

Default

NEWSLETTER EMAILS



EDUCATE

POSITION

TRANSITION

NOTE: To access quick links to each email, click “View” in the top menu (underneath the file name), then “Show document outline”.

EDUCATE Emails

SHARE QUICK WINS

In EDUCATE emails, you’re going to give your subscribers tips, strategies and/or freebies about a niche topic.

Your tips will help them shift their mindset so that they will be able to see the relevance of your programs or offers down the road. Provide them with useful strategies on a specific topic they’re struggling with. You’re giving them wins and positive results, while continuing to position yourself as the expert.

Think: “What simple actionable tips can I share to inch them toward their desired outcome?”

👉 If you teach about breathwork, these quick tips might be about how to prevent panic attacks. Give them 3 exercises they can do this month to destress and nurture their mind and body.

👉 If you teach young women how to become leaders, you might share a tip that shows them how to find their purpose and passion, feel more confident, and build authority in their niche.

👉 If you are a business coach, you might point them to a blog post or video with a quick tip on how to niche down and zero in on their ideal “high-ticket” customers. You could even include a printable target audience PDF for them to fill out.

So there are three ways you can share your strategies (and they all work!):

- 1. [TIP] – This one’s where you share your tips directly in the email**
- 2. [BLOG or VIDEO] – You lead with a brief intro, then point them to a related blog post, video, or podcast**
- 3. [FREE GIFT] – Give them an exclusive bonus freebie in the form of a checklist, cheat sheet, template, etc.**

3 STEPS

Subject: 3 Steps to [achieving their desired outcome]

Hi [Name]!

I'm about to share a secret that will permanently change how you approach [niche topic].

The best part?

This method is PERFECT for those who [describe who this tip is perfect for].

This is the simplest and most straightforward way to [achieve a quick win]...yet only a fraction of [target audience] use this method.

It's quick, easy, and gives you a crazy advantage...because you'll know exactly [how to do something you know they need to do to be successful – e.g., how to say “no” to temptation, what your target audience really wants, etc].

Here's the secret...

First, you need to [describe the first step and give as much detail as you can].

Second, you need to [what's the next step they need to do].

Finally, [what's the final step].

This method is incredibly simple, but can work wonders.

[Elaborate on the benefits of using this method and what they'll be able to achieve by implementing your mini “system”].

While everyone else is scrambling/playing catch up trying to [insert the “old” way of doing things that doesn't work]...

You will be [the positive results they'll get from following your tips].

[signoff]

[THIS SECTION IS OPTIONAL - IF YOU HAVE A RELATED PRODUCT TO TODAY'S TOPIC, SHARE IT HERE]

P.S. Want to learn more about *[the quick win you just outlined]*?

Click the link below and learn how I can help you through the entire process...from *[the very first step they need to take to achieve your product's results]* to *[the ultimate outcome your product promises]*.

[Name of product and link]

You can grab it for only *[\$XX]*. (*[\$XX]* value)

You can try it out risk free for *[XX]* days.

THE TIP VAULT

Subject: [# Niche Topic] Tips You Can Implement [in 5 Minutes/Today/This Weekend]

Note: This is a super “over-deliver” email with a mega list of tips and strategies that makes your subscribers say, “Wow! This is so helpful!” Keep each tip short so they can easily find 1-2 tips they can implement right away.

Hey [Name]!

Are you a notebook junkie like me?

I take notes at masterminds, watching videos, reading blog posts, in the car...

I even bought a rocket wave notebook the other day!

(you can pop it in the microwave, erase your notes, and reuse – Score!)

Anyway, I pulled out a few notes and came across some pretty sweet nuggets of wisdom, and today, I’m passing some of my favorites on to you.

I hope you get as much value out of them as I do!

1. [Insert tip]
2. [Insert tip]
3. [Insert tip]
4. [Insert tip]
5. [Insert tip]
6. [Insert tip]
7. [Insert tip]
8. [Insert tip]
9. [Insert tip]
10. [Insert tip]
11. [Insert tip]
12. [Insert tip]
13. [Insert tip]
14. [Insert tip]
15. [Insert tip]

Those are just a few of my favorites. Did any of these jump out at you? Hit reply and let me know...or let me know if you have one to add!

Hope you're having an amazing day, *[Name]*!

