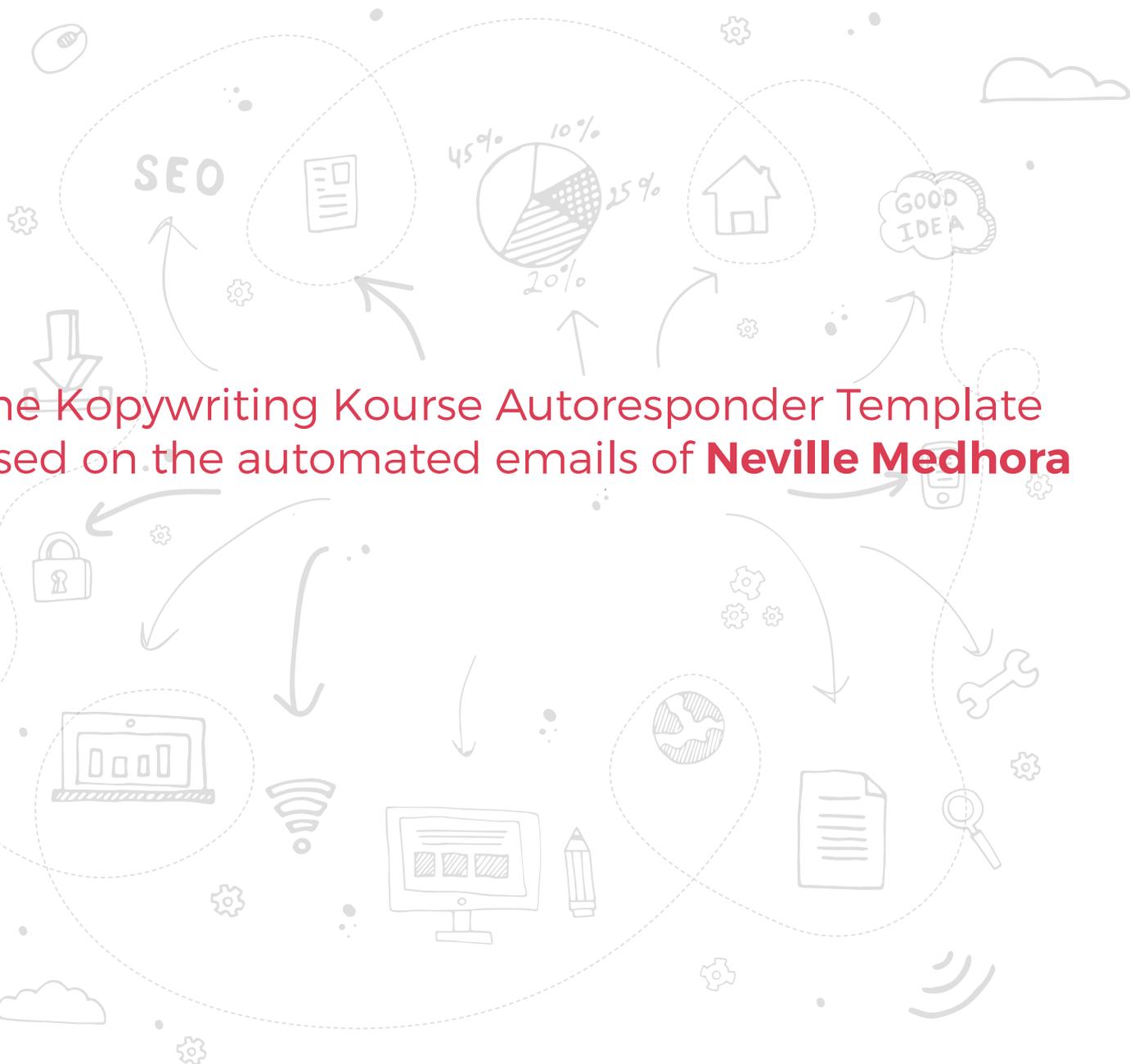


# How To Write an Email Autoresponder Sequence Like a Kopywriting Kingpin

The Kopywriting Kourse Autoresponder Template  
Based on the automated emails of **Neville Medhora**



# EMAIL #1

## This email will make you write better

**Timing:** Day 1 - Sent directly after signup

**Subject Line Idea:** This email will make/give you benefit X

**Email Purpose:** Teach a super valuable and highly relevant skill to your reader for free. Intrigue and entertain your reader. Endear your reader to you. The main purpose of this email is to get your reader eagerly awaiting Email #2.

