

THE **COPY** *POSSE*'s

ULTIMATE EMAIL MARKETING CHEATSHEET

**7 Must-Have Emails To Build &
Monetize Your List**



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IS EMAIL MARKETING REALLY WORTH IT?

What's one of the *first things* you should do when you start any new brand or business? Start building up your email list – of course!

Because despite the fact that **it's getting harder and harder** to land in your prospects' primary inbox these days...

Email Marketing is *still* one of the **most powerful ways** to communicate directly with your audience.

And here are some stats to prove it to ya, according to [OptinMonster](#):



- 92% of online adults use email.
- 61% of consumers **prefer** to be contacted by brands through email.
- 99% of email users check their email every day, some as much as **20 times a day!**
- And 58% of users check their email **before** they check out social media or the news.

So in case you had ANY doubts... Email Marketing is **hugely important** for all brands and business owners today.

It's the best way to consistently grow your brand, nurture new leads, create engagement, and have profitable launches...

Which also means there's a **massive opportunity for copywriters** to specialize in this medium by helping brands write killer email marketing campaigns and cash in on those conversions.



IS EMAIL MARKETING REALLY WORTH IT?

While social media is always an awesome complimentary marketing strategy – as is paid media and other content marketing initiatives – **you don't want to put all your eggs in one basket.**

In a world where AI is constantly innovating and the dreaded algorithm is **ever-changing...** learning how to stay ahead of the curve by writing engaging, purposeful and effective email campaigns is insanely important.

But this begs the question...

- When should you send emails?
- What should the emails say?
- Are there any unspoken “email marketing rules” you should be following?

Well... that's *exactly* what this Cheatsheet is going to help you understand!

From content emails to sales emails, and everything in between – here are the **7 types of emails** that ALL businesses should be sending their list...

With examples taken directly from [The Copy Posse](#) vault.





7 MUST-HAVE EMAILS

#1: Autoresponder Email

GOAL:

Nurture your leads on autopilot, deliver the **value** they asked for and provide a **memorable** brand experience.

WHEN TO SEND:

Immediately after a lead signs up to your list – usually in exchange for a **lead magnet** or another **free-high value promise**.

THE POSSE BREAKDOWN:

"Autoresponder Email" is a broad term that I use to describe any email that's sent AUTO-matically in RESPONSE to a user action. So think of the email (or sequence of emails) you get from a business after you purchase, subscribe, or opt-in for something.

For example, I have a *different* Autoresponder Email that gets sent out for every single one of my Free Guides. (**Hint:** You received an Autoresponder Email from me when you signed up for this!)

Day 0 Autoresponders are typically **short, sweet, and friendly**. In this type of email, you want to let your subscribers know where they can grab their freebie, how it will help them, how they can use it, and any next steps or CTAs.

Also, because this is often the very first email correspondence you have with your new lead, you want these emails to **set the tone of your brand voice and experience**, making your subscribers feel welcomed and part of the crew!



EXAMPLE:

Subject Line: Your Checklist is inside

Preview text: These 10 things you need to write words that sell.

Phew! Is it gettin' hot in here << Test First Name >> or is it just me?



I'm so glad you grabbed a copy of my Hot Offer Guide. You can [download it here right away.](#)

Now, **let's be real here...** as copywriters, it's our job to make sure that we're writing offers that both resonate *and* convert.

Using these 10 triggers in your copywriting is a surefire way to keep your offers compelling, effective and too-legit-to-quit 🤪

Most people underestimate the power of #5... **don't be one of those people << Test First Name >>.**

Which component do you think is the most compelling part of a Hot Offer?



I would love to hear what you think.

Alex 🔥

[Download The Hot Offer Guide Here](#)

P.S. Be on the look-out for some more juicy emails coming your way soon. Inboxes can royally suck sometimes. To make sure you don't miss any of my stuff, add me to your contact list.

[Watch this 1-minute video to learn how.](#)

Once you follow the steps in the video above, let me know by replying "Done" to this email and I'll send you one of my go-to copywriting guides as a special thank you gift! But, shhh... keep it between us okay? 😊



#2: Indoctrination Email(s)

GOAL:

Get your new leads from a **problem-aware state** into a **solution-aware state**. Nurture a **relationship** with your list, encourage **engagement**, and turn new leads into **raving fans**.

