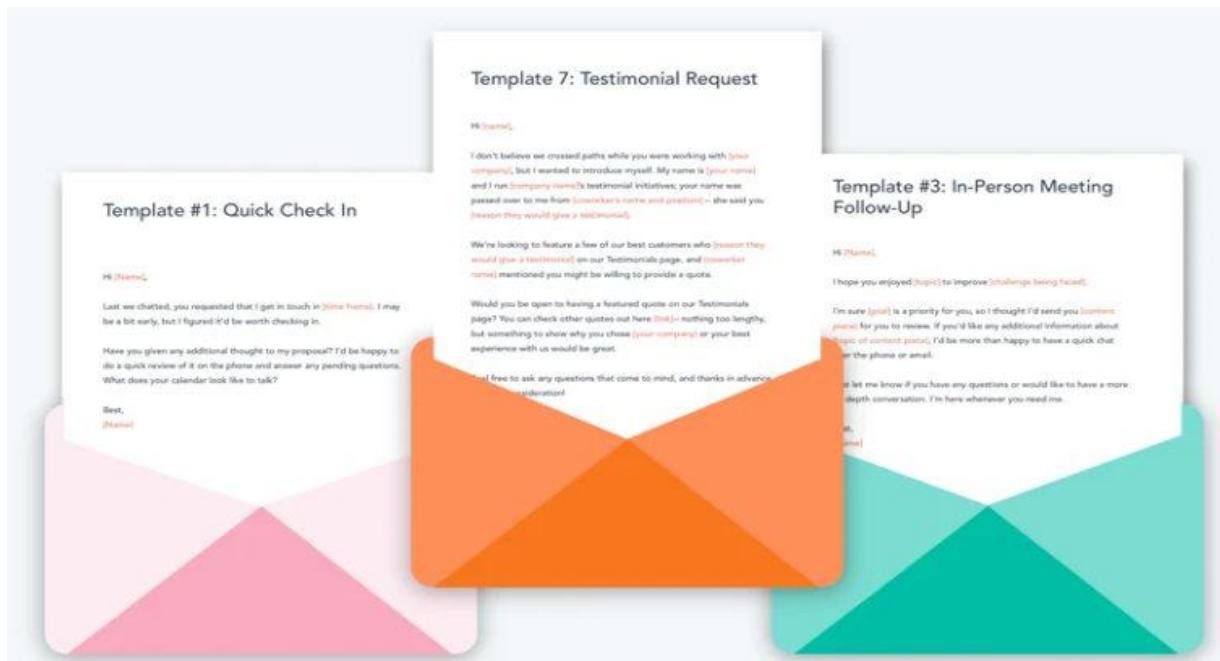


Email Templates for Adpool or your own social media adverts



Email Campaign: This is for you to EDIT and ADAPT to suit yourself!

In this template I have my own links to various resources. Please EDIT out links that will direct prospects to me i.e. CALENDLY – MY WEBSITE – FEEDBACK FORMS.

If you do not have the resources I refer to just edit them out and be creative until you have!

Also, we are assuming that most people will NOT book a class straight away, so you will see the ongoing nudges for them to do so!

PLEASE NOTE: If you do not use a contact manager you are sending emails manually, this will take a great deal of organisation! You should at least consider using calendly as you can have some automation from when they book onto a class!

So you'd manually be sending the first 2 emails, then if they book onto a class via calendly then a typical nurture sequence is from email 3.

Initial email I send when I receive a lead from the adpool or my own advert.

Subject: Essential Oils info as requested

Hi, it's Pete, thanks for reaching out. You responded to our social media about 'Natural Health Solutions' with 100% Pure Essential Oils!

We're currently running a series of **free live Zoom classes** (approx. 50 minutes) designed to educate and empower you to;

- ✓ Optimise wellness
- ✓ Take control of your health naturally
- ✓ Embrace a more holistic lifestyle
- ✓ Reduce the risks of illness

If any of that resonates with you, you're in the right place!

These sessions are friendly – educational - practical and empowering.

