

Fire Sale E-Mails Version #1

5 Email Templates

[Weekend Holiday E-Mail #1 -- send on Thursday]

Subject: [Insert First Name], July 4th Savings are coming

Hi [Insert First Name],

Independence Day is almost here. And to help with the celebration, I've decided to launch a few fireworks of my own by holding a Fourth of July "Declare Your Financial Independence" sale — Friday through Sunday — that will save you up to xx% on some of my most popular products.

So, watch your e-mail for the start of my big Fourth of July "Declare Your Financial Independence" sale and prepare for some great savings.

All the best,

Mike Smith [Insert your Name here]

P.S. When you consider that the primary purpose of my business building courses are to help you declare — and celebrate — your financial independence, this weekend is the perfect time to get started. So take advantage of my offer and look out for my 4th of July "Declare Your Financial Independence" email.

[Weekend Holiday E-Mail #2 -- send on Friday]

Subject: [First Name], July 4th savings start now

Hi [Name],

The Fourth of July weekend is finally here. And amidst the parades and fireworks, I'm celebrating with a weekend "Declare Your Financial Independence" sale that will save you up to xx% on some of my most popular products.

The sale only lasts until midnight on July 4th — so don't delay.

Here's the website where you can claim your savings:

<http://mikesmith.com/july4> [Insert your URL here]

This is a great opportunity to grab some of my most popular business building courses at big savings — all to help you make more progress on the road to your financial independence.

All the best,

Mike Smith [Insert your Name here]

P.S. Remember, the "Declare Your Financial Independence" sale ends at midnight on July 4th. So claim your xx% savings now by going to:

<http://mikesmith.com/july4> [Insert your URL here]

[Weekend Holiday E-Mail #3 -- send on Saturday]

Subject: [First Name], July 4th savings end tomorrow

Hi [Name],

You've still got time to save up to xx% on some of my most popular products as part of my Fourth of July "Declare Your Financial Independence" sale.

However, just like the festivities, the sale ends tomorrow at midnight.

So make your way to the web site below to claim your savings:

<http://mikesmith.com/july4> [Insert your URL here]

This is a great opportunity to grab some of my most popular business building courses at big savings — all to help you make more progress on the road to your financial independence.

All the best,

Mike Smith [Insert your Name here]

P.S. Remember, the sales ends tomorrow night — July 4th — at midnight. Don't miss out on your xx% savings. Go to: <http://mikesmith.com/july4> [Insert your URL here]

[Weekend Holiday E-Mail #4 -- send on Sunday morning]

Subject: [First Name], July 4th savings — just 18 hours to go

Hi [Name],

I'll be celebrating the Fourth with my family and friends in just a few hours. I'm looking forward to BBQing, spending some quality time with family and friends and enjoying the fireworks later tonight.

And, as you know, I'm also celebrating our freedoms with a special Fourth of July "Declare Your Financial Independence" sale that brings you a savings of up to xx% on some of my most popular products.

However, the sale ends in just 18 hours — at midnight tonight.

So before you fire up the BBQ or head out to celebrate with friends and family, be sure to go to my web site to claim your savings. You'll find it at:

<http://mikesmith.com/july4> [Insert your URL here]

This is a great opportunity to grab some of my most popular business building courses at big savings — all to help you make more progress on the road to your financial independence.

All the best,

Mike Smith [Insert your Name here]

P.S. I hope you have a fun, safe and relaxing Fourth. It's truly a great day to celebrate our freedoms.

P.P.S. Remember, my Fourth of July savings celebration ends at midnight tonight. And that means there's still time to save up to xx% on some of my most popular products. Just go to: <http://mikesmith.com/july4> [Insert your URL here]

[Weekend Holiday E-Mail #5 -- send at noon on last day of sale]

Subject: [First Name], July 4th savings — just 12 hours to go

Hi [Name],

In just a few minutes, I'll be off to celebrate the Fourth with my family and friends. But before I do, I just wanted to send you one more reminder about my special Fourth of July "Declare Your Financial Independence" sale.

Until midnight tonight — just 12 hours from now — I'm celebrating by offering savings of up to xx% on some of my most popular products.

So before you fire up the BBQ or head out to celebrate with friends and family, be sure to go to my web site to claim your savings. You'll find it at:

<http://mikesmith.com/july4> [Insert your URL here]

This is a great opportunity to grab some of my most popular business building courses at big savings — all to help you make more progress on the road to your financial independence.