[signoff]

NEW POST/VIDEO

Subject: [New Post] My best training on *[niche topic]*

Hi *[Name]*,

Quick question for you...

Are you excited about the thought of *[the big vision goal they really want to achieve – e.g. doubling your Instagram following in a month]*?

Through the power of *[the strategies and techniques you teach in your product]*?

Buuuut, maybe you're also a little worried that *[a big objection that stops them from taking action – most objections are related to lack of time, money, or confidence or some other fear]*.

If that's you, you're going to love this next *[video / blog]*.

I'm sharing simple, effective ways to:

- *[Overcome their 'time or money' objection – e.g., Grow your following in 10 minutes a day, Grow your following without hiring expensive social media managers]*
- *[A quick win that sounds easy – e.g., Zero in on your perfect niche, find your inner peace]*
- *[Feel the way they want to feel right now – e.g., Feel focused and clear]*

So that you can have *[their ultimate really big outcome – e.g., more freedom, more peace, more money, more time, more joy]*.

[Click here to watch it now >>](#) *[Feel free to change this to a blog post, freebie, podcast, or other content related both to your paid product and the lead magnet they downloaded]*.

If you're still worried about *[re-state their big objection or pain point]* after watching this video...

Just reply to this email and let me know. I'll answer any questions you have :)

But I'm pretty sure this *[video / blog]* will break it all down for you so you can *[achieve the outcome they want]* quickly.

Here's the link again >> *[insert link]*

[signoff]

THREE TIPS

Subject: My best kept secrets about [niche topic]

Hey [Name]!

Every week I share tips and training [in my Facebook group, Facebook page, Instagram, YouTube] that will help you [achieve a really big milestone].

I wanted to pass these tips on to you so you can take advantage of these little techniques that can make a big difference!

Tip #1 - [\[Insert a relevant how-to video or post plus the title + link\]](#) This [video / post] shows you exactly how to do that and it's a tip most people don't know.

Tip #2 - [\[Insert a relevant how-to video or post plus the title + link\]](#) This quick [video / post] will walk you through the process.

Tip #3 - *[Insert a third quick tip... share how it will help them get the results that they want].*

There you have 3 quick [niche topic] tips to help you [achieve a really big outcome]! Hope you enjoyed them.

Try them out and let me know what happens.

Rooting for you!

[signoff]

P.S. That last tip is straight from my [program/ebook/course, Product Name], and it's a game-changer.

For example:

[Insert a client testimonial here if you have one].

For a limited time I'm offering [Product Name] for only \$27.

[Click here to learn more and grab your spot. *\[insert link\]*](#)

POSITION Emails

We all have secret objections to buying things (“I don’t have time” ... “Will it work for me” ... “Now’s not the right time”, etc). And when you think about all the other roadblocks and uncertainties that can hold people back from reaching their goals, there are a lot of barriers to closing the sale.

So these emails are going to break down those barriers and position you as the expert who has their solution.

You’re going to bring their concerns, struggles, and uncertainties to the forefront. Then you’re going to help them make forward progress toward their goals. And finally, you’re going to position your strategies as their solution. :)

There are 2 ways to tackle “position” emails:

- 1. Talk About Common Mistakes: Show them what NOT to do so they can sidestep common roadblocks and reach their goals faster*
- 2. Get Them Unstuck: Help them see why they’re stuck + show them the path forward*

Remember, there’s no perfect email here... they all hit the sweet spot of addressing pain points while positioning you (and your products) as the solution.

No matter which email you choose, you’ll be helping them shift their mindset to, “Yes, I CAN do this. Yes, I NEED your products or services!” So just choose an email that grabs you.

THE “OLD” WAY

Subject: What’s holding you back

Alternate Subject: How to get past *[big problem or obstacle]*

Hey [Name],

When you think about how to *[achieve a big milestone – e.g., get centered and calm when you’re feeling stressed, drive traffic to your website, etc.]* you might have tried methods like...

- *[Outdated technique #1 – something they’ve likely tried that doesn’t work]*
- *[Outdated technique #2 – another technique that doesn’t work]*
- *[Outdated technique #3 – another technique that doesn’t work]*
- Or more commonly...sitting there confused, wondering how other people seem to do it so easily. (That was SO me...I get it).

