

## **Subject: [Video #1] - Create killer checkout pages**

Today's video is the first in a FREE 3-part series designed to help you use ThriveCart more effectively, improve your sales, AND make your customers more satisfied.

That's a magic combination!

Today's video is...

### [5 Elements Of A Killer Checkout Page](#)

(**NOTE:** Don't forget to download the PDF cheat sheet below the video and follow along as you watch.)

If you're already using some of these elements on your checkout page, you're in very, very good shape.

If you haven't tried them yet, I encourage you to test out two or three of them as soon as you can. I'm almost certain they'll make a huge difference to your sales over the long haul.

When I started out selling online, I took a very simple approach—get the checkout page live and don't worry about "making it fancy."

That's wasn't a terrible approach. But because my checkout pages didn't always look professional, I lost sales because some customers weren't confident I was a real, grown-up business.

When I discovered the "5 killer elements" I discuss in this video and put them to work, they made a huge difference—more customers and more sales.

And in this video, I share with you exactly what those elements are and how you can put them to use on your checkout pages quickly and easily. Here's the link again:

### [5 Elements Of A Killer Checkout Page](#)

Enjoy video #1,  
David

**P.S.** Video #2 will be on its way to you tomorrow morning. Keep your eye on your inbox!

**Subject: [Video #2] 5 Pro Tips**

Alright. Alright. Alright!

I've received some really great feedback on the first video. People were excited to see how a few simple tweaks to their checkout pages can make a big difference in the way customers respond.

If you haven't yet tried those simple tweaks, I encourage you to watch the video and test just one or two of them out today. I think you'll be very pleased with the results.

Today's video takes the next step toward increasing your sales AND keeping your customers satisfied.

We'll spend a little time discussing the forces that make humans want to buy.

You'll also discover a number of very cool ThriveCart features you can use to positively and ethically encourage customers to spend more on every transaction.

PLUS as an added bonus, I reveal an advanced (but easy to set up) technique for ensuring your customers are happy with their purchase AND stay happy long after their purchase. (This one's big and not enough online businesses use it!)

Okay. Enough talking about it. You can watch the video right here...

[5 Pro Tips For Getting The Most Out Of Every Sale](#)

As always, hit 'Reply' if you have questions.

Back soon,  
David

**P.S.** Video #3 will be hitting your inbox very soon. Keep an eye out for it.

**Subject: ThriveCart: Simple AND Complicated (please reply)**

When I created my very first ThriveCart checkout page back in January 2016, I had it set up and live on the Internet in 33 minutes.

I thought I was pretty smart. I patted myself on the back and felt really good... for about 5 minutes.

Then I went back to the ThriveCart dashboard and looked around some more. Here's what I found:

- bump offers
- upsells & downsells
- membership integrations
- affiliate promotions
- expiring coupons

Plus a lot of other things I had no experience with (and some I had trouble pronouncing!)

I was overwhelmed. And frustrated. I don't like "not knowing" things!

But I didn't give up. I spent time almost every day, testing ThriveCart features, posting questions in the Facebook group, opening tickets with support, and experimenting.

After a lot of trial and error, I became an expert... the ThriveCart Coach.

My point is this... If you're currently a ThriveCart owner and you're feeling any kind of fear or frustration about creating high-converting checkout pages and sales funnels...

DON'T sweat it! I was there myself not too long ago.

What I'd like you to do right now is hit 'Reply' to this email and let me know **YOUR #1 FRUSTRATION** with ThriveCart.

I guarantee you, there's a real person on the receiving end (it's me!) and I'll do my best to crush your frustration and get you on track to turning ThriveCart into a profitable tool for your business.

Hit me back,  
David

**P.S.** Yes. Of course... Video #3 will be on its way to you tomorrow morning. Stay tuned!

**Subject: [Video #3] The Tools I Use (+ a teaser!)**

First of all, thank you to everyone who responded on the first two videos.

It's amazing to see so many people excited about using ThriveCart to improve their sales AND improve customer satisfaction... that's an unstoppable combination. Make your customers happy and they'll make you happy! I guarantee it.

Today, I have another amazing training for you PLUS a sneak-peak into what's coming tomorrow. (I'm excited!!!)