**% Valuable Info vs. % Sales Pitch:** 100% : 0%

**Notable Copy Elements:** Interest Generating Email Preamble, Use of P.S., Cliffhanger, Taunt to Unsubscribe

### Preamble:

- Say a personalized "Hi".
- Offer a BRIEF (1-2 sentence) self-Introduction.  
\*Remember Neville's mantra: "Nobody cares about you, they only care about themselves!"
- Slap down an attention grabbing hook statement about what this email will cover.

### Neville's Super Concise Example:

hhh...hi.

Neville here. The KopywritingCourse guy.

I'm not here to talk, I'm here to TEACH.

So let's begin (it's preferable you read this email while DRUNK)!

### **Storytell about Bad Example (or Pain Point) X that Your Target Subscriber Commonly Struggles With**

- Set the scene about a pain point your target subscriber often experiences by storytelling an example about a typical person in your target audience failing to do X or get benefit X.
  - Illustrate why it's a bad example through more storytelling.

### **Storytell A Better Example of Doing X**

- Now, shift the story to illustrate a better example of X.
- Explain why this is a better example.

### **Storytell An Awesome Example of Doing X**

- Finally, shift the story once more to illustrate an awesome example of X.
  - Explain why this example is soooo awesome.

### **Email Summary**

- Summarize what main points the new reader should take away from this email.
  - State Point 1 in brief.
  - State Point 2 in brief.
  - Make Point 3 a cliffhanger to get the reader excited about what they'll learn in the next email.

### **Personalized Salutation**

#### **P.S.**

Taunt the reader to unsubscribe if they don't like your content or writing style.

# EMAIL #2

## Here's how ya write SUBJECT LINES

**Timing:** Day 3 - Sent 2 days after Email #1

**Subject Line Idea:** How to do/get awesome thing X.

**Email Purpose:** Provide two methods to solve a common problem for your reader. Soft sell your main product.

**% Valuable Info vs. % Sales Pitch:** 95% : 5%

**Notable Copy Elements:** Interest Generating Email Preamble, Taunt to Unsubscribe, Time Investment Heads Up, Soft Sell Mention of Main Product, Use of 80/20 Production Value (but Clear/Informative) Images

### Preamble:

- Offer a heads up about the time needed to read this email.
- Taunt the reader to unsubscribe if they don't want to read it.
- Add a short hook statement telling the reader exactly what what they'll learn in this email.
- Provide a link to the previous email if the reader missed it.

### Neville's Super Concise Example:

\*Take 4 minutes to read this email when you have time.....or please unsubscribe immediately!

Neville here again. I'm teaching you how to write subject lines today.

If you didn't read the last email, click this linky-link.

### **Intro Describing What the Reader Will Learn in This Email:**

- Mention the Method 1 name.
- Mention the Method 2 name.

### **Why Most People Screw Up or Never Get X**

- Use a story to illustrate in the reader's mind what the problem or barrier to doing or getting X is.

### **Here's How To Use Method 1 To Get Around the Problem You Just Illustrated**

- Introduce Method 1.
- Showcase an example of Method 1 (to do or get X) done poorly or just okay.
  - Showcase another example of Method 1 (to do or get X) done better.
  - Showcase another example of Method 1 (to do or get X) done super well.
- Now, just list more examples of Method 1 done well that covers the spectrum of situations your subscribers are coming from.

### **Here's How To Use Method 2 To Get Around the Problem**

- Introduce Method 2.
- Paint the picture of a new use case example.
- Walk step-by-step through how to apply Method 2 for this new use case you set up.
  - List all the examples/variations/solutions you generated by applying Method 2 to this use case.

### **Soft Mention of Your Main Product**

- Find a way to drop the name of your main product in a way that feels organically relatable to the information taught in this email.

### **Neville's Example:**

So now whenever you have some trouble coming up with a catchy headline...try one of these methods taught in the [KopywritingCourse](#).

### **Personalized Salutation**

# EMAIL #3

## Why people ignore what you say (and how to solve it)

**Timing:** Day 5 - Sent 2 days after Email #2

**Subject Line Idea:** Why you have problem X (and how to solve it)

**Email Purpose:** Make an attention grabbing, counterintuitive point about a common issue that your reader can exploit. Soft sell your main product.