Luckily, I have a better system to help you *[achieve their big milestone]* -- one that doesn't use outdated techniques like these that will move you further away from your goals instead of closer. Bleh.

Before I get into that, I want to drill down on those “old” ways in the hopes of helping you avoid common mistakes I see people make with *[your product’s topic]*.

(so you can *[reach their end goal]*, fast.)

Here we go...

1. *[Insert Outdated Technique / Mistake #1 – framed as something they ARE doing that’s not working, not as something they are NOT doing and should do – e.g., only focusing on Facebook, only meditating when you’re stressed]*

I know this might seem like it makes sense, but when you *[use this old method]*, you start heading in the wrong direction.

Instead, you should *[strategy your product teaches]*.

Curious what I mean by that?

Without getting too “into the weeds”, just know that *[insert your answer]*.

[elaborate on your answer]

2. *[Insert Outdated Technique / Mistake #2]*

This one's related to #1, which is where things get really interesting.

When you layer *[outdated technique #2]* onto *[outdated technique #3]*, *[explain why these two together are so ineffective]*.

Are you starting to see how powerful *[your product's solution and strategies you teach]* can be?

A much better way to approach *[the big milestone they want to reach]* is to *[your solution]*.

And the real zinger:

Many of the strategies *[you cover in your product]* are the same strategies you need to *[achieve another big milestone they have]*.

This means you can *[reach a super huge goal they have]* real quick.

3. *[Insert Outdated Technique / Mistake #3]*

I still see many *[talented/hard-working/devoted]* *[your target audience]* using *[this outdated technique]*.

They either *[do this "wrong" thing]* because they *[why are they still doing this]*...

OR, they *[do this other "wrong" thing]*.

The only problem is, *[explain why these don't work]*.

To *[achieve their desired outcome]*, you need to *[share your solution to this outdated tactic]*.

Want to know how to do that?

I've got just the thing! *[Product Name]* is a step-by-step *[system / process / method / blueprint]* that will help you *[achieve this milestone your subscribers really want to hit]*, *[achieve this other big milestone]* and *[achieve a third really big milestone]*.

[Let them know what's inside your product and how it incorporates your proven methods for achieving their goals].

[Share your results using the methods you teach].

[signoff]

GETTING UNSTUCK

Subject: The best way to [achieve a big milestone]...without [a frustration they don't want]

Note: This email includes a CTA for a related product. You can replace that section with a link to a blog post or freebie, or ask your subscribers to reply to your email – e.g., “Just reply to this email and let me know where you’re stuck”).

Hey [Name],

Does it ever feel like you [insert a pain point or obstacle that your subscribers are likely having – e.g., are not doing what you want, aren't getting the traffic you need, lack the confidence you need]?

Like, [elaborate on this – e.g., you're doing everything right and nothing's working]?

It hurts me to see so many talented people putting so much effort into [something they're doing right now to reach their goals but isn't working], [another thing they're also doing], and [another thing they're doing], and still not [reaching a big milestone they need in order to succeed – e.g., gaining 20 subscribers a day, losing weight].

It can really make you question your decision to [what they set out to achieve].

Luckily, that won't happen to you, [Name]! I'm about to make this really easy for you. :)

The reason you're not [achieving their ultimate goal] is simple:

[Your simple answer – e.g., you need more lead magnets, you need to eat the right foods].

Now I bet you're probably thinking, “Sure, that sounds simple. But I'll bet it ain't easy!”

I hear ya, stay with me for a second...

Instead of [doing it the simple “right” way you just shared – e.g., meticulously reading nutrition labels], most people [try ineffective shortcuts – e.g., stop putting salt on their foods in the hopes that their blood pressure will magically go down].

But when you *[apply your simple answer]*, you'll be amazed at how easy it is to move the needle on your *[business / life / weight, etc]*.

Here's why *[your simple answer]* is the *[easiest / fastest / best]* way to *[achieve their desired outcome]*:

- *[Insert reason #1 – e.g., You lose weight for good and never gain it back].*
- *[Insert reason #2 – e.g., You stop restricting foods and learn to eat food that nourish your body]*
- *[Insert reason #3 – e.g., Your body looks and feels better]*

(are you starting to see the opportunities here?)

And I can help you do it!

