

# My Top 5 Converting Email Templates



Ever sat down at your computer to write an email, but you ended up just staring at a blank screen for far too long?

That's pretty common – but it doesn't have to be that way! That's because you now have access to 5 of my best converting fill-in-the-blank email templates. These email templates include the following:

- Email 1: The Free Trial Email
- Email 2: The Discount-Coupon Email
- Email 3: The Direct-Pitch Email
- Email 4: The Special Offer Email
- Email 5: The Flash-Sale Email

When using these email templates, I recommend that you try to put them into “your voice” and try to personalize them with your personality as much as possible. You’re sure to find a template in this pack to meet your needs.

So, without further ado, here are your templates...

### **Email 1: The Free Trial Email**

Claim your free [type of trial] trial inside...

Get [product/membership] for [timeframe] – free!

[Timeframe] of [product name] for free?

Hi [Name],

You asked for it, and I’m delivering...

If you act now, you can get [timeframe, such as “one week”] [of the item – such as “access to [name of] membership site] absolutely free. But hurry, this offer expires [relatively short time frame, such as “in three days”].

Get it here:

[link to claim the free trial offer]

I’ve never offered this deal before, and I’m not sure if I’ll ever offer it again. That’s why if you’ve ever thought about [joining this membership site, purchasing a SaaS offer, etc.], you’re going to want to grab this deal right away because it may not come around again.

Why am I doing this?

It’s pretty simple – I know that if you try out [product/membership] for [timeframe] for free, then you’re going to want to [become a full

member/paying member/etc.]. That's why I'm giving you unfettered, unlimited access for the next [number of days].

This isn't stripped down or "lite" version of [product/service/membership site]. You're not getting a [bronze/basic/etc.] [membership/trial].

Nope, act now and you get [the full version/the platinum version/the diamond version/etc.]. This includes the following benefits:

- You'll get instant access to [some component of the offer, such as the private members-only forum].
- You'll get [another component of the offer, such as the ability to download X number of courses, reports, etc.].
- You'll also enjoy [some other component of the offer, such as group coaching, unlimited access to an app, etc.].

In total, there are [number] of [resources – such as courses, reports, modules, etc.] inside [the site] that are all designed to do one thing: [list the big benefit of this site].

You don't need any previous experience in [the niche] in order to start [getting some benefit], because [explain how this site has everything a beginner needs to get started in the niche and getting some desired benefit].

You don't need much time to start [getting some desired outcome], because [explain why they don't need much time. For example, do you share time-saving tips inside the site? Is it a quick and easy method to get some result? Does the site include some sort of tools for making the process quick and easy, such as a time-saving app, printable checklists and similar?].

And best of all, when you act now you don't even need a single cent to get started, because this offer is completely free...

If you purchased this offer, you'd pay [\$x amount that the trial offer is worth] – and it would be worth every penny and then some. By why pay when you can get it for [a length of time] for free?

Take advantage of your free trial offer right now by clicking here:

[link to free trial offer]

I'll see you inside!

[sign off]

P.S. Every day people ask me, “What’s the best way to [get some desired outcome]?” And every day I share tips, tricks and strategies in my newsletter, free reports, social media and elsewhere.

Now for the first time ever I’m revealing ALL my best tips, tricks and secrets for [getting a desired outcome] FREE for [length of time]. It would be really smart if you took advantage of this free trial offer before I changed my mind or before this offer is gone for good on [date that the free trial offer expires].

Get it here:

[link to free trial offer]

## **Email 2: The Discount-Coupon Email**

Who else wants [percent] off [product name]?

Save [dollar amount] now – details inside...

The lowest price ever offered?

Hi [Name],

People are saying this is absolutely crazy. They're asking me if I made a typo or some other mistake...

Nope, what you've heard is true – we're offering an unprecedented [percent off] coupon on one of our most popular products, [insert the name of the product]. If you've ever wanted to [get some specific benefit or outcome], then you're definitely going to want to get in on this great deal.

All you have to do to take advantage of these savings is go to: [insert link] And then use coupon code [insert coupon code] on the order form.

That's it – you'll automatically save [dollar amount]!

Is there a catch?

Yep, but just a small one...

This coupon is only good until [date when the coupon expires] – that's only [number] of [days or hours] from now, so you're going to want to act now if you want to scoop up a great deal for yourself.

If you're not familiar with [name of product], let me give you a quick overview...

[Name of Product] is a [type of product, such as report, video course, app, etc.] that's designed to [insert the biggest benefits here].

What makes this [type of product] different from the others on the market is that [insert what makes it different and better than the competing products – i.e., insert your unique selling point].