All the best,

Mike Smith [Insert your Name here]

P.S. Have a fun, safe and relaxing Fourth as you celebrate our precious freedom.

P.P.S. Remember, my Fourth of July savings celebration ends at midnight tonight. And that means there's still time to save up to xx% on some of my most popular products. Just go to:

<http://mikesmith.com/july4> [Insert your URL here]

Fire Sale E-Mails Version #2

5 Email Templates

[Product Sale E-Mail #1 -- send on Day One]

Subject: [\[First Name\]](#), Anniversary Savings are Coming

Hi [\[Name\]](#),

I'll be celebrating my 15th wedding anniversary on [\[DAY\]](#) and to mark the day I'll be holding a special 72 hour 50% off sale on one of my most popular products.

So, watch your e-mail for the start of my big Anniversary sale and prepare for some great savings.

All the best,

Mike Smith [\[Insert your Name here\]](#)

P.S. It's been said that behind every successful man is a woman. That sure is true in my case, so it's yet another reason to celebrate. So, please watch your e-mail to get your 50% savings.

[Product Sale E-Mail #2 -- send on Day Two]

Subject: [First Name], Anniversary Savings Start Now

Hi [Name],

My wife and I will be celebrating our 15th wedding anniversary on [DAY], but I'm starting the festivities a couple of days early with a special three-day, 50% off sale on one of my most popular products — “Earn Twice as Much with Half the Stress.” [Insert your course/product here](#)

You can get your copy right now by going to:

<http://mikesmith.com/anniversary> [Insert your URL here]

You save half off on this popular course, plus I'll send you three free gifts. [\[Insert whatever your offer is here- this is an example:\]](#)

* Gift #1: Discover Hidden Assets: Business Building Guide

Here's how to uncover the valuable assets hidden in your business — and to tap into them for increased sales and profits.

* Gift #2: The Merlin Method for Strategic Reinvention

A short-course on how to create an effective and profitable business and marketing strategy — complete with an action plan — even if you have no where to start or how to get it done.

* Gift #3: Transform yourself from Chief Cook and Bottle Washer to CEO

Keep your business and profits growing by learning to let go of parts of your business — even when you're the best person for the job.

There you have it — a bunch of great free gifts when you grab your copy of “Earn Twice as Much with Half the Stress” [\[Insert your course/product here\]](#) at half off the regular price.

All you have to do to claim your 50% savings and the three free gifts is go to:

<http://mikesmith.com/anniversary> [Insert your URL here]

All the best,

Mike Smith [\[Insert your Name here\]](#)

P.S. By the way, the sale ends at midnight on my anniversary — [\[Date\]](#). Until then, you get half off! Claim your copy — and your three gifts — by going to:

<http://mikesmith.com/anniversary> [Insert your URL here]

[Product Sale E-Mail #3 -- send on day three]

Subject: [First Name], Anniversary savings end tomorrow

Hi [Name],

As I mentioned in yesterday's e-mail, my wife and I are celebrating our 15th wedding anniversary tomorrow. And to celebrate, I'm offering you 50% on my popular course, "Earn Twice as Much with Half the Stress." [Insert your course/product here]

However, this half-off sale only lasts until midnight tomorrow — so you need to act fast by going to:

<http://mikesmith.com/anniversary> [Insert your URL here]

Not only will you save 50% on the course, but I've also set aside three free gifts for you: [Insert whatever your offer is here- this is an example:]

* Gift #1: Discover Hidden Assets: Business Building Guide

Here's how to uncover the valuable assets hidden in your business — and to tap into them for increased sales and profits.

* Gift #2: The Merlin Method for Strategic Reinvention

A short-course on how to create an effective and profitable business and marketing strategy — complete with an action plan — even if you have no where to start or how to get it done.

* Gift #3: Transform yourself from Chief Cook and Bottle Washer to CEO

Keep your business and profits growing by learning to let go of parts of your business — even when you're the best person for the job.

There you have it — a bunch of great free gifts when you grab your copy of "Earn Twice as Much with Half the Stress" [Insert your course/product here] at half off the regular price.