**% Valuable Info vs. % Sales Pitch:** 99% : 1%

**Notable Copy Elements:** Interest Generating Email Preamble, Taunt to Unsubscribe, Time Investment Heads Up, Soft Sell Mention of Main Product, Link to Entertaining but Related Content, Cliffhanger

### Preamble:

- Offer a heads up about the time needed to read this email.
- Taunt the reader to unsubscribe if they don't want to read it.
- Give a short intro and hook statement telling the reader exactly what they'll learn in this email.
- Provide a link to the previous email if the reader missed it.

### Neville's Super Concise Example:

\*Take 2 minutes to read this email when you have time.....or please unsubscribe immediately!

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It's Neville here.

I'm teaching you why people ignore what you say.

If you didn't read the last email, click this linky-link.

### **Main Point of This Email Clearly Stated**

- Describe your main point.
- Now give a really interesting and entertaining example of this point through storytelling.
  - In your story example, show how people or companies are doing it wrong when it comes to the point you're making.
  - Now, show how someone or a company is doing it right.

### **Summarize the Interesting and Useful Lesson You Taught in an Action Oriented Checklist or Cheat-Sheet**

- State checklist Item #1.
- State checklist Item #2.
- State checklist Item #3.

### **Reiterate Your Point While Also Entertaining Your Reader**

- Link to a funny/interesting, but relevant YouTube video that helps reiterate your point while also entertaining and endearing you to your reader.

### **Personalized Salutation**

- Use a link to your main product like a credentials signature.

#### **Neville's example:**

Peace & hilariousness,

-Neville

-KopywritingKourse

# EMAIL #4

## Use this subject line

**Timing:** Day 7 - Sent 2 days after Email #3

**Subject Line Idea:** Use/do this X

**Email Purpose:** Provide a handy solution to a common problem. Soft sell your main product.

**% Valuable Info vs. % Sales Pitch:** 80% : 20%

**Notable Copy Elements:** Interest Generating Email Preamble, Taunt to Unsubscribe, Time Investment Heads Up, Soft Sell Mention of Main Product, Humble-Brag Social Proof Mention, Use of P.S. and P.P.S., Direct Request for Reader Feedback

### Preamble:

- Soft mention of main product along with some humble-brag and backhanded social proof.

### Neville's Example:

It's official....the KopywritingCourse has become one of the "AppSumo Best Sellers of All Time."

### Use X To Solve This Problem for Yourself

- Offer a great example of X for readers to use for themselves.
- Explain why using or doing X works so well.
- Provide additional examples/use cases that X can be applied to (this example/use case list is an opportunity to address & help the different demographic groups that comprise your email list).

### **Suggest The Value and Power of Using/Doing X**

- Make a humble-brag or backhanded testimonial to the reader that implies using/doing X is quite valuable.

#### **Neville's Example:**

Neato huh? Use it wisely my friend :-)

### **Personalized Salutation**

- Consider using an entertaining moniker related to your product or business.

#### **Neville's Example:**

Peace.

Neville - Kopywriting Kid

### **P.S**

- Make your first direct request for reader engagement.

#### **Neville's Example:**

Respond to this email and let me know if you'd like more of these nugget-filled emails. Respond with something annoying like I WANT MORE! I WANT MORE!

### **P.P.S**

- Make another direct request for reader engagement, but more related to the main product you're trying to warm the reader up to buy.

#### **Neville's example:**

Also lemme know if there's any kopywriting stuff you'd like to learn. I'm considering making a new Kopywriting product, and wanna see how I can best help you.

# EMAIL #5

## Why shitty stuff sometimes works better

**Timing:** Day 9 - Sent 2 days after Email #4

**Subject Line Idea:** Why X (something unexpected or counterintuitive) sometimes works better

**Email Purpose:** Make an attention grabbing, counter-intuitive point about a common issue that your reader can take exploit. Soft sell your main product.

**% Valuable Info vs. % Sales Pitch:** 95% : 5%

**Notable Copy Elements:** Soft Sell Mention of Main Product, Use of 80/20 Production Value (but Clear/Informative) Images, Humble-Brag Social Proof Mention

### Grab the Reader's Attention By Making a Counter-intuitive Point

- Use a hypothetical, attention-grabbing example or story to make a counterintuitive point.

