



# HOW TO CREATE YOUR HIGH-CONVERTING AUTORESPONDER SERIES

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# FUNDAMENTAL RULES OF AWESOME EMAILS THAT SELL

- Remove all visual branding
- The 'from' field should be YOUR name
- You need a compelling subject line
- The content must be digestible
- You can't send too many emails
- You need to sound like YOU
- You're going to talk to ONE person
- There is always a goal
- There needs to be a common theme
- Your emails can't be too long

# EMAIL NUMBER 1

- Get the email opened
- Show the reader that you understand their pain
- Tell them why they should listen to you
- Tell them what to expect
- Give them their freebie

Subject line options...

“I know why you said yes” OR “I  
get you”

“I know that you feel like this...”

“This is how I know...”

Tell them what to expect from  
you

# EMAIL NUMBER TWO

Our problem here = The paradox of  
expertise



Subject line options...

“I messed up” OR “I made a  
mistake” OR “I can’t believe I’m  
admitting this”

“How are you getting on with that  
free resource?”

Sow the seed for getting  
tomorrow's email opened

# EMAIL NUMBER 3

Sharing your social proof with your readers

Subject line options...

“How Jane achieved abc without xyz” OR “What happened to Jane”

# EMAIL NUMBER 4

- We're going to share some valuable expertise
- Subject line is super simple – e.g. '4 tips to achieve xyz'
- “You can start implementing these right away...”
- Give a teaser for tomorrow

# EMAIL NUMBER 5

- We're going to introduce the solution
- Be honest and straightforward
- Don't be apologetic
- Get them interested and curious
- Invite them to book in a call, or give a link to a sales page
- How will you create urgency?

You've now created your full  
autoresponder series 😊