To claim your 50% savings and the three free gifts, go to:

<http://mikesmith.com/anniversary> [Insert your URL here]

All the best,

Mike Smith [Insert your Name here]

P.S. Don't forget — my anniversary is tomorrow, so this half-off sales ends at midnight tomorrow. Claim your copy, your 50% savings and your three gifts right now by going to:

<http://mikesmith.com/anniversary> [Insert your URL here]

[Product Sale E-Mail #4 -- send at 8:00 of day four]

Subject: [First Name], Anniversary savings — just 18 hours to go

Hi [Name],

Tonight, my wife and I will celebrate our 15th wedding anniversary. I'm taking her to a nice, quiet restaurant here in town where we'll toast our years together and our two great kids.

And, as part of the celebration, I'm knocking 50% off the price of my popular "Earn Twice as Much with Half the Stress" [Insert your course/product here] course, but only until midnight tonight.

You don't want to miss these savings — especially on a course that has proven so valuable to so many. To claim your 50% savings, go to:

<http://mikesmith.com/anniversary> [Insert your URL here]

When you do, not only will you get half off on the course, but I'll also throw in three free gifts for you: [Insert whatever your offer is here- this is an example:]

* Gift #1: Discover Hidden Assets: Business Building Guide

Here's how to uncover the valuable assets hidden in your business — and to tap into them for increased sales and profits.

* Gift #2: The Merlin Method for Strategic Reinvention

A short-course on how to create an effective and profitable business and marketing strategy — complete with an action plan — even if you have no where to start or how to get it done.

* Gift #3: Transform yourself from Chief Cook and Bottle Washer to CEO

Keep your business and profits growing by learning to let go of parts of your business — even when you're the best person for the job.

There you have it — a bunch of great free gifts when you grab your copy of "Earn Twice as Much with Half the Stress" [Insert your course/product here] at half off the regular price.

To claim your 50% savings and the three free gifts, go to:

<http://mikesmith.com/anniversary> [Insert your URL here]

All the best,

Mike Smith [Insert your Name here]

P.S. Today's my anniversary — tomorrow starts our 16th year together — so this half-off sale

ends at midnight tonight. Don't delay. Grab your copy of "Earn Twice as Much with Half the Stress" [\[Insert your course/product here\]](#) at 50% savings right now at:

<http://mikesmith.com/anniversary> [\[Insert your URL here\]](#)

[Product Sale E-Mail #5 -- send at 2:00 p.m. of day four]

Subject: [First Name], Anniversary savings — just 10 hours to go

Hi [Name],

In just a few hours, my wife and I will be off to celebrate our 15th wedding anniversary. We're both looking forward to a terrific evening.

As you know, I've been holding a half off sale on my popular course "Earn Twice as Much with Half the Stress" [Insert your course/product here] as part of the celebration.

However, the sale ends at midnight, so I wanted to send you one final reminder. For the next 10 hours you'll save 50% on the course when you go to:

<http://mikesmith.com/anniversary> [Insert your URL here]

When you do, not only will you get half off on the course, but I'll also throw in three free gifts for you: [Insert whatever your offer is here- this is an example:]

* Gift #1: Discover Hidden Assets: Business Building Guide

Here's how to uncover the valuable assets hidden in your business — and to tap into them for increased sales and profits.

* Gift #2: The Merlin Method for Strategic Reinvention

A short-course on how to create an effective and profitable business and marketing strategy — complete with an action plan — even if you have no where to start or how to get it done.

* Gift #3: Transform yourself from Chief Cook and Bottle Washer to CEO

Keep your business and profits growing by learning to let go of parts of your business — even when you're the best person for the job.

There you have it — a bunch of great free gifts when you grab your copy of "Earn Twice as Much with Half the Stress" [Insert your course/product here] at half off the regular price.

To claim your 50% savings and the three free gifts, go to:

<http://mikesmith.com/anniversary> [Insert your URL here]

All the best,

Mike Smith [Insert your Name here]

P.S. Today's my anniversary — tomorrow starts our 16th year together, so this half-off sale ends at midnight tonight. Don't delay. Grab your copy of "Earn Twice as Much with Half the Stress"

[Insert your course/product here] at 50% savings right now at:

<http://mikesmith.com/anniversary> [Insert your URL here]

Fire Sale E-Mails Version #3

5 Email Templates

[Special Event E-Mail #1 -- send on day One]

Subject: [First Name], [Name's] Graduation Savings are coming

Hi [Name],

My [son/daughter, Name] graduates from high school on [Day], and I wanted to share the celebration with you and my other subscribers.