People everywhere love [Name of Product] because [list the reasons why people love this product] – and you will too! If you've ever wanted to [get a benefit], [get another benefit], or even just [get some other benefit], then this is your chance!

All you have to do to take advantage of these savings is go to: [insert link]  
And then use coupon code [insert coupon code] on the order form.

That's a quick way to save [dollar amount], so order now before this deal ends [date and time when the deal ends]...

[sign off]

P.S. A deal like this hasn't come around before, and it may not come around again. That's why you're going to want to jump on this offer before it's gone...

[link to sales page]

### **Email 3: The Direct-Pitch Email**

Have you ever wanted to [get some benefit/outcome]?  
The very best way to [get some benefit/desired outcome]...  
This is my new favorite [tool]...

Hi [Name],

If you've ever wanted to [get some desired outcome], then you're going to want to read every word of this email.

Let me start with a story...

It was [year], and I had just [tried some method for achieving some result].  
E.G., "I had just started yet another low-calorie diet in an attempt to lose weight."

As usual, things started off pretty well. [Insert a description of how things were going pretty well at first. In continuing with the dieting example, you might say something like: “I was enjoying the meals. I never felt deprived or hungry...”]

But you know what?

It wasn't working. Instead, [describe how/why it wasn't working. In the example of the dieting story, you might talk about how the scale wasn't budging and you weren't losing any inches off your waist.].

It was frustrating to say the least. I'd tried to [get some specific benefit/outcome] about [number of times] before, and they all seemed to end the same way...

[Quick one-sentence summary of how they ended in failure/disaster].

I kept thinking there's got to be a better way to [get some benefit]. Seems like other people can [get this benefit] just fine – so what was my problem?

That's when I stumbled into a marvelous discovery that instantly made it much easier for me to [get some benefit].

Suddenly, instead of [getting some undesired result or no results], I was [describe the good results you were getting]. And best of all, it was happening almost like magic. Yes, it felt THAT easy!

What was this discovery?

Simple – [insert the discovery – preferably, this should be some data-driven or scientifically based discovery. For example, if it's about dieting, then perhaps it would have something to do with speeding up the metabolism naturally through clean eating and increased exercise. Or if it's about traffic conversion, you might describe a case study of tweaking sales letters to boost conversions.]

Take a look at this proof:

[Insert proof – e.g., a screenshot, a photo, a chart, a clipping from a respected peer-reviewed journal, a quote from a respected expert in the niche.]

Since then, [a quick description of results you’ve achieved for yourself and others... e.g., “I’ve helped 239 people achieve similar results – this really works!”]

And now, for the first time ever, I’m sharing my entire [type of] [system/plan/blueprint]...

Introducing “[Name of Product],” your surefire solution for [getting rid of some bad thing or getting some good thing].

This [type of product] is the easiest way I know [for getting a good outcome]. Here’s what you’ll discover:

- You’ll get a simple step-by-step plan for [getting a desired outcome].
- You’ll find out which [niche method] will get you the best [type of] results – and which ones you should avoid at all costs.
- You’ll discover [number] tips, tricks and hacks for [getting a good result/benefit] -- these work like crazy to help you [get a good outcome]!
- You’ll get a proven [list of tools, resources, gear, etc.] that you can use to make light work of [some task] – you’ll be surprised at how easy it is!
- [Insert any other top benefits.]



Plus, much, much more!

By the time you [finish reading/viewing/etc.] this [type of product], you'll finally know how to [get the desired outcome].

Imagine not struggling with [bad thing] any more. Imagine how you'll feel when you [finally get some good result]. [Name of Product] can turn this into a reality!

If you like the idea of finally [getting a good result], then click here now:

[link to sales page]

[sign off]

P.S. I never thought I'd ever be able to [achieve some result], but I was wrong. I did it, and you can too.

Click here to find out how:

[link to sales page]

### **Email 4: The Special Offer Email**

Special invitation just for you...

Special offer: [discount or bonus, e.g., \$25 off]...

Exclusive offer for [some type of person]...

Hi [Name],

Every once in a while, a deal comes along that you can't refuse. And lucky for you, today is that day!

Here's the offer in a nutshell: [describe the offer in a quick sentence, including the name of the product and the offer specifics– e.g., are they getting a discount? Are they getting a bonus package? Are they getting both?]

This is such a rare and special deal that we're not offering it to general public. This offer is only available to you [describe to whom the "you" refers to – for example, is this offer only for newsletter subscribers? Your very best customers? Customers for a particular different product of yours? Be specific.]