When I talk to people about "killer checkout page elements" or "getting the most from each sale", the most common question I'm asked is this:

**"What tools do you use to create these cool things?"**

It seems technology is a sticking point for a lot of people. And that's okay. You don't need to be a techie to run a successful online business. But...

You do need tools. It's unavoidable.

In today's video, I reveal the 5 most-important tools to my business—tools I use every day to ensure the experience my customers have with my checkout pages, email follow-ups, and course content is the best it can possibly be.

Don't sweat the technology side of things. This video reveals how simple it can be to do things you thought were complicated.

Watch the video right here...

[5 Tools I Use To Create Amazing Customer Experiences](#)

**Now for the big news:**

I hope you're enjoying and getting a lot of useful knowledge from the training series so far. The response has been positive so I know people are putting the techniques to use and getting value from them.

Tomorrow morning, you'll receive an invitation to enroll in my incredibly-popular training program ThriveCart QuickStart.

**Enrollment will be open for a limited time** and only to a small number of people on my immediate email list.

ThriveCart QuickStart isn't available for sale any ol' day of the week. I only open enrollment a few times a year (every three months or so) and there are always people who miss it and are

angry at me for not letting them in.

ThriveCart QuickStart's step-by-step and click-by-click instruction is the fastest way for you to create your checkout pages and sales funnels.

And it will be **open for enrollment tomorrow morning**. Are you ready to take action?

Talk soon,  
David

**P.S.** In case you've missed any of the videos in this training series, here are links to all three. They're online for a limited time so check them out while they're still live.

VIDEO #1: [5 Elements Of A Killer Checkout Page](#)

VIDEO #2: [5 Pro Tips For Getting The Most Out Of Every Sale](#)

VIDEO #3 (today's video): [5 Tools I Use To Create Amazing Customer Experiences](#)

**Subject: Enrollment in ThriveCart QuickStart opens tomorrow morning (mark your calendar!)**

Wow! People have really been digging the ThriveCart Quickstart video training.

Feedback has been great. I'm excited by that.

Almost 5,293,816 people (give or take) have emailed to ask when enrollment in ThriveChart QuickStart will open again. If you're one of those people (or if you're even a little curious about the answer), I have great news...

**Tomorrow morning, you'll receive a limited-time invitation to join ThriveCart QuickStart.**

I won't get into a lot of detail right now (there will be a lot more in tomorrow's email). The only point I want to make is that if you're serious about selling your products and services online and you want to launch your ThriveCart sales funnels with the least possible wasted time (and the fewest lost sales), ThriveCart QuickStart will get you there.

I promised not to get into too much detail but here's one question I get asked a lot:

**Who is the program for?**

ThriveCart QuickStart is designed for **ThriveCart owners** who want to stop wasting time, money, and energy figuring out all of the details of creating high-converting sales funnels on their own.

It's for **entrepreneurs** who understand their time has real tangible value... and who know the more time they waste spinning their wheels solving problems alone, the more money they waste.

And it's for **smart people** who know that specialized training from a proven expert is one of the best investments they can make in their business... and in themselves.

I'm excited to give you all the details tomorrow morning. Just remember, your invitation is **very time-sensitive** so keep an eye on your inbox—it has all the instructions on how to enroll.

See you tomorrow morning,  
dp

**Subject: (Time-Sensitive) ThriveCart QuickStart is OPEN**

As promised...

Just moments ago, I opened enrollment for ThriveCart QuickStart. This email contains all the details I promised you yesterday.

ThriveCart QuickStart is a proven, step-by-step and click-by-click training program for ThriveCart owners who want to launch, high-converting sales funnels as quickly and easily as possible.

The program's short, focused lessons tackle each ThriveCart feature and function like a laser.

The course is professionally-produced. You'll see every detail on every ThriveCart screen. You'll hear my voice clearly and consistently guide you through every mouse click. Each lesson is scripted and edited in advance so you'll waste no time waiting for me to collect my thoughts, clear my throat, hum and haw, or sneeze!

The course is designed to take you from complete beginner to power user in under a week (even less if you're ambitious!)

[Here are the details on enrollment](#)

The link above is time sensitive for several reasons:

1. I love rewarding action-takers.
2. You won't want to miss the enrollment fee discount and bonuses.
3. Enrollment is open for a limited time.