Also, if you're curious about how you can create an income by sharing our beautiful oils and other natural products with others, we include a short optional section on that too!

You'll see a few time options — just choose whatever works best for you!

👉 **Click here to book your free class:** <https://calendly.com/pete-rea/intro-to-essential-oils-1> [use your own link]

I'd also love to connect personally if you're up for a quick chat? Just a friendly conversation to understand what you're ideally looking for and to see how I can help you. **If that's ok, when's a good time for a 10-minute call?**

You can reply to this email, or reach out to me directly on WhatsApp here: <https://wa.me/447980664696> [use your own link]

Thanks again, look forward to receiving your class booking 😊

Pete

Essential Oils for Life



I also ad them on WhatsApp and send this message:

Hi [name]...👋

It's Pete from Essential Oils for Life 🌿💧

I just wanted to confirm I received your enquiry thank you 🙏

I've sent you an email with the info you requested, I just wanted to check that you have received it ok? Please check spam!

Also, I'm curious to know what motivated you to reply to our advert?

Thanks again [name], look forward to hearing back from you.

Have a lovely day. Pete 😊

2nd Email - Follow-Up Email (Day 3) if they have not booked a class!

Subject: Just checking in 😊

Hi [name] — Pete here, I just wanted to do a 'check in' say a quick hello and see if you had **a chance to check out your preferred time for the LIVE Intro to Essential Oils class we're running?**

If you haven't gotten around to it yet, no worries at all, life's busy I know...just to reassure you, it only takes two minutes to do...

Remember when you attend the class you'll discover:

1. How to take control of your health naturally, reducing the risks of chronic disease & serious illness
2. What oils can be used for certain health conditions (10 x core oils)
3. *Optional: Working with us to develop an income stream

For your convenience, here's the link again: 📌 **Click here to book your free class:**

<https://calendly.com/pete-rea/intro-to-essential-oils-1> [use your own link]

Thanks again for connecting, look forward to receiving your booking.

Pete

Essential Oils for Life



I much prefer chatting on WhatsApp if that suits you? <https://wa.me/447980664696>
[use your own link]

You can also send a WhatsApp

Hi [name]... I just wanted to do a 'check in' say a quick hello and see if you've had a chance to check-out your preferred day/time to attend our LIVE Intro to Essential Oils class?



If you've not had time to do this yet no worries at all, here's the link for your convenience, It only takes two minutes to do 📌

<https://calendly.com/pete-rea/intro-to-essential-oils-1> [use your own link]

Unsure about anything, just message me back, happy to help.

Thanks Pete 😊

The next emails are a combination of 'nurture' i.e. adding some value and nudging people to take action! You will find that people are slow to book classes, or respond to emails etc, so having multiple touches over say 2 weeks will encourage more people to take action.

If you are sending emails manually you will need to be very organised, it's better to add people into a contact manager as it will automate this process!

Calendly is a great tool for ease of getting people to book onto a class. It also allows you to set up a workflow [a sequence of emails] AFTER someone books a class.

Calendly is not a replacement for a CRM.

watch this video for more info about getting organised with leads and using a crm:

<https://vimeo.com/1097867274/131a947923>

This video below is all about using calendly scheduler and how this can also provide a degree of automation after someone books onto a class!

<https://vimeo.com/1099594678/c58765a62c?share=copy>

3rd Email: Day 5

Subject: doTERRA Essential Oils - Customer Testimonials

I hope you're well; I always believe the proof is in the pudding, talk is cheap!

Because doTERRA essential oils are the purest and most potent in the world, they work! They help to support people with all kinds of different health issues!

Have a look at how our 'unique oils' have made a difference in the lives of others... **click on the link below to view some 'Customer Testimonials'**

<https://www.docdroid.com/k6W2fiY/customer-testimonials-doterra-pdf>

Do you have any health challenges? Is there anything that you would like to see an improvement with? We would be happy to help....