Alas, I can't have you all over to the house — it will be packed with friends and relatives. But I can celebrate with a big 72-hour sale on some of my most popular products.

So, watch your e-mail for the start of my first and last “[Name] Graduates from High School” sale and prepare for some great savings.

All the best,

Mike Smith [Insert your Name here]

P.S. It seems like just yesterday that I graduated from high school! And now my [son/daughter] is graduating. The years go by fast — and this sale will go by faster. So keep your eyes peeled for my next e-mail.

[Special Event E-Mail #2 -- send on day two]

Subject: [First Name], [Name's] graduation savings start now

Hi [Name],

My [son/daughter, Name's] high school graduation is just a couple of days from now — on [Day].

And while family and friends will be gathering in my home to celebrate, I'd also like to share the celebration with you and my other subscribers with a special 72 hour “[Name] Graduates from High School” sale that will save you up to xx[Insert %] % on some of my most popular products.

The sale only lasts until [Time] on [Date], the day my [son/daughter] graduates — so don't delay.

Here's the website where you can claim your savings:

<http://mikesmith.com/graduation> [Insert Your URL Here]

This is a great opportunity to grab some of my most popular business building courses at big savings. Don't miss it.

All the best,

Mike Smith [Insert your Name here]

P.S. Remember, this special “[Name] Graduates from High School” sale ends at [Time] on [Date]. So claim your xx[Insert %] % savings now by going to:

<http://mikesmith.com/graduation> [Insert Your URL Here]

[Special Event E-Mail #3 -- send on day three]

Subject: [First Name], [Name's] graduation savings end tomorrow

Hi [Name],

You've still got time to save up to xx[Insert %] % on some of my most popular products as part of my "[Name] Graduates from High School" sale.

However, the sale ends tomorrow at [Time].

So make your way now to the web site below to claim your savings:

<http://mikesmith.com/graduation> [Insert Your URL Here]

This is a great opportunity to grab some of my most popular business building courses at big savings. Don't miss it.

All the best,

Mike Smith [Insert your Name here]

P.S. Remember, the sales ends tomorrow night — [Date] — at [Time]. Don't miss out on your xx[Insert %] % savings. Go to:

<http://mikesmith.com/graduation> [Insert Your URL Here]

[Special Event E-Mail #4 -- send on morning of day four]

Subject: [First Name], [Name's] graduation savings — just xx hours to go

Hi [Name],

My [son/daughter, Name's] graduates from high school just a few short hours from now. It's a great day for our entire family

And, as you know, I'm celebrating [Name's] achievement with a special "[Name] Graduates from High School" sale that brings you a savings of up to xx[Insert %] % on some of my most popular products.

However, the sale ends in just xx [Insert time sale ends here] hours — at [Time].

So make sure you go to my web site to claim your savings before it's too late. You'll find it at:

<http://mikesmith.com/graduation> [Insert Your URL Here]

This is a great opportunity to grab some of my most popular business building courses at big savings. Don't miss it.

All the best,

Mike Smith [Insert your Name here]

P.S. Remember, my "[Name] Graduates from High School" sale ends at [Time] tonight. And that means there's still time to save up to xx[Insert %] % on some of my most popular products. Just go to:

<http://mikesmith.com/graduation> [Insert Your URL Here]

[Special Event E-Mail #5 -- send around noon on day four]

Subject: [First Name], [Name's] graduation savings — just xx hours to go

Hi [Name],

In an hour or so, I'll be heading off to watch my [son/daughter] graduate from high school. But before I do, I just wanted to send you one more reminder about my special “[Name] Graduates from High School” sale.

Until [time] — just xx [Insert time sale ends here] hours from now — I'm celebrating [Name's] graduation by offering savings of up to xx[Insert %] % on some of my most popular products.

So make sure you go to my web site to claim your savings before it's too late. You'll find it at:

<http://mikesmith.com/graduation> [Insert Your URL Here]

This is a great opportunity to grab some of my most popular business building courses at big savings. Don't miss it.

All the best,

Mike Smith [Insert your Name here]

P.S. Remember, my “[Name] Graduates from High School” sale ends at [Time] tonight. And that means there's still time to save up to xx[Insert %] % on some of my most popular products. Just go to:

<http://mikesmith.com/graduation> [Insert Your URL Here]