Check it out today,  
David

## **Subject: Tons of questions (and answers)**

As you're aware, my ThriveCart QuickStart program is right now open for enrollment for a limited time and I want to make 100% sure you're well informed about the course because:

1. The results of taking the course and using what you'll learn are going to make a huge difference to your business. You'll save time, launch your sales funnels faster, and avoid lost sales due to delays. And all of that will make you much less frustrated by the process.
2. I enjoy seeing students succeed. (Some of them even give me glowing testimonials!)
3. Enrollment is closing very soon.
4. Even if the course isn't a good fit for you right now, I hope what you're learning from my videos, emails, and sales page will help make your marketing efforts more effective.

Over the past few days, I've received questions from some very smart people about ThriveCart QuickStart. Here are my answers to those questions:

### **Question #1: I don't own ThriveCart yet. Should I enroll in the course anyway?**

No. You should definitely not enroll in the course! I'm serious.

Why?

Because if you don't own ThriveCart yet, let me give you details on how you can get ThriveCart QuickStart for free when you purchase ThriveCart.

[Click here for details.](#)

### **Question #2: Is the course right for me? / Will it work for me?**

**The course is right for you if:**

- You're brand new to ThriveCart and don't know where to begin. The early course modules get your first checkout pages up and running quickly and then let you build more complex sales funnels as you complete the later modules.
- You've owned ThriveCart for a while, have created a checkout page or two but have difficulty setting up ThriveCart's more advanced features. If this describes you, ThriveCart QuickStart will take you from beginner to Power User in a very short time.
- You're a smart, curious self-starter who wants to create effective sales funnels for your online business. I like smart, curious people. They're always looking for ways to simplify their lives and their businesses. ThriveCart QuickStart's step-by-step instruction for all ThriveCart's major features is the simplest (and least-expensive) way to build successful sales funnels, launch

them quickly, and make more sales.

- You're an entrepreneur who understands that a small investment today in a proven training program will earn you great results within a few short weeks. You're in the right place! And ThriveCart QuickStart is the right investment for you.

### **The course is not a fit for you if:**

- If you don't like to work hard at all, the course probably isn't for you. ThriveCart QuickStart is a detailed and thorough course. BUT... you still need to sit in front of a computer screen for several hours, pay attention, and follow instructions. If you're hoping your sales funnels will magically build themselves as soon as you enroll, that won't happen here.

- If you're a know-it-all-smarty-pants, you're probably not a good fit for the course. ThriveCart QuickStart might contain a few things you already know. But I can pretty much guarantee it contains A LOT of things you don't know. If you're coming in with the attitude that you're smarter than everyone else and no one can teach you anything new... you'll probably be disappointed. You should save your time and dollars.

- If you have a bad attitude, you don't like people, or you find something negative about every product, person, or situation (no matter how great things are)... you should not enroll in ThriveCart. Life is too short to waste time and you and I probably won't get along very well.

### **Question #3: What exactly do I get with the course?**

I'm glad you asked. Below is a list of all the modules in the course today. The good news is, as ThriveCart adds new features and functions, I add new lessons.

When you buy the course today, you get all new future lessons included for free. They'll magically show up in your course dashboard and I'll send you an email to let you know about them.

With that said, here's an overview of what you get today in the main course:

**Module 1: Getting Started** - Third-party accounts, services, and assets you'll need in place to make ThriveCart work its best for you.

**Module 2: Integrations** - How to integrate ThriveCart with autoresponders, payment gateways, webinar platforms, etc.

**Module 3: Products** - How to configure the various payment types and fulfillment methods ThriveCart supports.

**Module 4: Bump Offers** - How to create and configure a killer order form bump offer.

**Module 5: Checkout Pages** - ThriveCart's checkout templates and how to configure them.

**Module 6: Coupons** - How to create coupons. How to limit their usage by time, quantity, and product. And two different ways to apply them.

**Module 7: Sales Funnels** - What a sales funnel is. How it can improve your average sale value. How upsells and downsells are implemented in ThriveCart.