#### Neville's Example:

If it's all dudes at a party, a hot chick will STAND OUT.

If every magazine ad has a hot chick on it, a big-ole picture of cute Pug will STAND OUT.

If everyone on the street is wearing a suit, a guy in a horse costume will STAND OUT.

If a girl dresses like a slutty maid at the office, she will STAND OUT.....



**Neville's Example:**

BUT.....

If a girl dresses like a slutty maid at a Halloween party where everyone else is dressed up too, she **WILL NOT REALLY STAND OUT.**

If every advertisement looks professional, a shitty one will **STAND OUT.**

**Use a Real Life Example or Case Study**

- Use a case study or real life example to show how your reader can apply the lesson or point you just made to their own life or business.

**Use another Real Life Example or Case Study**

- Use a second case study or second real life example to reinforce the lesson of the email.

**Explain the Why**

- Explain why your counterintuitive point is true and can be harnessed for the benefit of the reader if they choose to embrace it.

### **Soft Mention of Main Product**

- Mention your main product in a way that relates to the point you're trying to make and indirectly implies your product can help avoid this problem.

#### **Neville's Example:**

If you've taken the KopywritingKourse, you'll know that SIMPLE & REALLY-DAMN CLEAR messages do better.

### **Summarize the Main Takeaway**

- Restate the valuable takeaways the reader should have learned from this email.

### **Personalized Salutation**

# EMAIL #6

## oh Sugarman how I love you (not in a gay way)

**Timing:** Day 11 - Sent 2 days after Email #5

**Subject Line Idea:** oh X (mentor, affiliate product or book author), how I look up to and respect you

**Email Purpose:** Offer a valuable solution to a common problem. Soft sell an affiliate product.

**% Valuable Info vs. % Sales Pitch:** 90% : 10%

**Notable Copy Elements:** Time Investment Heads Up, Soft Sell Mention of Affiliate Product, Humble-Brag Social Proof Mention, Use of P.S., Use of 80/20 Production Value (but Clear/Informative) Images

### Preamble

- Clearly state what you're going to do/teach to solve problem X in this email.
- Offer a heads up about the time needed to read this email.

### Address a Common Problem Most People Have in Your Niche

- Illustrate problem X by storytelling a specific use case.

### Offer a Specific Way to Solve this Common Problem

- Illustrate how you solved problem X for yourself by telling your own journey of discovering this solution.
- If you used a book or product to help you solve the problem, drop an affiliate link within this section as a soft sell mention. Make sure you let your readers know it's an affiliate link you'll be profiting from.

### **Neville's Example:**

Here's the easy way I use:

I grab my copy of Joseph Sugarman's Advertising Secrets of the Written Word....

(and yes, this absolutely IS an affiliate link I make money from, I feel no shame in HIGHLY recommending this book).

Showcase just a few of the many benefits of using this affiliate book or product to solve problem X.

### **Address Potential Objections to Your Solution**

- Show how you use your solution to easily solve the example use case discussed at the top of this email.
- Showcase more examples of how you can use your solution to achieve positive results from solving problem X.

### **Email Summary**

- Explain that what you showcased were just a few of the benefits offered by your solution to problem X. There's many more benefits the reader can experience if they read your recommended book, use your recommended affiliate product or implement your solution to problem X.
  - Soft mention your affiliate book, product or solution one more time.

### **Neville's Example:**

So if you're blankly staring at a screen trying to write something, Grab your copy of Joseph Sugarman's Advertising Secrets of the Written Word .....thumb through the "Triggers" ....and you'll soon have a flood of idea "angles" to write about.

## Personalized Salutation

### P.S.

- Offer social proof if possible.

### Neville's Example:

P.S. I've actually met Joe Sugarman before...he was AWESOME!

[Pic of Neville with Joe Sugarman]

# EMAIL #7

## Kopywriting success story (reserve 4 minutes to read)

**Timing:** Day 13 - Sent 2 days after Email #6

**Subject Line Idea:** X success story (reserve # minutes to read)

**Email Purpose:** Provide your reader with a success story case study that involves teaching them how to use a valuable tool they can exploit for themselves. Soft sell your main product AND a secondary product if it's appropriate.