PS, I'm not sure if did manage to attend our 'Intro to Essentials Oils' LIVE session? If not, please feel free to rebook.... you will learn all about our beautiful oils, how to use them, what they can be used for etc. It's so interesting and educational, you'll love this session, just click on the link below and select a day and time that suits you to watch, we pack a lot of great information into just 45 minutes!

Here is the booking link: <https://calendly.com/pete-rea/intro-to-essential-oils-1> [use your own link]

Thanks again, Pete

Chat with me on WhatsApp: <https://wa.me/447980664696> [use your own link]

4th Email: Day 7

Subject: doTERRA Essential Oils – are you neglecting your self-care? I was big style!

[this is my personal testimonial so maybe use your own – or say, let me share a testimonial of my colleague]

Hi [name], at age 54, my health felt like it was slowly falling apart. Nothing life-threatening... but jeez, it was sucking the life out of me!

- Chronic headaches
- Insomnia
- Mid-afternoon exhaustion
- Indigestion, joint pain, trapped wind (not funny at the time!)
- 44 co-codamol tablets a month just to function — I was becoming dependent on the codeine, and it really started to worry me.

It all became too much for me! Maybe you can relate to something similar?

But here's the truth: **It doesn't have to be this way!**

I just didn't know or understand what happens when our body gets out of balance! Often this happens because of neglected self-care or not even knowing what daily essential are required to optimise wellness within our bodies!

Now, at 61 years young, I feel better than I have in over a decade!

- I sleep deeply
- I wake up energised
- No more joint pain
- No more headaches
- My digestion is back on track
- I haven't touched a painkiller in years

So, what changed for me?

- I was introduced to **doTERRA essential oils and natural products**
- Just as importantly, I was introduced to **education** — daily habits, gut health, immune support, cellular wellness, and smarter supplementing
- I finally listened to what my body had been trying to tell me for years and decided to do something about it!

I'm not a scientist or a health guru, I'm just someone who applied what I learned, and it has transformed my life!

I'm not sure if did manage to attend our 'Intro to Essentials Oils' LIVE session? If not please feel free to rebook.... you will learn all about our beautiful oils, how to use them, what they can be used for etc. It's so interesting and educational, you'll love this

session, **just click on the link below and select a day and time that suits you to watch**, we pack a lot of great information into just 45 minutes!

<https://calendly.com/pete-rea/intro-to-essential-oils-1> [use your own link] it only takes 2 minutes to reserve your place.

Thanks again, Pete

Chat with me on WhatsApp: <https://wa.me/447980664696> [use your own link]

5th Email: day 9

Subject: How YOU can validate the purity of doTERRA oils!

Hi [name] I hope you're well.

Did you know that doTERRA essential oils are the most tested and trusted essential oils in the world, they are **100% PURE and free from any contamination whatsoever!** Why is this IMPORTANT? The purity directly impacts the effectiveness of the oil, and the safety to the user!

doTERRA oils are **CERTIFIED PURE by 3rd party independent laboratories**, you don't have to take our word for this, **you can even check yourself!**

Have a look at how and user of our oils check on the purity and obtain a CERTIFICATE of validation, we are the ONLY company in the world that do this!

PURITY CHECK: 👉 <https://www.youtube.com/watch?v=waighDh9Khw>

It's because of this level of validation that doTERRA attracts professionals from all around the world; we have Doctors, Consultants, Pharmacists, Holistic doctors, Therapists etc...

If you are interested in being a CUSTOMER to receive 25% off, or you'd like to find out more about joining our team as a WELLNESS ADVOCATE to receive discounts and earn commissions, just **reply to this email** stating 'INTERESTED' and specify CUSTOMER or ADVOCATE

Please also feel free to 'WhatsApp' me or 'Text' so I don't miss your reply, and I will get right back to you as soon as possible:

My Whatsapp: <https://wa.me/447980664696> [use your link]

Thanks again, have a lovely day. Pete 💧🌈

6th Email – day 11

Subject: your success with doTERRA is inevitable! Here's why...

Hi [Name] Just checking in....

Imagine how much easier it would be to have a successful business if customers LOVED the products and ordered repeatedly because of the amazing results they received?