**Module 8: Affiliates** - How launching an affiliate program can multiply your sales reach by 10 or more.

**Module 9: Reference Materials** - Critical image dimensions, a checkout page marketing elements reference, and copy-and-paste Facebook tracking events all in one place for your convenience.

PLUS, as a bonus, you'll also receive:

**ThriveCart ProTips Series:** A collection of advanced tutorials to make ThriveCart do amazingly cool things.

**ThriveCart QuickStart Ebook:** A full-color PDF reference guide to help make your first few ThriveCart checkout pages come together quickly.

Wow! Now that I've typed all of that out, I realize there's a lot of value in the course. I really need to raise the price!!!

#### **Question #4: How long are the course lessons?**

I've made every effort to keep lessons as short as possible. This means ThriveCart QuickStart contains more lessons than many other courses. The benefit is, it's much easier to find a lesson on the topic you need PLUS, you'll spend less time skipping through a long lesson to find the one section you're looking for.

#### **Question #5: If I don't buy right now, when will you re-open the course for enrollment?**

I don't have a set calendar for course enrollment periods. In general, I re-open it every 3-ish months. I spend a lot of time between enrollment periods creating brand new lessons to cover new functions the ThriveCart team adds to the platform. This means the course is bigger and better every time it opens for enrollment. And that means the price almost always goes up every few months.

If you're interested in ThriveCart QuickStart, there's no better time to join than today. If you wait a few months, the course will be \$50 or \$100 more than it costs right now and you'll be sorry you waited. By enrolling today, you'll lock in the lowest price the course will ever be offered again.

#### **Question #6: How long do I have to access the course?**

Forever! You'll have access to all course modules, all the downloads, all the bonuses, plus any

additional modules and bonuses I offer in the future... for life. No joke. The course will always be available for you when you need it.

**Question #7: Is the course expensive? / Can I afford it?**

I recently totaled the time I've spent learning to use ThriveCart. And then I added the time I've spent creating the course content: writing scripts, recording screen casts, producing audio recordings, and editing and uploading videos. The total came to just over 500 hours (and it's growing!) If I charged only \$1 per hour for my time, I'd be comfortable pricing the course at \$497.

But... I'm not going to charge you \$497. I'm not even going to charge you half that amount. Right now, you can get the entire course and all the bonuses for \$147.

But if you wait for the next open enrollment, the price will be at least \$247. And the enrollment after that... who knows? One thing is for sure, \$147 is the best price ThriveCart QuickStart will ever be offered again.

**Question #8: What if I want a refund? What's your policy?**

My refund policy works in your favor. It puts all the financial risk on me for a full 60 days. If you enroll in ThriveCart QuickStart today and for any reason you're not happy with the content, my teaching style, the quality of the videos, or anything else... just write me an email within 60 days of your purchase and my support team will refund 100% of your enrollment fee with no questions and no hassles.

**Question #9: I'm in! How do I enroll?**

I'm glad you asked! Here's the link:

[ThriveCart QuickStart Details \(enrollment closes soon!\)](#)

Okay... that was a long email. If you're still with me, I look forward to seeing you inside the course.

Cheers,  
dp

**P.S.** Here's the link one more time...

[Check out ThriveCart QuickStart](#)

## **Subject: ThriveCart QuickStart success stories (and a reminder)**

ThriveCart QuickStart first launched in January 2017. Almost instantly, students began writing testimonials and endorsements to let me know how the course had helped them.

Here are a few examples:

### **Rafael K. wrote:**

*"This course is awesome! David is an amazing instructor! I was wasting my time trying to figure it out by myself, researching on Facebook groups, reading forums and asking people and this course came to answer all my questions and showed me a simpler way to setup ThriveCart. His methodology is perfect for me with his short and straightforward videos. It's great to know that I can come back and watch a video in less than 5 minutes to remember how I can overcome an issue."*

### **Paul C. had this to say:**

*"I really liked the comprehensive, step-by-step approach the videos took to cover all of ThriveCart's features. I found ThriveCart QuickStart to be of excellent quality... it set out to be a quick start training to get you up and running in ThriveCart, and it delivered on its promise."*

### **Jeff B. wrote in:**

*"My favorite thing about David is he is teaching about products and services that he uses in his own business. He knows about the problems I will encounter before I know about them. ThriveCart QuickStart is very thorough and follows a natural progression. Individual lessons are right to the point and not bloated."*

### **And Will R. said:**

*"I recommend this course because it is a step-by-step approach to starting quietly as a newbie until you build your confidence through increased knowledge to become a ThriveCart power user. It's a really polished course."*

None of these students were compensated for their testimonials. And none of them sell ThriveCart QuickStart as an affiliate. They're simply happy students who wanted to let me know... and let you know... that ThriveCart QuickStart is the real deal.

