

# The Launch Plan Off The Rack Emails

With Becky L Duncan

1. [Ignition email #1](#)
2. [Ignition email #2](#)
3. [Email to Dream Clients requesting they attend a roundtable](#)
4. [Tease those on waitlist and get their input](#)
5. [Pre-launch email #1](#)
6. [Pre-launch email #2](#)
7. [Pre-launch email #3](#)
8. [Cart open email #1](#)
9. [Cart open email #2](#)
10. [Sales Emails:](#)
  - a. [Social Proof](#)
  - b. [Knock Out Objections](#)
  - c. [Just The Benefits, Ma'am](#)
  - d. [Imagine If](#)
  - e. [The Journeyman](#)
  - f. [Case Study](#)
  - g. [Create Urgency](#)
11. [Cart Close email #1](#)
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13. [Cart Close email #3](#)
14. [Welcome Purchasers](#)
15. [Thank You Non-purchasers](#)
16. [Thank you for opting in to freebie](#)
17. [Thank you for your purchase of a product](#)
18. [Thank you for your purchase of a program](#)
19. [Announce to waitlist/early birds the cart is open](#)
20. [Upsell email](#)
21. [Downsell email](#)
22. [Abandoned cart email](#)
23. [Request friends/clients to share](#)
24. [Request to influencers to share freebie](#)
25. [How to Ask Friends and Family to Send You Referrals](#)
26. [Reply When Someone Says You Cost Too Much](#)
27. [Reply When Someone Says They Can't Afford You](#)
28. [How to Ask a Big Fish To Collaborate](#)
29. [How To Pitch A Guest Blog Post](#)
30. [How To Ask To Be A Guest On A Podcast](#)
31. [How To Ask A Big Fish To Be A Guest On Your Webinar](#)
32. [How To Pitch Someone To Let You Conduct A Free, In-person Workshop](#)
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34. [Follow Up When They Say YES on a Consultation](#)
35. [Follow Up If You Discover They're Not An Ideal Client During The Consultation](#)
36. [Follow Up If They Offer a Price Objection During The Consultation](#)
37. [Follow Up When They Email To Say No Due to Price Objection](#)
38. [Follow Up When They Said They Needed To Think About It Due To Price](#)
39. [Follow Up When They Said They Needed To Think About It And You've Not Heard Back](#)
40. [Follow Up When They Said YES To A Program But Haven't Paid](#)

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