Well, that's exactly what it's like, **WELCOME TO MY WORLD as a doTERRA Wellness advocate, you can have this too!**

Because doTERRA essential oils are 100% pure and the most tested and trusted in the world, they WORK...& support people with all kinds of different health issues!

It's because of the purity **we enjoy an industry leading 68% customer retention**, 68% this is unheard of and unique!! It's a win win situation as customers get what they want and our 'Wellness Advocates' get to grow a secure income and build an exciting home-based business!

Have a look at how our 'unique oils' have made a difference in the lives of others... click on the link below. You'll also see what oils have helped with certain issues... FASCINATING!! <https://www.docdroid.com/k6W2fIY/customer-testimonials-doterra-pdf>

I would like to INVITE YOU to attend our '**Intro to Essential Oils ONLINE class**' you can learn all about our beautiful oils, how to use them, what they can be used for etc. It's so interesting and educational, you will love this session, **just click on the link below and select a day and time that suits you to watch**, a lot of great information is packed into just 45 minutes!

it only takes 2 minutes to reserve your seat: <https://calendly.com/pete-rea/intro-to-essential-oils-1> [use your own link]

If you've already attended and interested, **I'd love to get your feedback**, what did you enjoy most? What questions can I answer for you?

Look forward to hearing back from you, Pete – doTERRA 💧🌈

My Whatsapp: <https://wa.me/447980664696> [use your link]

7th Email – day 13

Subject: What to expect on our FREE 'Intro to oils' Online Class!

Hi [name]

Here is a list of things people typically want to know about our 'Intro to Essential Oils' Class...

1. **Is it a LIVE ONLINE Class?** YES it is, very relaxed and friendly is the way we like to present the class.

2. **How does it work?** Select a time and day that suits you from the scheduler, you will get an email with the link to access the class

at your selected time, sit back and enjoy the presentation. It's not interactive, just sit back and enjoy!

3. **How long does it last?** Approximately 50 minutes, and you don't have to have your camera on if you don't want to. albeit it's nice to see our attendees, and it's appreciated.

4. **Will you send me a reminder?** Yes, this is done automatically

5. **What if I can't make the time I have selected?** You can rebook no problem, there is a link at the bottom of the reminder email.

6. **Will I need Zoom?** YES, this is the meeting platform we use, it is a FREE download from either the app store on your smart phone or google.

Look at what some others have said about attending our online class...

"From the very moment I attended the online class I knew this was a company with integrity, a company that was focused on putting people before profits. The class was educational, interesting, and very reassuring. I have since fallen in love with doTERRA and their essential oils, I am so impressed with the quality and efficacy, they truly are a blessing in our lives. I must mention the wonderful humanitarian work they undertake around the world. It makes me so proud to be associated with such an amazing company. Thank You doTERRA" Daleen S

"When I first started watching the webinar, I wasn't quite sure what to expect! I have to say it was FANTASTIC, the host was very friendly and welcoming! Great information, I had lots of Eureka moments! It was a very relaxed presentation, I got so much value from attending and decided I wanted to start using doTERRA oils straight away! I took advantage of the SPECIAL offer that was running and even got some FREE oils...thank you so much! Jan E

If you'd like to book onto our 'Essential Oils' class just click on the link:
<https://calendly.com/pete-rea/intro-to-essential-oils-1> [use your own link]

Look forward to receiving confirmation that you have booked! Have a great day

Pete - doTERRA ipc 💧🌈

My Whatsapp: <https://wa.me/447980664696> [use your link]

8th Email – day 15

Subject: doTERRA a company you can always trust!

Hi [name]

One of the reasons why I personally joined doTERRA is because they are a company of integrity! They are UNCOMPROMISING in their standards; this is exactly what our Customers and Wellness Advocates want to hear. **doTERRA is a company you can trust to ALWAYS do the right thing!**

Here is THE most heart-warming video, how 4 people had an idea, an idea that would go on to touch millions of lives around the world. **If you have ANY interest in doTERRA at all, please watch this...**You WILL absolutely LOVE this, it's HEART-WARMING VIDEO! **It gets me emotional every time!!!**

Just click on the link to see how doTERRA was founded!