If you're ready to enroll... [Click here for details.](#)

### **Reminder**

ThriveCart QuickStart closes for enrollment tomorrow night at 11:59pm PST. So the deadline is coming up very soon!

[You'll find all the details right here.](#)

The course is a proven training program that walks you through every major ThriveCart feature and function (and even some of the non-major ones) and ensures you have all the instruction you need to create sales funnels without wasting valuable time searching for answers in Facebook groups.

Also, because you'll build your sales funnels faster, you'll capture the lost sales you'd otherwise miss by delaying your launch by days or even weeks. This means more dollars in your bank account!

[Enroll right now by clicking here.](#)

I look forward to having you as my next success story,  
dp

## **Subject: ThriveCart QuickStart closes TONIGHT**

Tonight at 11:59 Pacific Standard Time, enrollment in ThriveCart QuickStart will close.

At midnight... that's it, that's all.

In case you haven't been opening my emails for the past few days, I've opened up enrollment in ThriveCart QuickStart for a limited time and to a small number of existing email subscribers.

ThriveCart QuickStart is my proven, step-by-step and click-by-click training system that teaches you how to use all the features and functions of the ThriveCart shopping cart platform. Whether you're brand new to ThriveCart or you have some experience but have stalled out, this course will take you from where you are today and turn you into a Power User very quickly.

You'll discover all about creating high-converting checkout pages, improving average cart values using upsells and downsells, creating scarcity using timers and expiring coupons, and multiplying your sales force with ThriveCart's built-in affiliate system.

And you'll learn all of this (and more) without wasting valuable time searching through Facebook posts and opening support tickets. Less wasted time, more sales. Boom!

Want to find out what ThriveCart QuickStart is all about? Here's what to do next...

[Hit this link and check out all the details!](#)

Boom,  
dp

**Subject: 8 hours left...**

I hope your day's been A-mazing!

Just a quick reminder that at 11:59 PM PST tonight (less than 8 hours from now), ThriveCart QuickStart enrollment CLOSES.

Check out enrollment details right here:

[ThriveCart QuickStart](#)

If you want to:

- create high-converting checkout pages
- offer subscriptions and split pay plans for your products / memberships
- add relevant bump offers to your checkout pages
- build upsell and downsell offers customers can't turn down
- create coupons that use human psychology to motivate your customers to buy now
- build an affiliate program that lets you expand your sales reach by a factor of 10 or more

If you want to do any of these things but don't know where to begin, ThriveCart QuickStart is exactly what you need. It breaks down complex topics into simple steps that allow you to create advanced sales funnels quickly and easily.

[Enroll Now!](#)

Just to refresh your memory on what's included in the course, here's a recap...

**1: Getting Started** - Third-party accounts, services, and assets you'll need in place to make ThriveCart work its best for you.

**2: Integrations** - How to integrate ThriveCart with autoresponders, payment gateways, webinar platforms, etc.

**3: Products** - How to configure the various payment types and fulfillment methods ThriveCart supports.

**4: Bump Offers** - How to create and configure a killer order form bump offer.

**5: Checkout Pages** - ThriveCart's checkout templates and how to configure them.

**6: Coupons** - How to create coupons. How to limit their usage by time, quantity, and product. And two different ways to apply them.

**7: Sales Funnels** - What a sales funnel is. How it can improve your average sale value. How upsells and downsells are implemented in ThriveCart.

**8: Affiliates** - How launching an affiliate program can multiply your sales reach by 10 or more.

**9: Reference Materials** - Critical image dimensions, a checkout page marketing elements reference, and copy-and-paste Facebook tracking events all in one place for your convenience.

