**THE INFUSIONSOFT**

**VPF Email Copy**

**WORKSHEET**

Below is suggested copy for the 7 emails located within the VPF Campaign you create within Infusionsoft.

Please note, this copy must be customized to your solution. The segments surrounded by <> will contain guidelines on what to insert at that point – these must be replaced with copy relevant to your program.

Words written in *italics* are to be set as hyperlinks to your VPF video page (done in the Infusionsoft email builder) – note that italics should be disabled in the email copy, it’s used in this document to identify video page hyperlinks.

Words written in ***bol*d** are to be set as hyperlinks to your VPF scheduling page (done in the Infusionsoft email builder) – just like above, italics and bold should be disabled in the email copy, they are used in this document to identify scheduling page hyperlinks.

Words underlined are to be set as hyperlinks to your VPF survey page (done in the Infusionsoft email builder). Same rules as above.

Legend:

* Text written in *italics* – Set text to link to VPF video page, remove italics
* Text written in **bold**– Set text to link to VPF scheduling page, remove bold
* Text underlined – Set text to link to VPF survey page, remove underline

Note that (in Stages 2 & 3) ~Contact.FirstName~ is an Infusionsoft directive that inserts the first name of the contact – this will only be used with prospects that schedule appointments, as otherwise we will not have their first name.

In all emails but the “Admin Notification” of appointment cancellation in Stage 2, at the top of the email editor, “From” should be set to “Other”, with the following information:

Name: Your first and last name

Email address: Should be set to an email address you monitor so prospects can respond

“To” should be set to “Email”.

**Stage 1 - Follow-Up Email 1:**

**Subject:**

You didn’t finish your application?

**Body:**

Hi it’s <insert your first name>,

If you’re interested in <insert what fundamental issue your product resolves, such as “getting more self-pay therapy clients”> then you definitely want to watch this training because it’s going offline in a few days…

First: Watch this training video now (if you haven’t already):

*Click here to view video.*

Next: Apply for your custom <insert primary issue your solution resolves> Strategy Session.

**>> Click Here to Apply For Your Free Strategy Session Now <<**

This Strategy Session is where you will personally get on the phone with me to determine:

1. <Insert a relevant benefit of working with your solution> (Example from TPA: “Your best online options for generating tons of new calls for your therapy practice”)
2. <Insert another relevant benefit of working with your solution (Example from TPA: “How to radically increase your monthly income by intelligently building out new client acquisition systems”>
3. <Insert another relevant benefit of working with your solution>
4. And ultimately whether or not we can work together to <Insert fundamental purpose of your program, such as “fix the financial conflicts with your spouse once and for all”> to make this year your best year ever!

**>> Click Here to Apply For Your Free Strategy Session Now <<**

-<Insert your first name, Example: “-Victor”>

**Stage 1 - Follow-Up Email 2:**

**Subject:**

You Still Haven’t Completed Your Application?

**Body:**

Hi it’s <insert your first name>,

You started an application for a personal 1-on-1 Strategy Session on how to <insert primary issue your solution resolves, Example: “generate a flood of new calls and clients for your therapy practice”>, but you didn’t finish it.

Did something go wrong?

You can go back to the page with the application by clicking **this link here now**.

Be sure to complete this application as soon as possible because my schedule fills quickly and I won’t be leaving it online for long.

<Insert a relevant sign-off, Example: “To the Success of Your Marriage”>,

-<Insert your first name>

**Stage 1 - Follow-Up Email 3:**

**Subject:**

Final Opportunity to Complete Your Application

**Body:**

Hi it’s <insert your first name>,

Two days ago you started an application for a personal one-on-one Strategy Session with me on how to <insert phase about resolving the primary pain point your solution addresses, such as “become closer to your spouse and resolve your marriage issues forever”>.

I wanted to make sure you didn’t forget or get too busy.

Out of respect for your time, this will be the last time I email you about this.

You can go back to the page with the application by **clicking this link**.

If you are serious about <insert phrase about resolving the primary pain point your solution addresses, such as “making your marriage better than ever”> then be sure to complete this application because it will be taken offline in 2 days.

<Insert a relevant sign-off, Example: “To the Success of Your Marriage”>,

-<Inset your first name>

**Stage 2 – 1 Hour Warning**

**Subject:**

~Contact.FirstName~ You forgot to complete the survey

**Body:**

Hi ~Contact.FirstName~,

You scheduled a time to talk but it appears you didn’t finish the survey.

In case you forgot, here is a link to complete the survey now.

If the survey is not complete within the next hour, I will be forced to cancel your appointment and will not be able to speak with you.

Please make sure you complete the survey right now by clicking this link.

I look forward to speaking with you.

-<Insert your first name>

**Stage 2 – Appt Cancelled Notification**

**Subject:**

Your appointment is now cancelled

**Body:**

~Contact.FirstName~,

You scheduled a Strategy Session call with me a couple hours ago but didn’t complete the survey.

I sent a reminder email but do not see a survey from you.

As such, your appointment is now cancelled.

The date and time you selected is no longer valid and I will not be taking the call with you.

If this happened in error or you simply forgot to complete the survey, then you can schedule another call with me here:

Schedule Another Call With <insert your name>

<Insert a relevant sign-off, Example: “To the Success of Your Marriage”>,

-<Insert your first name>

**Stage 2 – Admin Notification to Cancel Appt**

**\*\*Note: “To” should be set to “Other”, “Name” should be your name, “Email” should be an internal email address, as you are the one receiving this notification.**

**Subject:**

<Inset your first name> - Cancel this SS on your calendar

**Body:**

Hi <insert your first name>,

This person scheduled a Strategy Session but did not complete the survey.

Please delete this person’s appointment on your calendar.

First Name: ~Contact.FirstName~

Last Name: ~Contact.LastName~

Email: ~Contact.Email~

**Stage 3 –Thank You Email**

**Subject:**

~Contact.FirstName~ - Your Application is Complete!

**Body:**

Hi ~Contact.FirstName~,

Thank you for scheduling the time to speak with me and completing the survey.

A separate email has been sent to you with the exact date and time for our call. Please make sure you block this time on your calendar.

In the meantime, to prepare for our call, please get an idea about <insert relevant goals the prospect would want to achieve through your High-Value solution>.

On the call we will look at your current situation and your goals and map out a plan of action to get you there.

I look forward to speaking with you soon.

-<Insert your first name>