WHEN TO SEND:

Shortly after subscribers join your email list – typically within 24-48 hours (**Note:** Not immediately after like an Autoresponder)

THE POSSE BREAKDOWN:

These emails should ultimately make your new subscribers feel as though they're a **part of something bigger**, by building rapport and simultaneously "indoctrinating" the audience to trust and believe in your mission and solution.

For example, when leads land on my website, they see a place where they can sign up to my email list.

Once they sign up, they'll receive a series of indoctrination emails, **each one written with a particular purpose**.

Through trial and error, I've found that following a **3-Email Indoctrination Formula** works great for my brand... But could you send less? Yep. Could you send more? Totally!

Figure out what will work best for **YOU** and your businesses.



EXAMPLE:

Subject Line: Welcome to the Copy Posse, Alex

Preview text: Here's what to do next

Word up, << Test First Name >>.

Thank you so much for joining the global Copy Posse.

No matter how you found me, you're here, you made it and it's so nice to meet you. Chances are, you're here for one of the following reasons:

- You are a soon-to-be copywriter looking for the right way to navigate this crazy cool (and sometimes crazy confusing) world, but have no idea where to start...
- You're already a copywriter and looking to uplevel your skills, make some bills and have a lot of fun doing it...
- You're an entrepreneur who is ready to get in front of the right customers and ignite your business with fresh copywriting techniques that are working *today*.

Either way, I got you babe. You're in the right place.

And if you're tired of copywriting techniques and tips that seem outdated, detached or, well, douchey...

<< Test First Name >>, I hear you.

It's why I mobilized the Copy Posse, a badass crew of copywriters who, like you, are excited to write in a way that is both cool *and* converts.

I'm all about combining the proven marketing principles of the past with modern-day branding, storytelling and *personality*.



It's what today's businesses need to stay relevant.

Almost a decade ago, I was not that different from you — embarking on a copywriting career and starting a business from scratch...

Well, now I'm sharing everything that I learned along the way...

The copywriting "how-to", techniques and tips that are working right now.

I know how precious your time is, so let's get you started on your Posse induction. Here's what you gotta do next:

1. Subscribe to the Copy Posse on YouTube and start learning.

<< Test First Name >>, this is your copywriting starter course. I have tons of videos on [my YouTube channel](#).

Binge-watch at your own discretion and start applying the techniques and strategies you learn (let me know how it goes).

I have multiple playlists including ["How To Start Copywriting"](#) where I share copywriting tips to help you get your first gig. In fact, many of my subscribers **have started copywriting using nothing but the info available on my channel.**

I also have plenty of juicy copywriting tutorials – from writing ads, to landing pages, to home pages, to webinar scripts and more – in my ["How To Write Sales Copy"](#) playlist.

Tap below and have a looksy around my channel.

Subscribe on YouTube

2. Expect an email from me every Wednesday.



I'll email you every Wednesday when I release a new copywriting tutorial.

I will also let you know anytime I'm hosting a special Posse event, webinar or interview with other experts so you can get first dibs.

And, of course, I'll let you know when I have a cool new program to announce or when the next Season of my Launch Pad coaching program opens for enrolment.

3. Join the raddest copywriting crew on IG.

You'll defo want to [follow us on IG](#) as it's where we share updates, behind-the-scenes sneak peeks, and copywriting inspo.

It's also where I go live for Q&A and other fun interviews. It's the afterparty to my YouTube channel, and *I'd hate for you to miss out on the fun.*

Follow The Posse on IG

And one more thing, << Test First Name >>...

Welcome to the new school of copywriters.

If there's anything else you might need, just reply and let us know. We'd love to hear from you.

Alex

P.S. If you're on Gmail, and my emails are landing in the pesky promosh tab, just drag-and-drop this into your Primary box and you're good to go.

P.P.S. Once you subscribe on YouTube and follow me on IG, reply back to this email and let me know and I'll send you a special gift. 🤪



#3: Abandoned Cart Email(s)

GOAL:

Save the sale!

WHEN TO SEND:

After a prospect has left their shopping cart *without* making the purchase.

THE POSSE BREAKDOWN:

Depending on the product and technology you use, you can do this in a single email or in a series of emails – also called a **Sales Recovery Sequence**.

The main thing you need to do here is remind them of the purchase they've abandoned. You can also opt to use scarcity to communicate any **bonuses, risk reversals, or limited time offers**.

Remember: You don't *have* to send more than one email if you don't want to.





