the planner now before this offer disappears for good!

Email #2: Inspire
GET THEM EXCITED: *Sent on Day #2*

In this email, we focus on one pain point: The mistakes people make with digital products. Then we transition to our product as the key to succeeding where others have failed.

We're also introducing a bonus in Day #2. Bonuses are HUGE for flash sales! They create urgency and give people an extra reason to buy (you'd be amazed at how many buy just for the bonus!)

This email also gives a quick recap of what's included in the product. (Just a few quick bullet points here is all you need).

If you're unsure about what to offer as a bonus, think "objections" & "easy buttons"… What questions are people secretly asking themselves that are stopping them from buying? What tools, training, or resources can you give them to make it even easier to get results?

Subject: Why most digital products fail (and yours won't)…
Alternate Subject: I've never offered this bonus before…

When you think about the reasons most digital products fail, you may have encountered some setbacks, like:

- Lack of an audience.
- Sales copy that shrivels instead of sizzles – no matter how many times you write it.
- Marketing that takes wayyy too long to get it out there. (I can SO relate…I get it.)

But the #1 reason most digital products fail?

They miss the mark.

You can create an insanely helpful product, one that your audience desperately needs…

…but if it doesn't solve their biggest "right now" problems, they won't buy.

Luckily, I've got a surefire way to help you create digital products your audience will raise their hands for – a guide that'll make your sales and marketing practically write itself.

And when you grab the Ultimate Digital Product Planner today, **we're gifting you entirely for FREE our brand new Plug-and-Play Product Template**.

[Click here to grab the planner and get access to our Plug-and-Play Product Template](#).

This 15-page high end designer template has a single, laser-focused purpose – to help you create your digital product fast and knock it out of the park.

(BTW - this template pairs insanely well with our Canva Digital Product Workshop if you decide to add that to your order for a no-brainer $5.)

You'll have every page you need to create a stunning product in a few hours…covers, table of contents, checklist, worksheet, content pages, section dividers…all of it.

It's all ready for you to add your content and start selling!

The best news?

You can get your hands on the Plug-and-Play Product Template for FREE when you grab the Ultimate Digital Product Planner today.

[Click here to claim your bonus plug-and-play template >>](#)

Here's a recap of what's inside the planner:

- How to practically guarantee that your product will sell
- The difference between a quality product and an irresistible offer, and why you need both
- How to create a digital product business plan you can use over and over
- The tech and tools you need to get started affordably

Phew! That's a lot…

Plus, you'll have a digital product business plan you can use over and over to vet your ideas, make sure they'll fly, and create a plan for how you will continue to grow and market your products.

Anyone can follow along, even if you are completely new to creating digital products.

So if you're ready to cut the stress and overwhelm out of your business…

.And if you dream of having a passive revenue stream you can depend on…

And you want to put your creative genius on supercharge and experience limitless income potential already…

Take a look and check out everything you get with this planner.

Just a quick heads up, the bonus is going away in just a few days.

If you want to create a digital product that people will literally swerve over to buy – use the link below to grab this special offer for just $34.

Talk soon!

[signoff]

Email #3: Remind
PLUG THE BONUS: *Sent on Day #3*

This email is a quick nudge that the bonus is going away soon. And it kicks off with a few bullet points that tap into their biggest pain points and struggles.

Since this is sent in the middle of your flash sale, it should be short and direct. Give them a breather. :)

If you have testimonials, this is a great email to add them. Just throw them in after your signoff – e.g., "P.S. – If you're still on the fence, here's what others have to say…"

Subject: [Bonus expiring soon!] A template for your next digital product?

Quick quiz for you, [Name]!

How do you feel about creating a digital product?

a. Ummm...my head's spinning in circles wondering what to create.
b. Like I would have no clue where to start.
c. Have at it! I've got the perfect idea and KNOW it's gonna work.

Whether you're new to the digital product party or are a veteran creator, the Ultimate Digital Product Planner will ensure that your next ebook or course flies off the shelves faster than you can say "buy now".

So if you missed yesterday's deal, no worries. You can still grab it today for only $34.

Click here to get it now >>

When you buy it today, you'll also snag your bonus – The Plug-and-Play Product Template – that is guaranteed to save you loads of time creating your product. (The bonus goes away after Friday…)

The sooner you use a repeatable process to validate your product ideas, the sooner you'll be creating more and more digital products that your audience will raise their hands for.

So if you're fed up with hustling to get your next client and you're ready to add passive income to your revenue stream…

Hop on over and check out everything you get inside the planner.

Click here to grab the planner now before the bonus goes away.

[signoff]

In this email we let people know that today is the last day to grab the offer and what they're missing out on if they don't buy.

We also address FAQs (which is a great place to weave in your offer details and deadline again).

So this email is a bit long because of those FAQs…but it's an important one because people who are on the fence need your answers to help them decide.

Subject: Whoa! We're down to the wire

[countdown timer]

Real quick…I notice you haven't grabbed your copy of **The Ultimate Digital Product Planner**, our complete 94-page guide to creating and selling digital products.

Let me give it to you straight – you're really missing out on some GOOD STUFF!

The planner is straight from our best strategies and proven process for creating "money magnet" digital products your audience can't resist buying.

