

# How to get more Plant-Based Bundle sales with Neil and Derek

## Today's Agenda:

- Intro and backstory
- 3 main reasons why we get top sales
- Review the promotional strategies
- How to build more trust with your followers
- Review the lead magnet funnel to grow your email list
- Promotion plan for the bundle launch

## 3 main reasons why we get top sales:

1. 3 avenues of promotion - Social, Ads, and Email Marketing
2. Truth sales Formula - promotional strategy
3. Relationship with following - How to build more trust and deeper connection

## 3 Avenues of Promotion:

- Emails
- Ads
- Social

## The truth sales formula:

- Promise
- Problem/pain
- Story
- Solution/process
- features of the offer
- case studies/proof
- benefits
- obstacles
- desired outcome
- urgency

## How to build relationship with following:

1. How Derek builds trust with his following
2. How we use a lead magnet funnel to nurture and grow a large healthy email list

## The Promotion Plan:

**The lead up -- Follow the bundle plan**

**Emails:**

**Day 1 -- Promise/intro to product**

**Day 2 – Pain point and problem**

**Day 3 – Solution/process**

**Day 4 - Features of product - Highlight your favorite products in bundle and why**

**Day 5 – Case Studies/testimonials**

**Day 6 – Obstacles and how this product will help overcome them**

**Day 7 – Benefits and long-term outcome**

**Day 8 -- Urgency and recap the promise/offer**

**Day 9 - 2 emails and the most promotion on the final day**

## Email and Ad Templates:

### Email #1 - The promise/intro to offer

Subject: 🌞📖 The Plant Based Bundle is Back for 98% OFF!

Hi ,

Just in time for summer...

I am super excited to let you know, that for a limited time the Plant-Based Bundle is back!

I know how hard it has been to stick to your regular health and fitness routines with all of these restrictions...

And that is the main reason why me and many of the most respected vegan influencers and professionals from around the world have compiled all of our Recipe eBooks and Workout Plans into the Plant-Based Bundle!

The bundle consists of 90+ handpicked vegan ebooks, courses, and programs including:

- Vegan Guides
- Home Workout Programs
- Meal Plans
- Recipe eBooks
- And so much more!

If you missed out last time, you can now access the bundle for only \$50!

That's a generous 98% OFF, *saving you over \$4000!*

**Let's make 2021 the healthiest summer yet!**

>> [Click Here to get the bundle](#)

Have a great day,

Derek

**PS.** If you have already bought the bundle, thank you so much! I hope you like it and would love to hear your feedback. Also, there are many new ebooks added to the bundle, it might be worth re-investing in the bundle again!

Email #2 - Problem/Pain point

Subject: 🍌🌱 Get lean on plant-based foods with me?

Hi ,

If you are like me...

You might be wanting to lean down and put on some muscle for summer!

Well, I have the perfect resource to help us out...

The new [Plant-based bundle!](#)

I am so happy to be able to offer this to you at a 98% OFF discount right before summer!

**This is all made possible through the collaboration of over 90+ vegan influencers, including:**

- Nimai Delgado

- Brian Turner
- Anais Zanotti
- Valeria Harris
- Torre Washington
- Plant-based Ben
- Jonny Juicer
- And many more!

[PICS OF EBOOK AND PROGRAM COVERS]

We know a lot of people don't have access to a gym right now so the bundle also **includes home-workout plans and programs.**

Whether you are looking to kickstart your health journey, wanting to build lean muscle, or looking for easy healthy plant-based recipes, this is for you!

*There are over 90+ Vegan Recipe eBooks and Fitness Plans valued at over \$4000...*

Right now, you can get the entire **Plant-based bundle for only \$50!**

>> [Click Here to get the bundle](#)

I hope you have a great Sunday,

Derek

Email #3 - Testimonials

Subject: FIRST NAME,, I have an amazing opportunity for you...

Hi ,

I can't believe that summer is almost here!

With a long winter behind us, this is a great time to start fresh with your eating and workout habits.



Last week, I emailed you about the new and improved Plant-Based Bundle\_Sale...

**I wanted to make sure you know, this is the last week to get the bundle for 98% OFF!**

The Plant-Based Bundle is a collaboration of recipe eBooks and workout programs from 90 of the most talented Vegan coaches, professionals, and influencers.

We've had a ton of positive feedback from thousands of people who have purchased so far...

***Here is what they are saying:***

***[PICS OF TESTIMONIALS]***

I really believe the Plant-Based Bundle has everything you need to make this your healthiest summer yet!

If bought separately, the 90 eBooks would cost over \$4000!

But thanks to all of the creators you can now get everything for only \$50.

(...that's a 98% OFF discount 🤯)

This is an opportunity that won't be around for too much longer so be sure to take advantage of this awesome deal!

The Bundle Sale ends this Sunday at midnight.

>> [Click Here to get the bundle](#)

Have a great day,

Derek

## Email #4 - Urgency

### Subject: Friendly reminder one last time...

Hi ,

Summer is just around the corner so I want to let you know one last time...

The Plant-Based Bundle is only available for 12 more hours, it expires at midnighgt tonight!

After that, the 98% OFF discount will be gone for good...

...and it will no longer be available to purchase.

>> [Click Here](#) to get the bundle for 98% OFF

You might be wondering...

*'How can we give such a big discount on the bundle?'*

I promise you, there is no catch!

It's only by joining forces with other Vegan influencers & professionals that we can give such a HUGE discount...

And we wanted to make the bundle as affordable as possible just in time for summer.

Instead of the much higher regular price if all the eBooks and courses were to be bought separately!

Get instant access to 90+ Vegan recipe eBooks and workout programs!

It is not often that something this amazing comes around...


*And this is the last time you will hear about it from me.*

>> [Click Here to get the bundle for 98% OFF](#)

Have an awesome Sunday,

Derek



 **Simnett Nutrition**  
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Get 98% OFF the Plant-Based Bundle! 📖 🍌

100+ Recipe eBooks & Workout Programs from the Worlds Top Vegan Influencers!

Learn more about the bundle here..


▷ <https://bit.ly/3irENN5>



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 **Simnett Nutrition**  
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The 98% OFF Bundle Sale ends this Sunday at Midnight! 🌱 📖

Get over 100+ Recipe eBooks and Workout Plans from the Worlds Top Vegan Influencers.

Make 2021 your best winter yet! 🍷 ❄️ 🍌

Last chance to get the entire bundle for the amazing low price of only \$50!

▷ <https://bit.ly/3irENN5>



theplantbasedbundle.com  
**98% OFF Bundle Sale!**  
Ends this Sunday! ⌚

[Learn more](#)

How to stay in touch or work with me:

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**Book a free 30 minute Discovery Call:**

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