EXAMPLE:

Subject Line: Your Copy Posse Launch Files order is waiting...

Hey, Alex here!

I just wanted to shoot you a quick note because I noticed you were about to purchase the Copy Posse Launch Files, but the order didn't go through. Did something go wrong? If so, please reply to this email and let me know.

Otherwise, your order is still waiting for you below...

<https://checkout.kajabi.com/offers/o7debEJp/checkout>

I can't wait to welcome you into our global copywriting crew!

Alex & The Copy Posse

P.S. If you have any questions, don't hesitate to contact us at hello@alexcattoni.com.



#4: Sales Email(s)

GOAL:

Convert your prospects into **customers** (or customers into repeat customers).

WHEN TO SEND:

When launching, promoting, or re-launching a product or service to your email list.

THE POSSE BREAKDOWN:

The number of emails included in a sales campaign will vary depending on your audience's awareness levels, your product, and the size of your promotion window.

You could have anything from a **quick one-day promo** all the way up to a **weeks-long launch**. I've personally found the sweet spot is between 6-10 for a launch of a new product or service.

For example, when I open the doors to my once-a-year flagship coaching program, the [Copy Posse Launch Pad](#), I like to send a total of 10 emails.

Two teaser emails to build anticipation, and an **8-email sales campaign sequence** to communicate benefits, introduce scarcity & social proof, and kill any objections.



EXAMPLE:

Subject Line: Welcome to the Copy Posse, Alex

Preview text: Here's what to do next

Today's the day, << Test First Name >>.

The Copy Posse Launch Pad is [now open](#).

The first time I ran this program it was huge success. Since Season 1 ended in April I've proudly witnessed many of my students quit their day jobs, launch their copywriting careers and explode their income💰...

But – I'm just going to come right out and say it...

This time it will be *better, radder and badder* than ever.

My team and I have spent the last year improving and streamlining this once-a-year coaching program to make sure you get results.

I interviewed my grads to get their feedback on what we could do to make this enrollment even better...

[And this is the result.](#)

The Launch Pad has been designed top to bottom to help you with every single one of the problems you told me you're struggling with.

You'll get step-by-step guidance from me through live group coaching, critique sessions and proven formulas...

So you can learn the copywriting skills, strategies and techniques that businesses need to *thrive* today...



You'll get step-by-step guidance from me through live group coaching, critique sessions and proven formulas...

So you can learn the copywriting skills, strategies and techniques that businesses need to *thrive* today...

And build a killer portfolio that gives you unstoppable confidence.



[Enroll Now](#)

Let's do this,
Alex

P.S. Take a look at the extra goodies I'm throwing in 📁



#5: Affiliate Email(s)

GOAL:

Create **interest**, generate **clicks**, and, ultimately... make **sales** of the affiliate offer.

Remember: Clicks hold a lot of weight in affiliate marketing so make sure your emails are majorly click-worthy.

WHEN TO SEND:

When partnering, as an affiliate, with another brand's product or service.

THE POSSE BREAKDOWN:

This is an email or series of emails written for the purpose of promoting **another brand's products** to a list of subscribers.

For example, in 2020, I was honored to be a featured speaker inside The Female Hustlers exclusive membership program. And *as an affiliate*, I sent out two emails to **my own email list**, promoting the Female Hustlers launch.

This benefited The Female Hustlers by gaining them more members, and it benefited me by getting my brand in front of a **larger audience**. Plus, I made a commission on any sale I referred. Affiliate partnerships are true win-wins WHEN DONE RIGHT.

My advice with affiliate marketing is to only promote brands and products that are in alignment **with your own values**. Because remember – it's *your reputation* by association that is on the line.



EXAMPLE:

Subject Line: Full-body tingles ☆☆

Preview text: I've got something up my sleeve, Alex...

So << Test First Name >>, I've got **good news** and I've got **bad news**...

I'm a firm believer in sharing the bad news first – so here it is – there's not going to be a new YouTube video today. I took the week off and it feels *damn* good.

But the *good news* is so much better...

I've been sitting on a very exciting announcement for quite a while now and it's finally time to let you in on it...

I've teamed up with The Female Hustlers to create an exclusive Masterclass on [How to Write An Irresistible Offer](#).

If you haven't heard of The Female Hustlers, let me give you a brief introduction.

The Female Hustlers is an insanely popular female-ran brand with over 4-freaking-million followers on Instagram 🤯 and their mission *really* resonates with me, like deep to my core...