<https://www.youtube.com/watch?v=75NY-tvoo0Y>

Question, would you like to find out more about how you can join our doTERRA TEAM? Work at your own pace to develop an additional income! We provide lots of ongoing help, support, and training.

It's the perfect business where you get to help others and create a better life for you and your family! If the answer is MAYBE or a definite YES, **check out my website which will give you more information!**

<https://workwithessentialoils.now.site/home> [use your own website, or reword and get people to reply to email 'TELL ME MORE']

Ok that's me for today, best wishes as always... Pete - doTERRA ipc 💧🌈

Chat with me on WhatsApp: <https://wa.me/447980664696> [use your link]

9th Email – day 17

Subject: doTERRA opens 'Integrative oncology centre' a World FIRST!

Hi [name]

I LOVE working alongside the GLOBAL LEADING Essential Oils Company, it makes sharing our beautiful oils and building a doTERRA business a joy!

doTERRA has partnered with St Elizabeth Healthcare to open an Integrative Oncology Centre! **Supporting patients undergoing cancer treatments!** THIS IS A WORLD FIRST! It's amazing and exciting to see our oils being used in a clinical setting.

The St. Elizabeth Cancer Centre will offer cancer detection, diagnosis, and care—all under one roof. With an emphasis on precision medicine and genomic health, screening education and prevention, clinical research, and advanced, innovative technology.

Here is a 3-minute video interview with Douglas Flora the Executive Medical Director of St Elizabeth Healthcare Centre talking about the partnership with doTERRA: <https://www.youtube.com/watch?v=TRFVfxPBtPQ>

doTERRA continues to lead the way in helping people to find safe and effective ways to support and manage their health naturally, **remember you have an opportunity to join us!**

You can either join us as a customer, or work with us to share the gift of doTERRA with others, it is hugely rewarding and a unique opportunity to make a difference in the lives of others!

If you didn't get around to joining one of our 'live classes' maybe this is the answer for you.... I have an **ON-DEMAND session you can view at your leisure.....**

1: Intro to Essential Oils www.wellnesswithoils.co.uk take control of your health naturally! [use your own website or reword to invite onto a live class again]

2: Work with Essential Oils: <https://workwithessentialoils.now.site> work flexible hours from home and earn an income, I still talk about our oils as well! [use your own website or reword to invite onto a live class again]

Thanks again, have a great day, best wishes as always... Pete - doTERRA 💧🌈

Chat with me on WhatsApp: <https://wa.me/447980664696> [use your link]

10th Email – day 19

Subject: AMAZING doTERRA products YOU could be promoting!

Hi [name] I hope you are keeping well... **take a sneak peek at this beautiful 'product brochure'** which gets sent out in the post when you join doTERRA... it's rather special, but then that's what you can expect from doTERRA

This brochure usually shocks people! WHY??? Because we don't just promote essential oils! **Did you know we have;** skincare range - salon essentials - health supplements - hair care - products for babies and children - products that support metabolic health!

Check out our doTERRA Brochure:

<https://healthyessentialsonline.docdroid.com/gK4iyWA/doterra-europe-product-guide-2023-pdf>

If you would like to find out more about becoming a customer or working with us as an independent Partner, just let me know, we could have a 15–30-minute chat on zoom to find out more about you and what you are looking for if you like? Just reply to this email or send me a WhatsApp for speedier reply!

Ok, that's it for now, but **I have something VERY INTERESTING for you in a couple of days... a super FREEBIE...** 😊

Best wishes always, Pete - doTERRA💧🌈

Chat with me on WhatsApp: <https://wa.me/447980664696> [use your link]

11th Email- day 21

Subject: your Essential Oils FREEBIE as promised plus more!