Why are we offering such a special deal? Simple: [explain reason – to reward your best customers, to introduce a new segment of your market to a specific product, to celebrate something, etc.].

You can take advantage of this offer right now by clicking here:

[link to special offer]

[Product Name] has helped [a specific number or even "countless"] people [around the country or around the world] [get some specific result] – and I know it can help you too.

See if any of this sounds familiar:

- You want to [get a good result], but [every time you try it doesn't work out – be specific here about what doesn't work out].
- You feel like you've tried [most of the other solutions on the market], but for one reason or another you're not happy with the results you've received from any of them.

- You're [tired/sick and tired] of [getting some bad result]. Other people make it look so easy to [get a good result], and you just wish [you could get a good result too].
- You don't want to spend an arm and a leg [trying to solve this problem] – you just want something that works at a fair price.

If you can relate to any of this, then I can guarantee you're going to love [Product Name]. That's because [explain what the product does in a quick sentence or two – what is the main benefit?]

You don't need [any particular experience, skill or other prerequisite]. You don't need a lot of time. You don't even need [something else, like a big bank account].

All you need is [something the reader likely possesses, like a desire to get a specific outcome] and [this product]. And [within some short amount of time], you too could [be enjoying some specific benefit].

This is exactly what you need to [get a desired outcome] – and if you act now, you'll [get it at a discount, get a bonus package, or get both a discount and a bonus]. That's why you'll want to click here to take advantage of this special offer right now:

[link to special offer sales page]

[sign off]

P.S. An offer like this doesn't come around too often, and it's not going to stick around for too long either. Take advantage of this exclusive [offer/discount/bonus/invitation] by clicking here now:

[link to special offer sales page]

## **Email 5: The Flash-Sale Email**

Don't blink or you'll miss it...

Flash sale: [describe savings or percent off]

For the next [number] hours only: get [percent or dollar amount off]

Hi [Name],

Don't blink or you're going to miss the best deal this year...

If you act now, you'll [describe the savings or discount – e.g., you'll get \$50 off the regular price] – but this offer ends tonight at [time and time zone], so you're going to want to click here now:

[flash sale link]

There are a lot of reasons to love [Product Name]. Namely:

- [Insert a bulleted list of reasons why this product is so awesome....]
- [For example, do you have some sort of special qualification/credential for creating it?]
- [Does this product do something special that similar offers don't do?]
- [Are you known for offering exception customer service/support?]
- [Does it come with some sort of special bonus package?]
- [Does it come with any features that help users save time and money, or something that makes the process easier, such as an app, checklist, worksheet or similar?]

And here's one more reason: you can [get some percentage off/save some specific amount of money/etc] if you buy now before the flash sale ends.

Get it here:

[flash sale link]

[sign off]

P.S. When the countdown timer on the sales page reaches zero, this offer \*poof\* disappears. Anyone who's too slow will have to pay the regular price of [regular price dollar amount]. Sure, that's still a really good deal, but be smart and save yourself some money by clicking here now:

[flash sale link]

There you have it. The templates to my top 3 converting sales pages. Put them to good use!

Speak soon,

A handwritten signature in black ink that reads "Reggie Patt". The signature is written in a cursive, flowing style with a horizontal line underneath the name.

## **Turn These Email Templates Into High-Converting Sales Campaigns**

These email templates are a powerful tool for engaging your audience and driving conversions. But to **maximize their impact**, you need a system to capture leads, guide prospects through your sales funnel, and ensure your messages reach the right audience.

That's where the [HBA Funnel Builder](#) comes in.

Here's how the HBA Funnel Builder can help you:

- **Effortless Funnel Creation:** Build beautiful, high-converting sales funnels in minutes, no coding or design skills required.
- **Seamless Integration:** Use these email templates to nurture your leads and guide them through your funnel with ease.
- **Proven Results:** Designed with simplicity and effectiveness in mind, the HBA Funnel Builder is trusted by marketers to drive real results.
- **Customizable Templates:** Match your email campaigns to professional-looking sales pages that boost your credibility and conversions.
- **Support When You Need It:** Access step-by-step training and support to help you get your funnel live and optimized fast.

The best part? It's simple enough for beginners but powerful enough for seasoned marketers.

**[Click here to see how the HBA Funnel Builder can transform your online business today!](#)**

Here's my personal email address, and feel free to use it if you have any questions or even if you just want to let me know where you're at with your business.  
*ReggiePatterson4456@gmail.com*

Reggie Patterson is an online marketer, digital publisher and blogger...

You can get an idea of why he's been called the *Retirement Rebel Marketer* [By Clicking HERE](#)



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