They help women achieve their vision by providing endless inspiration, motivation, and the tools they need to succeed in their businesses. 🏰

Seriously. Full-body tingles, << Test First Name >>.

So when they approached me asking if I would be interested in participating in the biggest project they've ever done – [an exclusive masterclass membership with 74 other rad, bad, and powerful women](#) – my answer was pretty damn obvious...



Umm hell yas. 🔥

In my training I'll spill the tea on...

- 📝 My 3-Step Formula to help you write *any* piece of conversion copy.
- 📝 The most important sentence you'll ever write.
- 📝 16 of my tried-and-true hooks to help you capture your audience's attention (and keep it).
- 📝 And the *entire* anatomy of a sales page.

<< Test First Name >> this isn't the kind of stuff I teach for free on my YouTube channel... **this is the type of stuff I teach directly to my high-level copywriting students.**

So if you just missed out on Season 2 of the Launch Pad (or if it was outside of your price range) then **THIS** is your chance to learn some of the **exact things that I teach my students.**

But with this Membership, you're not only gaining access to my exclusive training... but to 74 other unique masterclasses, all taught by industry-leading, female bad-asses who want to **help you succeed** in the areas of copywriting, marketing, health, art & design, and even legal.

The value behind this Membership is seriously unreal 🤯

Don't just take my word for it... [go check it out for yourself](#) and see all of the juicy-goodness being offered.

I'd love to see you in there, making the Posse proud ⚡

Alex 🙌

P.S. If you have any questions ask away.



#6: Re-Engagement Email(s)

GOAL:

Get inactive subscribers to **re-engage with your content** and emails again (aka you want them to open and/or click).

WHEN TO SEND:

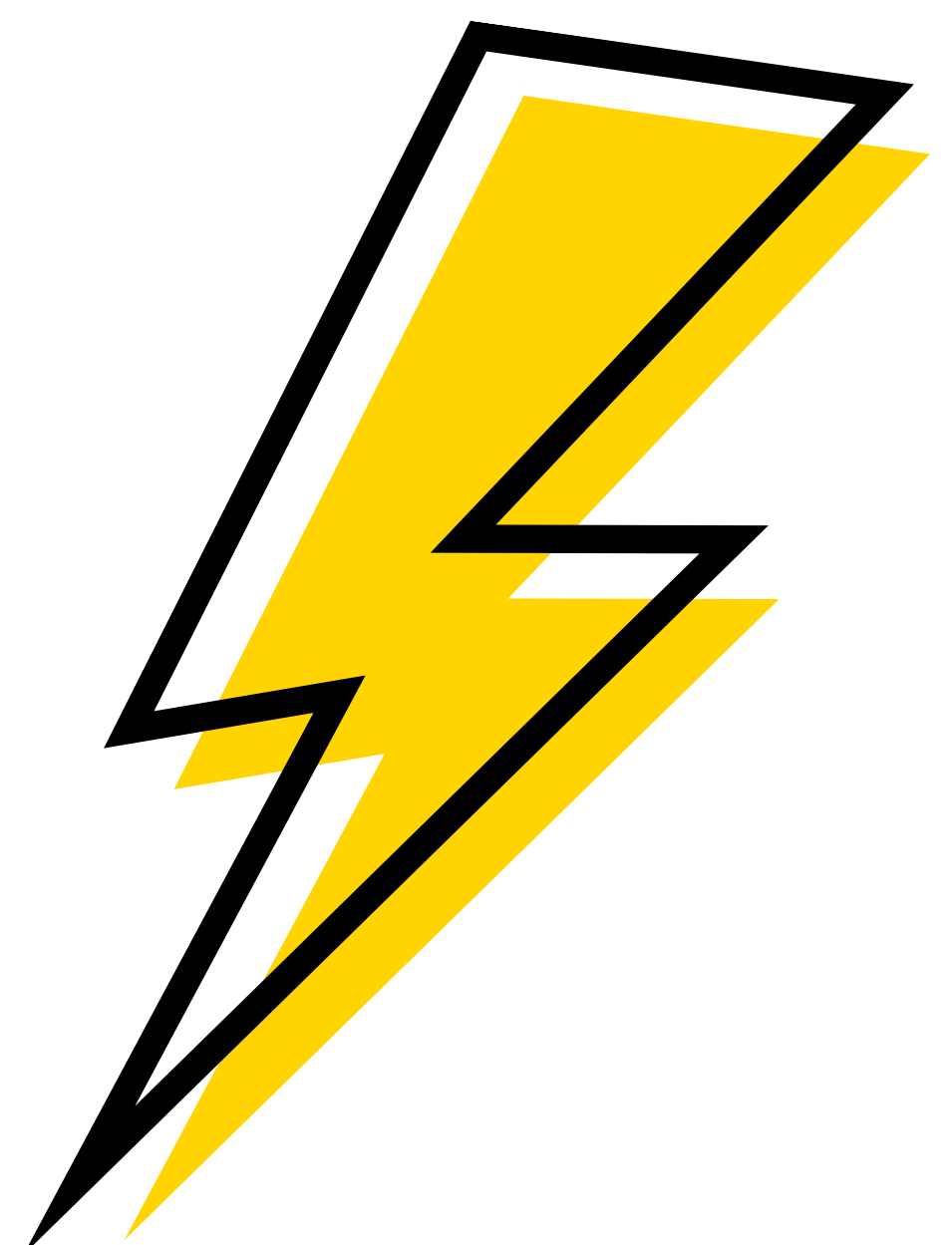
After a set amount of time that a subscriber has shown zero engagement (opens or clicks) with your emails.