**% Valuable Info vs. % Sales Pitch:** 75% : 25%

**Notable Copy Elements:** Time Investment Heads Up, Soft Sell Mention of Main Product, Soft Sell Mention of Secondary Product, Humble-Brag Social Proof Mention, Direct Request for Reader Feedback, Use of 80/20 Production Value (but Clear/Informative) Images, Cliffhanger

### Preamble

- Offer a self-deprecating, humble brag about self and products.

### Neville's Example:

This fatass Sumo has personally released a lot of products on AppSumo (5 that did well, 2 that sucked)...

Soft sell a secondary product that organically generates interest to click-through to the sales page. Elude to a tool/solution that helped produce a surprisingly beneficial result for yourself.



**Neville's Example:**

...and in the last product release (this) I used something that worked surprisingly well.

Soft sell the main product by mentioning it in relation to the humble-brag above. Generate interest about the tool/solution you'll soon be showcasing.

**Neville's Example:**

By coupling my kopywriting skills with this tool (that's been around forever), we got tons of sales BEFORE we officially launched the damn thing!

**Use an Intriguing Visual Element to Encourage Your Reader to Keep Scrolling Down**

- Neville often uses seemingly random stylistic and visual elements to keep the reader scrolling down the page. If your copy is a bit on the wacky side like his, consider doing the same.

**Neville's Example:**

Wanna know what magical-tool is??  
Then scroll down to be enlightened.....

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.....

## **Describe & Educate Your Reader about the Beneficial Tool/Solution**

- Tell your reader what the tool/solution is.
- Walk your reader step-by-step through a real life case study to illustrate how it works and how it produced the super beneficial result.
  - Drop a link to the case study content so your reader can see all the details for themselves. (Bonus points if that content requires signing up for another list that triggers a new autoresponder!)

## **Email Summary**

- Reiterate how well your tool/solution in the real life case study worked.
- Imply that there's more great tools, tips and tricks where this email content came from.

## **Ask for Direct Engagement**

- Directly ask your reader for an email reply if they'd like to learn more about this topic and if they would pay money to learn more.

### **Neville's Example:**

If you DO wanna see this all in action....respond to this email saying something like "YES! YES! YES! I'M DYING TO KNOW MORE AND I'D EVEN BE WILLING TO PAAAYYYY TO SEE EXACTLY WHAT YOU FATASS SUMO'S ARE DOING WITH AUTORESPONDERS!!! :-) :-) :-)"

# EMAIL #8

## People buy more stuff when they hear from you often

**Timing:** Day 15 - Sent 2 days after Email #7

**Subject Line Idea:** Benefit driven factoid that's related to what you'll be teaching within the email.

**Email Purpose:** Teach your reader something valuable. Build trust. Make this email highly relevant to the previous and upcoming email. The goal is to really warm your reader up and have them eagerly awaiting a product you'll be soft selling in the next email.

**% Valuable Info vs. % Sales Pitch:** 100% : 0%

**Notable Copy Elements:** Cliffhanger

### Reiterate the Subject Line

- Restate the subject line in an interest generating way.

### Neville's Example:

....think about that subject line (I'll repeat it for you):

“people buy more stuff when they hear from you often.”

### **Illustrate an Important Point through a Hypothetical Story**

- Tell a story with about a hypothetical target subscriber that illustrates a bad example of what not to do.
- Tell a counter story about a different hypothetical target subscriber that illustrates a good example of what the reader should do.
- Compare and explain why the good example is better than the bad example.

### **Apply the Point You Made in the Hypothetical Story To Real Life**

- Apply the lesson taught by your two stories to a practical example showing how your reader can use the same concept or principle in real life.
- Showcase your lesson, concept or principle through another use case or example.

### **Summarize the Main Point of the Email**

- Restate the main point or lesson of the email and emphasize how useful it is for the reader to implement.

### **Get Your Reader to Eagerly Await the Next Email**

- Tell the reader that there's more about this topic on the way in the next few emails.

#### **Neville's Example:**

The next few emails will show a couple of cool case studies how this works!

### **Personalized Salutation**

# EMAIL #9

## How Magical Slave Machines warm up people interested in your stuff

**Timing:** Day 17 - Sent 2 days after Email #8

**Subject Line Idea:** How the thing I discussed in my last email will bring you benefit X.

**Email Purpose:** Educate the reader about the tool your briefly discussed or alluded to in the previous email. Get the reader eager to see the next email.

