



ConvertKit

Product Pre-launch Sequence Template

convertkit.com

Email #1

Hi <name>,

Paragraph 1: Greeting.

Your potential customer is pulled into this sequence because they have already shown an interest in the topic and type of product you are launching soon. They've clicked on a link trigger whether it was on your landing page, a blog post, an email, or signed up for a previously related content upgrade.

This first paragraph should explain the context of why they're hearing from you right now. You don't need to say, "You clicked on a link which tells me you're interested in X." Just keep it casual and talk about your topic.

Paragraph 2: Connect with the reader. Tell your reader why you started your business.

What was the problem you (or your customer) were faced with. Talk about about that pain point and how it disrupted your life. Hopefully, the person reading this first email will face a similar problem and will feel connect with you.

Paragraph 3: Explain your mission.

Tell your reader that you're about to launch a new product that will help them overcome that problem. You could even link to one of your most popular blog posts talking about your mission in this paragraph (makes sure it's a new window pop-up link).

Paragraph 4: Thanks and feedback.

Thank your reader for their interest in you and your product and let them know they'll be hearing from you again soon.

If you feel up for it, you can also ask for feedback in the last paragraph. By hitting reply to the email or sending readers to a social media channel, you could ask if they've ever been faced with a similar problem or if they have any further questions. Just be sure you can handle whatever volume of responses you get.

Sign off

PS- To let people off the hook from hearing about this product

It's always a good idea to add a short PS at the bottom of your emails that says something like, "If you're not interested in hearing more about this product, click here and you'll only hear from me about what interests you."

You can create a link trigger that adds a tag for "Not interested in: Product" and from now on you'll exclude that tag from this product launch sequence.

Email #2

This might be hard to understand, but don't talk about your product yet. This pre-launch sequence is designed to help you keep popping up in their inbox to deliver value content.

Hi <name>,

Paragraph 1: Greeting.

Say hello again.

If you asked for feedback or comments in the previous email, this is where you can mention the responses you had and how you enjoyed hearing your new friends.

Paragraph 2: Connect with the reader. Talk about pain point #1.

Most likely, there will be many points that your product/service/business will help your readers overcome. In this second email, talk about pain point #1 and why it is so frustrating.

Paragraph 3: Educate your reader

The best way to gain the trust of a new reader and build authority in your core topic is through education. You can engage your new reader by teaching them valuable content about your topic and the pain points they are facing.

You can link to important studies or your most popular and educational blog posts in this section of the email.

Paragraph 4: Thanks and feedback. Call to Action (CTA)

Thank your reader for their interest in you and your product and let them know they'll be hearing from you again soon.

A strong audience is an engaged audience. Give them an actionable next step by asking them a pointed question about the content in this email. Tell them where and how they can respond and make sure you meet them there.

Sign off

PS- To let people off the hook from hearing about this product

It's always a good idea to add a short PS at the bottom of your emails that says something like, "If you're not interested in hearing more about this product, click here and you'll only hear from me about what interests you."

You can create a link trigger that adds a tag for "Not interested in: Product" and from now on you'll exclude that tag from this product launch sequence.

Email #3

Keep up with the valuable information about your core topic in this email. Make sure to keep it concise and interesting.

Hi <name>,

Paragraph 1: Greeting.

Say hello again.

If you asked for feedback or comments in the previous email, this is where you can mention the responses you had and how you enjoyed hearing your new friends.

Paragraph 2: Connect with the reader. Talk about pain point #2.

Most likely, there will be many points that your product/service/business will help your readers overcome. In this third email, talk about pain point #2 and why it is so frustrating.

Paragraph 3: Educate your reader

The best way to gain the trust of a new reader and build authority in your core topic is through education. You can engage your new reader by teaching them valuable content about your topic and the pain points they are facing.

You can link to important studies or your most popular and educational blog posts in this section of the email.

Paragraph 4: Thanks and feedback. Call to Action (CTA)

Thank your reader for their interest in you and your product and let them know they'll be hearing from you again soon.

A strong audience is an engaged audience. Give them an actionable next step by asking them a pointed question about the content in this email. Tell them where and how they can respond and make sure you meet them there.

Sign off

PS: Intro your product/service/business

After a little more valuable info, you're now ready to talk about your product. A P.S. at the end of this email is the perfect sized introduction. You don't want to sound really salesy, so just mention it at the end of this email. For example- "If you feel the same way, check your inbox tomorrow to hear more about my new product."

Email #4

Finally, this last email is your time to tell your reader all about your product. If they haven't unsubscribed by now, you can bet they're interested in what you're selling so don't hold back. This should be your most epic content.

Hi <name>,

Paragraph 1: Greeting.

Say hello again.

If you asked for feedback or comments in the previous email, this is where you can mention the responses you had and how you enjoyed hearing your new friends.

Paragraph 2: Talk about your product

Remind them of your reader of their pain point and how awful it is. Next, show them how your product fixes that. Fill them in on the why's, what's, and how's of your product so they can make the most informed decision about their potential purchase. No need to have anything educational in this email – focus on your product.

This is a good place for testimonials if you already have some.

Paragraph 3: Give them the details about your launch

Let your readers know everything about your launch- the timing, the pricing options, and don't forget to keep telling them about the benefits of your product.

Next, make it as easy as possible for them to be first in line to purchase your product. Give them a single link that takes them straight to your desired sales page.

If they click the link, [you can add a trigger to segment the reader as interested in your product/service/business](#). This will help you better know what you reader wants and needs in the future.

Paragraph 4: Thanks

Thank your reader for their interest in you and your product. Let them know how to find you if they have any further questions or comments.

Sign off