THE POSSE BREAKDOWN:

This is an email or series of emails sent to **inactive subscribers**, this is also sometimes known as a “reactivation” or “win-back” campaign.

With this type of email, you’re nudging those little sleeping beauties and seeing if they’ll re-engage with you and your content.

One of the most common ways to do this is to offer a **free gift**, or **simply ask** them if they are still interested.





EXAMPLE:

Subject Line: hey Alex,

Preview text: Curious...

Hi Alex are you still looking to ignite your
business with killer copywriting?

If so I have something for you. Just reply back
and let me know you want it.

If not, go ahead and unsubscribe.

Either way, thanks for hanging out with me.

Rooting for you all the way,

Alex



#7: Content Email(s)

GOAL:

To keep your audience engaged and build rapport by providing **real value**.

WHEN TO SEND:

You decide! Content emails are best done on a regular and predictable basis. I send out a Content Email once a week, but you might choose to do more or less.

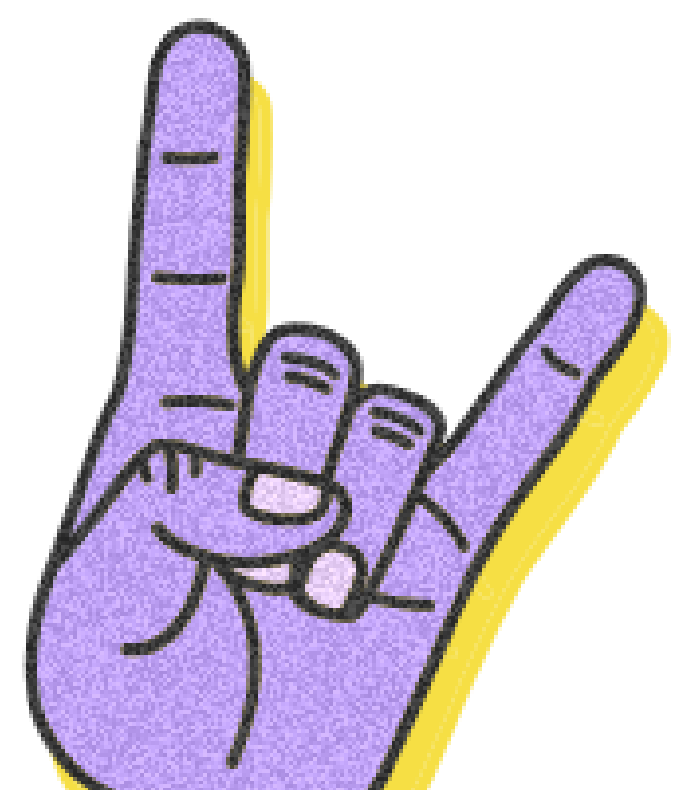
I'm on some email lists where they send high-quality content every single day! **The rule of thumb is this:** If it adds value, you can email more often.

THE POSSE BREAKDOWN:

This is an email or series of emails written for the purpose of providing **educational, inspiration, or entertainment value**.

