

# 5 Emails to Send If You Want to Skyrocket Sales

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How do you get in front of prospects and clients frequently?

Send out mailers?

Make cold calls?

Let them call you to avoid “bothering” them?

There’s a better way to connect and it has a [4400% ROI](#)—email.

Email marketing gives you the opportunity to become someone your prospects know, like and trust—the key factors to making sales. In fact, according to Hubspot, nurtured leads produce a 20% increase in sales opportunities.

If you thought email was dead or it’s all about social media, we’ve got news for you (and not the fake kind)—according to a survey conducted by Marketing Sherpa, email is the preferred mode of communication for 72% of consumers.

But we’re not suggesting sending salesy emails all the time. Instead, you want to inspire, inform and entertain.

That’s a lot to deliver in an email, right?

Well, just like you wouldn’t start a sales conversation without a plan, we aren’t leaving you without a plan for your email sequence.

We’ve got five “non-spammy” emails that will skyrocket your sales.

## #1: Welcome Email

After entering their email address on your website, subscribers have “opted-in” to receiving future communications from you. Send an email thanking them for joining your list.

## #2: Value Email

Immediately offer value to your email subscribers. This can be a newsletter sharing information that’s relevant and entertaining (read: don’t make it all about you). Or you could share links to popular blog posts on your website. Serve, don’t sell.

## #3: Educate Email

Show your expertise by providing information on a topic that often confuses your clients. Share tips and offer actionable advice.

#### #4: Inspiring Story Email

Share a story about a previous client— challenges they faced and how they overcame them by working with you. Show subscribers it's possible to achieve their goals too.

#### #5: After-Action Email

Strike while the iron's hot. If a client took action by downloading your whitepaper, requesting a quote, or completing an online form— they're engaging with you so send an email and find out how else you can be of service to them.

Your email list consists of people who've raised their hand to say, *we want to hear more from you*. Don't let it go to waste.