

# Cheat Sheet: 7 Proven Emails To Include In Your Autoresponder

1. Case Study
2. FAQ
3. Proven Content
4. How-To Article
5. Video & Audio Content
6. Quick Tip Email
7. Parable

# 1. Case Study

Use these to remove specific objections.

For example... Maybe you hear the objection, “I can’t do this because I have no time.”

You could write a case study email all about how a single working mom, Janice, with 3 kids had success with your product, investing time on weekends and late nights to achieve XYZ juicy result.

## Live example:

Copywriter: Andrew Warner at [Mixergy](#)

[Click here to see a case study email](#)

# 2. The FAQ Email

A solid FAQ email looks like this:

**Q: OBJECTION #1 (e.g. what if this doesn’t work for me?)**

A: remove Objection #1 (e.g. you’re covered by a money-back guarantee)

**Q: OBJECTION #2**

A: remove Objection #2

**Q: OBJECTION #3**

A: remove Objection #3

## Live example:

Copywriter: Derek Halpern at [SocialTriggers.com](#)

[Click here to see an FAQ email](#)

## 3. Proven Content

With Proven Content, you literally just find an interesting link on the Internet that's *already proven to work* with your audience, and put it in your email.

Here's how to find **Proven Content** for your audience:

1. Go to your favorite addicting site. Good ones include Reddit, YouTube, and Digg.
2. Search for a phrase that your audience cares about. It's important that you think broader than the product you sell.
3. Pick a most-shared photo or video about your topic. Use the headline as your email subject line. Paste the link to the content into your email, write a brief intro.

## 4. How-To Article

Do you have a blog?

For the email itself, just write a quick intro... followed by a link to an article. Add some "teaser bullets" to boost your click-thru-rate.

**Live example:**

Copywriter: Bryan Harris at [VideoFruit](#)

[Click here to see a how-to article email](#)

## 5. Video & Audio Content

In your email, write a quick intro, then add a link to the video. Same goes for audio training and podcast episodes.

**Live example:**

Copywriter: Clay Collins at [LeadPages](#)

[Click here to see a video content email](#)

## 6. Quick Tip Email

Pick just ONE juicy tip (even if you can rattle off 20). Write 300 words about why this one tip works and how to get started.

**Live example:**

Copywriter: Neville Medhora at [NevBlog](#) and [KopywritingCourse.com](#)

[Click here to see a quick tip email](#)

## 7. Parable

After you've addressed objections straight up with logic, use storytelling and case studies to remove objections without spamming people to death.

Stories aren't just for objections, either. You can use storytelling to showcase your cause, build trust, and establish authority. Michael Margolis from Story University calls this your [Origin Story](#).

**Live example:**

Copywriter: Ramit Sethi at [I Will Teach You To Be Rich](#)

[Click here to see a parable email](#)