Typically referred to as a newsletter. It's an email that your users grow to expect at a certain frequency.

Content emails come in **all different shapes** and forms. But at the very base level, they should always have a **hook, teaser, and call-to-action**.





EXAMPLE:

Subject Line: I know... it's a little confusing 😞

Preview text: Here's my go-to glossary for all copywriters and marketers

Have you ever wondered about the difference between digital marketing and copywriting?

The answer is *painfully* simple – but often overlooked.

Because the tea is...

In order to be a successful and highly-paid copywriter you have to know and understand the basics of marketing (because it's literally the foundation of what good copywriting is crafted around)...

All of the world's best copywriters are marketers. Period. It's why good copywriters are able to charge what they charge.

Because they do customer and market research, strategy and positioning, conceptualizing killer hooks and designing campaigns... *all before a single word gets written.*

But in order to be that highly-paid copywriter/marketer hybrid unicorn you gotta get your lingo dialed in first.

The marketing world is full of terms and TLA's – *three-letter acronyms* – meticulously designed to confuse the hell outta you. I still get hung up on the jargon, it's not just you.



So in this video I'm explaining **17 marketing terms** that you'll hear *all of the time* in your copywriting career 📌



Pay attention to the last two on this list because they're often used interchangeably, which means you may unknowingly agree to do something that you have no freaking clue how to do 🤯

TTYL,
Alex

P.S. You won't need a notebook for this video. I created a cheat sheet of all these terms for you plus LOTS more. You can download it at the end of the video.



SO, NOW WHAT?

Alright, now you know the **7 must-have emails** you should be sending to build and monetize your list...

But here's the thing...

Knowing the "type" of emails is only HALF the battle...

It's not enough for copywriters and businesses to only know how to write emails. It's critical that you know how to *strategize* a journey that will **compel your readers** to take action and craft messaging that is unique to your voice, your story, and your mission... as well as theirs.

Following ready-made templates to a T and applying them blindly to every single campaign or context? Nuh-uh. That's what mediocre "cut-and-paste"-ers do well...

And you better believe that consumers are getting smarter and smarter. They can smell a copycat from a mile away, they can sense inauthenticity, and they can sure as hell spot a template when they see one.

This means if you really want to stand out in a world where inboxes are flooded with mundane notifications, daily newsletters, and promotional white-noise...

Where A.I. software is constantly innovating...

And the algorithm is ever-changing...



FUTURE-PROOF YOUR BIZ

Then you need to learn the best-kept secret in all of Email Marketing...

And that is this:

Crafting unique, highly-engaging, and authentic as hell Email Marketing Campaigns that makes readers feel genuinely heard, included, and inspired by the value that you bring.

In other words, you need to **go beyond the generic templates** and standardized messaging...

And create your own unique, extraordinary, unpredictable, and genuinely engaging messaging.

- THAT is the secret to turning new leads into loyal customers and readers into **raving fans**.
- THAT is the secret to attracting **awesome clients** that will *never* replace you with A.I. software.
- THAT is the secret to keeping a **loyal fanbase** – even when Social Media crashes or experiences widespread outages.
- THAT is the secret to becoming an **irreplaceable Email Marketing Expert**.

And in the **Own The Inbox Challenge**, that's exactly what you'll become...



OWN THE INBOX

We will teach you the **fundamental marketing psychology and principles** you need to know in order to strategize and create a remarkable Email Marketing Campaign...

With a customizable playbook of **12 email frameworks** to help you chart a compelling story and engage your readers...

And powerful optimization techniques to **inject personality** into your emails so that you can create real human connection and cultivate a relationship with your list...

So if you're ready to **take your Email Marketing from meek to masterful** and future-proof your email campaigns...

Then click the link below to join this 5-Day Challenge and learn how to Own The Inbox.

JOIN THE CHALLENGE

ABOUT **ALEX CATTONI**

Alex is a copywriter, marketing strategist, and the founder of The Copy Posse—a boutique agency, online academy, and now **100,000+** strong global crew of authentic copywriters with a passion for creating community, credibility, and conversions with nothing but powerful and precise wording.

Her goal is to redefine what it means to be a copywriter and marketer today and share the techniques and strategies she's used to build a heart-centered **7-figure business** from the ground up.

Follow Alex on [YouTube](#) and [Instagram](#) for free content and copywriting tips. Visit [CopyPosse.com](#) to learn more about her work and programs.

Follow Me