Hi [name]

I said I had a FREEBIE for you; you will love this... here is our fantastic **new eBook.**

100 x Uses for Essential Oils, amazingly practical and very interesting to say the least! Enjoy with my compliments: <https://www.docdroid.com/tYXjAeY/100-uses-for-essential-oils-pdf>

I have to say, working as a doTERRA Wellness Advocate is such a joy.... I love sharing this great information to help you and others learn about these amazing oils and discover about the life-changing opportunity to work from home; this is what I do... one of the best decisions I have ever made...

- I am my own boss
- I work flexible hours to suit
- No cap to my earnings
- Job Satisfaction, I do what I love which is helping people
- My days vary, it's so interesting...
- I get to work from home, or from wherever I choose!
- I get to work with lots of lovely caring people
- I was introduced to a great system to follow; I didn't have to figure it out for myself!
- I receive lots of ongoing help and support, it's fantastic
- I get to spend lots of time with my family- this is my greatest blessing
- I'm inspired every day to create the life that we dream of!

If you like the idea of doing the same, check out this website I put together to show you how it all works! <https://workwithessentialoils.now.site> [use your own website or reword to invite onto a live class again]

Best wishes as always,

Pete, doTERRA 💧🌈

Chat with me on WhatsApp: <https://wa.me/447980664696> [use your link]

12th Email- day 23 [you may choose to delete this email as it has a lot of personal stuff in here, or edit it as advised]

Subject: Is this what you want, a doTERRA Lifestyle?

Hi [name]

I hope you have enjoyed the information I've been sharing with you; **my question is, would you like to get involved with doTERRA?**

Just for a minute dream with me.... Imagine not having to commute, work from home as and when it suits you, imagine waking up in the morning and being excited to start work because you feel empowered and excited? Imagine not ever having to worry about money again, it sounds idyllic yeah... well this is my experience, this is now my life because I joined doTERRA 🙏 [you may need to adjust this to say, this is what you are working towards]

I joined doTERRA nearly 8 years ago, I fell in love with their oils - the company - the opportunity to make a difference in people's lives, physically - emotionally and even financially. **It is the BEST decision I have ever made!** I am completely free from the rat-race and have created a doTERRA lifestyle for my family, I feel blessed everyday 🙏 [you may need to say, you know people personally who have achieved this]

Would you like to create a doTERRA lifestyle for you and your family? You can start by just working in little pockets of time alongside your other commitments, this is how most people start!

Have a watch of my 3-minute video testimonial, joining doTERRA has changed our lives, this could be you too! <https://vimeo.com/1075765329> [you will need to reword and say I am a colleague of yours]

Here are 3 more brief testimonials, these are people I have personally helped to change their lives! [Partner Testimonials](#) [you will need to reword and say colleagues of yours]

If our business opportunity Interests you, click here to view my website: <https://workwithessentialoils.now.site> [use your own website or reword to invite onto a live class again]

Think about this, we always have a choice, look at these options!

- 1: Do nothing, and nothing changes! Do you really want this?
- 2: Join us as a customer and start enjoying the amazing health benefits of our beautiful oils
- 3: Work with us and start changing your life! Your health and your Finances, You're worth it right?

I really love helping people, have a look at messages I receive from people who join me, it's heart-warming to know I am making a difference! I am 100% COMMITTED to their SUCCESS and YOURS if you decide to join me!

<https://www.docdroid.com/Fg3G5Tn/my-team-support-pptx> [you will need to say, you are in this team]

Ok, a lot to consider today!! Best wishes and hope to hear back from you soon. Pete

Chat with me on WhatsApp: <https://wa.me/447980664696> [use your link]

Some other useful things!

Reminder graphic to send on WhatsApp on the day of the class! I would also send them the relevant zoom link and password.



Hi [name], Here is the zoom link for your convenience, see you then, I will pop on to make sure you can hear and see all ok, then I will leave you in capable hands, I'll check in with you after it finishes, to see how you got on....Pete

[zoom link = plus any password]

After class finishes, again it's great to send a WhatsApp as well.

Hey [name] it was great to meet you today 😊

I'd love to know what you enjoy best about the session? And any thoughts about joining us?

Pete 😊