

CRM Email Funnel Templates

EMAIL 1: TEASER / PRE-LAUNCH (2 WEEKS BEFORE)

Subject Line: Something exciting is coming... 🙈

Preheader: Can't wait to share what I've been working on.

Body:

Hey [First Name],

I've been keeping a little secret... and it's almost time to share it with you! 🎉

Over the past few months, I've been working on something designed to help creators like you [insert main benefit or problem solved]. I can't reveal all the details just yet, but trust me — it's going to make [X] so much easier.

Keep an eye on your inbox (and my socials) — I promise it'll be worth the wait.

Talk soon,

[Your Name]

CTA: Stay tuned → [Social link or landing page tease]

EMAIL 2: PROBLEM AWARENESS / VALUE (1 WEEK BEFORE)

Subject Line: Are you struggling with [pain point]?

Preheader: Here's a little tip that can help...

Body:

Hey [First Name],

If you've ever felt [describe the pain point], you know it can be frustrating, time-consuming, or just plain overwhelming.

That's exactly why I started working on [Product Name]. It's designed to help creators like you [solve X problem] — without the guesswork.

Here's a quick tip you can try right now: [insert actionable tip].

And the best part? There's so much more coming your way. I'll be sharing the full solution soon!

Excited to show you,

[Your Name]

CTA: Follow along → [Social link]

EMAIL 3: LAUNCH ANNOUNCEMENT (LAUNCH DAY)

Subject Line: It's finally here — [Product Name] is live! 🚀

Preheader: Your all-in-one solution for [main benefit]

Body:

Hey [First Name],
The wait is over! [Product Name] is officially live, and I couldn't be more excited to share it with you. 🎉

Here's what you'll get:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

[Product Name] is perfect for creators who want to [insert transformation or result]. And right now, for a limited time, you'll also get [bonus or early-bird incentive].

Ready to make [X] easier and more fun?

CTA: Grab your copy now → [Product Link]

EMAIL 4: DEMO / WALKTHROUGH (LAUNCH +1 DAY)

Subject Line: Here's what's inside [Product Name]

Preheader: Take a peek at all the goodies waiting for you.

Body:

Hey [First Name],
Curious about what [Product Name] actually includes? Let me give you a quick tour:

- [Module 1 / Feature 1 + benefit]
- [Module 2 / Feature 2 + benefit]
- [Module 3 / Feature 3 + benefit]

It's everything you need to [solve problem / achieve transformation]. No fluff. Just results.

If you're ready to finally [insert main benefit], now's the perfect time to join.

CTA: See inside & get started → [Product Link]

EMAIL 6: SOCIAL PROOF / CUSTOMER WIN (WEEK AFTER LAUNCH)

Subject Line: Look what [Customer Name] achieved with [Product Name]

Preheader: Real results from real people like you.

Body:

Hey [First Name],

The best part of launching [Product Name]? Seeing creators like you already getting results!

Here's what [Customer Name / Beta Tester] had to say:

“[Insert testimonial / result]”

If you've been on the fence, don't forget — this product was built to help you [solve problem / achieve result]. It's still not too late to jump in!

CTA: See what [Product Name] can do → [Product Link]

EMAIL 7: FINAL CALL / CLOSING (WEEK +2)

Subject Line: 🚨 Last chance — [Product Name] closes soon!

Preheader: Don't miss your opportunity to [benefit / transformation]

Body:

Hey [First Name],

Time's almost up! [Product Name] closes at [time/date], and I don't want you to miss out on all the tools, tips, and bonuses we've packed inside.

Here's a quick recap:

- [Benefit 1]
- [Benefit 2]
- [Bonus / early-bird offer]

If you've been thinking about it, now's the moment to take action and start [achieving transformation / solving problem].

CTA: Grab it before it's gone → [Product Link]

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CREATOR STORE CRM? [LEARN MORE HERE!](#)