PLUS, as a bonus, you'll also receive:

**ThriveCart ProTips Series:** A collection of advanced tutorials to make ThriveCart do amazingly cool things.

**ThriveCart QuickStart Ebook:** A full-color PDF reference guide to help make your first few ThriveCart checkout pages come together quickly.

**Instant Access:** You'll receive instant access to all course modules, all the downloads, all the bonuses, and all future lessons (the moment they're released).

**Lifetime Access:** You'll have lifetime access to all materials. They'll always be available when you need them.

**Money-Back Guarantee:** You have a full 60 days from your enrollment date to check the course out, build some checkout pages, and decide if it's right for you. If not, your enrollment fee is refunded immediately.

Take advantage of this special offer before 11:59pm Pacific time tonight. Enrollment details are right here:

[ThriveCart QuickStart](#)

I'll see you on the inside,  
dp

## **Subject: Last call & final chance (ThriveCart QuickStart is closing)**

There are one or two in every group.

You: *"One or two what, David?"*

I'm glad you asked... There are always one or two people during every course launch who write me a very polite (or sometimes "very angry") email the day after enrollment closes and it usually goes something like this:

"I wanted to enroll yesterday but... I didn't have Internet access / my credit card was stolen / I didn't see your 10 previous emails until this morning / my cell phone was dead / my dog was sick / I slept through my alarm / etc., etc., etc. If only you'd sent one last reminder last night!!!"

This is that "last reminder email."

Tonight at 11:59pm PST, [ThriveCart QuickStart](#) enrollment closes. That's less than 4 hours from now. And when it's gone... it's gone.

If you've waited until now to enroll, this is your final shot to get my proven, step-by-step ThriveCart training at the lowest price this program will be offered again.

Included in the course:

**Getting Started** - Third-party accounts, services, and assets you'll need in place to make ThriveCart work its best for you.

**Integrations** - How to integrate ThriveCart with autoresponders, payment gateways, webinar platforms, etc.

**Products** - How to configure the various payment types and fulfillment methods ThriveCart supports.

**Bump Offers** - How to create and configure a killer order form bump offer.

**Checkout Pages** - ThriveCart's checkout templates and how to configure them.

**Coupons** - How to create coupons. How to limit their usage by time, quantity, and product. And two different ways to apply them.

**Sales Funnels** - What a sales funnel is. How it can improve your average sale value. How upsells and downsells are implemented in ThriveCart.

**Affiliates** - How launching an affiliate program can multiply your sales reach by 10 or more.

**Reference Materials** - Critical image dimensions, a checkout page marketing elements

reference, and copy-and-paste Facebook tracking events all in one place for your convenience.

**BONUS - ThriveCart ProTips Series:** A collection of advanced tutorials to make ThriveCart do amazingly cool things.

**BONUS - ThriveCart QuickStart Ebook:** A full-color PDF reference guide to help make your first few ThriveCart checkout pages come together quickly.

**Instant Access:** You'll receive instant access to all course modules, all the downloads, all the bonuses, and all future lessons (the moment they're released).

**Lifetime Access:** You'll have lifetime access to all materials. They'll always be available when you need them.

**Money-Back Guarantee:** You have a full 60 days from your enrollment date to check the course out, build some checkout pages, and decide if it's right for you. If not, your enrollment fee is refunded immediately.

**The Lowest Enrollment Fee This Training Will Ever Be Offered Again:** The next time I open ThriveCart QuickStart, the course will have more lessons on more topics. It will be more valuable so I'll raise the price to match. If you enroll today, you won't pay a single penny for future lessons.

Don't be the guy or gal who writes me tomorrow asking for an extension. Check out enrollment details right here:

[Enroll in ThriveCart QuickStart now](#)

See you on the inside,  
dp

**P.S.** I've mentioned this before but it's so important, it's worth repeating...

I've spent hundreds and hundreds of hours figuring all of this ThriveCart stuff out. And I've spent another 100+ hours turning my experience into a collection of highly-focused video lessons.

ThriveCart QuickStart transfers 500+ hours of my knowledge and experience directly into your eyes and ears without leaving the comfort of your office chair. That's a pretty sweet deal!

But there's only a few hours left to enroll. Click this link and grab the course while you still can

[Enroll in ThriveCart QuickStart before 11:59PM PST](#)