**% Valuable Info vs. % Sales Pitch:** 100% : 0%

**Notable Copy Elements:** Use of 80/20 Production Value (but Clear/Informative) Images, Cliffhanger, Use of P.S.

### Describe What This Email Is About

- In slightly different words, restate the subject line:  
“Here’s how the thing I discussed in my last email will bring you benefit X.”

### Neville’s Example:

Here’s how Magical Slave Machines (aka “autoresponders”) get people all warmed up and ready to buy your stuff.

## **Use Cartoons To Illustrate Your Tool or Solution [they can be poorly drawn as long as your point is clear and entertaining]**

- Attach a series of cartoon drawings illustrating the process you're trying to explain.
- Caption the illustrations or include text on the images as needed to help really clarify make your points.
- Add commentary as needed in between your cartoon images to keep the explanation flowing.

## **Summarize Your Main Takeaway of the Email**

- Sum up your cartoon lesson with a clear takeaway for your reader.

## **Get Your Reader Eager to Read the Next Email**

- Drop an enticing hint that you'll be sharing more about a success case study in the next email.

### **Neville's Example:**

I'm gonna be sharing a little more about our own Sumo-success with autoresponders in the coming email (and no...it does NOT matter what industry you're in to use them).

## **Personalized Salutation**

### **P.S.**

- Offer a link to see the pictures in case your reader's email can not load them.

### **Neville's Example:**

If you can't see these pictures, click the link:

<http://www.autorespondercourse.com/autoresponder-drawings.html>

# EMAIL #10

## Watch how I take money...but without pressuring anyone to buy

**Timing:** Day 19 - Sent 2 days after Email #9

**Subject Line Idea:** Watch how I do this cheeky thing X...but without being shady, unethical or self-serving about it.

**Email Purpose:** Complete the lesson or topic you were discussing in the previous two emails and make a soft sell of your mail product. Make a secondary soft sell of a secondary product that is highly related to this email.

**% Valuable Info vs. % Sales Pitch:** 30% : 70%

**Notable Copy Elements:** Soft Sell Mention of Main Product, Soft Sell Mention of Third Product, Humble-Brag Social Proof Mention, Use of P.S.

### Grab Your Reader's Attention By Telling Them Something Surprising

- Tell your reader the surprising thing.
- Then tell your reader to pay attention so they can use it for themselves. \*See, I'm actually doing this cheeky thing to help you! ;-)

#### Neville's Example:

Watch this, I'm going to take your money, without doing any work:

(pay attention to the dynamics going on here...so you can use them yourself).

## **Tell the Story of What All of Your Emails Have Been Working To Do**

- Build trust with the reader by being open and honest about what your email series has been trying to do over the past 10 emails and 19 days.

### **Neville's Example**

You signed up to this email list at some point.

::WOOT!::

...and in a certain sequence, you got a bunch of emails from me (which I hope taught you a lot).

But truth be told:

I NEVER SENT ANY OF THESE EMAILS MYSELF!  
AND I MADE MONEY FROM EVERY EMAIL!

Here's how I did it:

- Explain the steps how you did it.

## **Wouldn't You Like To Learn This Skill/Tool/Ability For Yourself?**

- Show your reader how this Tool/Skill/Ability helped you in your own life and/or business.
- Soft sell your main product by mentioning it in a relevant and indirect way.

### **Neville's Example:**

NOW wouldn't you like to know how to use these Autoresponders for yourself?

If you've ever taken our best-selling KopywritingCourse, you'll know the stupidly-large impact simple words can have on your sales (once again....no matter what industry you're in).

### **Soft Sell Your Secondary Product**

- Tell your reader that you're going to show them how to use/do X to get a positive result or boost some benefit.
- Tell your reader that you're going to show them how to use/do X, not just tell them how to use/do X.
- Soft sell the reader by directly asking them reader to click through to a secondary product sales page.

### **Neville's Example:**

Now we're showing you how us fatass Sumo's have successfully used autoresponders to bring in more profit\$.

But we're not just TELLING you how. We're actually LOGGING YOU IN

BEHIND THE SCENES and showing how we've launched products in our industry, plus others!

Click here to watch how:

<http://www.appsumo.com/autoresponder-course/>

## Personalized Salutation

### **P.S.**

- Generate interest about the secondary product you linked to by offering some some enticing nugget about what's waiting for your reader if they click-through to check it out.

### **Neville's Example:**

I'm still cracking up about the intro to the video (the one with the fireplace)!