What's more is it's only *$34* – and when you buy before midnight tonight EST, you'll get our FREE bonus: The Plug-and-Play Ebook Template that is guaranteed to save you loads of time creating your product.

That way you won't have to waste time creating a product that sits on your digital shelf collecting dust…

Or keep wondering who your passive income audience really is…

Or worse, let fear and confusion get in the way of generating passive income as fast as you want…

So if you don't want to miss out on this very limited time offer, ***take a look at this page*** and see everything you get for just $34.

And if the Ultimate Digital Product Planner isn't your thing, that's perfectly okay! I just didn't want you to miss out on the Plug-and-Play Ebook Template that ends tonight at midnight EST.

[signoff]

P.S. We've been getting a ton of questions in our inbox about The Ultimate Digital Product Planner. So I thought I'd put the most common questions (and answers) below for you.

Here's what people want to know…

"Creating and selling digital products seems scary. Can I really do this?"

You have a lot of uncertainty around creating digital products. I get it. We were there, too.

Maybe you're not sure if anyone will buy…or who you're really selling to (a new market?!)…or how stressful the tech will *really* be.

What you'll love about this planner is that we take you from A to Z, and we lay it out for you in super easy terms – even breaking down the digital product "lingo" so you know what's what.

You'll have a repeatable method for getting it all done quickly – without overwhelm or stress – while you set yourself up for long-term growth and profits.

We share our favorite tools for shopping carts, content creation, marketing, sales funnels…all of it.

Many will cost you little to nothing to set up, so you can start where you are now and grow from there.

"I already have a product idea. Do I still need this planner?"

Yes. Because a great idea doesn't always mean it will sell. It has to be the *right* great idea.

If your product is misaligned with your brand or positioning, it won't sell. And if it is misaligned with what your customers want, it won't sell either.

Most people make the mistake of thinking they can wing it with their first (or second or third or fourth) digital product.

But a digital product is SO much more than just a digital product.

A digital product is a business model.

If you're serious about making passive income, you have to approach every digital product you create like a profitable business from day #1.

The sooner you sit down to create a detailed plan for it, the sooner you're going to generate hundreds of dollars.

"I have no idea where to start or what to create. How will this planner help me?"

When you don't know where to start, it's likely because you're looking too far ahead. :)

The planner starts at the beginning (from *"What is a digital product?"*) and carries you all the way to the finish line (*"How do I scale my passive income empire?"*).

We break everything down into bite-sized, actionable steps that demystify everything so it all seems doable.

You'll have loads of product ideas that will fit your niche. Plus, you'll know how to validate your idea, evaluate your market, calculate your profits, plan your marketing, choose the right tech and tools, set "Hell, yes!" price points, and more.

"How long will it take to get my product up and running?"

We're betting you want to pull it together quickly, and who can blame you?!

Keep in mind that the more time you spend really digging into the planner, the faster you'll create a product that sells. A little planning upfront goes a long way.

So it really depends on you. Everyone works differently and has different schedules.

We recommend setting aside an afternoon to go through the planner, do the research, and fill out all the prompts.

If you have a good handle on your niche – and the needs of your target audience – you can have your product up and running in two weeks. If you're targeting a new market or need more clarity about your niche, it will likely take more time (and we walk you through how to do that quickly, too).

"How long is this offer good for?"

If you buy before midnight tonight EST, you'll get the bonus Plug-and-Play Product Template plus the Ultimate Digital Product Planner for just $34.

Just remember, that bonus goes away after tonight at midnight EST.

I hope my answers clear up any confusion you may have about the planner and whether it's right for you.

If you have any other questions for me, hit reply and let me know.

[signoff]

This one is short and sweet, and it's the final reminder that the offer is expiring in just a few hours.

Be super confident in this last email and let them know why they need your product NOW:

- *What will CHANGE for them?*
- *What will they be able to DO?*
- *What will they HAVE?*

Subject: Last Last chance for the template (plus straight-up answers to your questions)

Hey [Name],

I wanted to give you one final heads up that the FREE Plug-and-Play Product Template — with every page you need to kick out a profitable digital product fast — is going away.

Like, in a few short hours.

And since it's the first – and probably the *only* – time we're offering it for free, I wanted to give you one last chance to grab it.

Here's why you need this mega bundle:

1) You'll learn how to validate your product idea so you'll know it will sell before you create it.

2) You'll have a sales and marketing plan that aligns with your big vision goals – no "one-off" products that have nothing to do with your core niche.

3) You can duplicate this over and over. Just imagine - anytime you want more money? You can just turn on the digital product faucet.

4) SCALE AND GROW. Stay focused and targeted. Nail your winning products every time. Zero in on your no-brainer audience. Create repeat customers. Build an email list of buyers. Rinse and repeat.

So if you know you're ready for more leverage, impact and sales in 2021, **click this link and grab it now** before the price goes up.

And if you have a last minute question, please get in touch!

[signoff]

P.S. The digital product phenomenon is NOT going away - it's only getting bigger. Now is the perfect time for you to finally start seeing the sales you deserve. Grab it now before the bonus disappears in a few hours: The Ultimate Digital Product Planner