Over the past *[# weeks/months/ years]* I have helped *[dozens / hundreds]* of people *[implement your simple solution – e.g., implement simple, effective food habits that make them feel fit, healthy and in control of their food]*.

And I'd love to help you too. :)

All you have to do is click here to [learn more about *\[Product Name\]*](#), my *[step-by-step system / 50-page ebook]* that breaks down everything you need to *[achieve their end goal]*.

The price is only \$27. But that price is going up very soon. In just a day or two.

I'm sharing this special offer with you because I believe so strongly in *[Product Name]*, and I want you to see how game-changing it can be.

[signoff]

RESULTS MADE EASY

Subject: Let's talk about *[niche topic]*

When it comes right down to it, *[Name]*, it's hard to *[achieve a result your subscribers want related to your product]*.

[Share what makes it hard...]

So each time you try a new strategy, you wonder if THIS one's going to be the one that leads to *[the transformation they want – e.g., more traffic, more leads, more freedom, more confidence]*...

...or if it's going to be yet another tactic that doesn't work.

The *[limitation they're experiencing – e.g., low reach, trial and error, lack of time]* is what makes it nearly impossible for *[your audience]* to *[insert their desired outcome]*.

- It's the reason why you see *[depressing results for all their effort – e.g., an insanely low trickle of page views and website visitors]*
- It's the reason why your *[niche]* efforts don't seem to get anywhere
- It's why you give up *[following through and taking action]* (if it doesn't move the needle, what's the point, right?)

It can make you feel like your *[idea / effort / time, etc.]* isn't valuable, or that your *[answer / solution / audience, etc.]* doesn't exist.

But what if that's not the case?

What if your *[idea / effort / time, etc.]* content IS *[valuable / amazing, etc.]*?

And the only thing standing in the way of your success right now is the right system and simple but proven strategies that will *[share the transformation your subscribers want – e.g., have people flocking to your website]*.

That's the opportunity I want to plant in your head.

You see, there's a *[strategy / method / approach]* that's flying (high) under the radar right now, *[Name]*.

I break it all down for you in my *[ebook / guide / mini-course, [Product Name and link](#)]*.

It's a secret weapon for *[your niche topic]*. No joke.

I know it sounds crazy, but if *[the strategy you teach]* weren't directly responsible for helping me *[share the results you've had and the timeframe]*, there's no way I'd be telling you about it right now.

It has been central to my growth, as I'm all but sure it will be for you, too.

You see, as *[your audience – e.g., leaders / teachers / authors]* so many of us get stuck on *[where are they stuck?]*. You *[do this thing they think they need to do but don't]*, *[do this other thing they think they need]* like it's your job, and do everything you're supposed to do.

Only to get discouraged by flatlined progress...

[Insert the "old" way of doing things] and [insert another "old" way that doesn't work] are not in direct relation to [their desired outcome].

[The strategy you teach] IS.

So if you want to *[achieve a really big goal]* without having to *[something they dread – e.g., spend loads of money on ads, overwhelming stress and fatigue]...*

And if you're ready to get *[transformation they really want – e.g., thousands of page views]* and *[another transformation they really want – dozens of speaking gigs each month]*.

I invite you to check out [\[Product Name and link\]](#).

Here's a quick peek at what's inside:

- How to... *[insert benefit #1]*
- The best way to... *[insert benefit #2]*
- Why... *[insert benefit #3]*
- And sooo much more!

I can't wait to share these strategies with you.

Ready to stop feeling discouraged and get the [niche outcome] you deserve?

[Click here to grab *\[Product Name\]* for only \\$27 >>> *\[insert link\]*](#)

THE TRUTH ABOUT [X]

Subject: Do people still believe this? – or – The truth about [niche topic].
Not what you've been told.

Hi [Name],

So I know you want to *[what's the big win/transformation they want, based on the lead magnet they signed up for]...*

And I love sharing surefire strategies that help you do just that.

But sometimes those strategies aren't quite enough. Sometimes, no matter how much we know or how good our system is, we still find ourselves getting in our own way.

This has happened to me often enough that I finally figured it out . . .

It's because I've been telling myself a lie.

And if this lie is hanging out in your head too, you can bet it's going to show up at the least opportune time to stunt your *[niche topic]* growth and defeat your confidence.

The lie goes like this:

"Insert a limiting belief around your niche topic that stops people from taking action"

"Restate this belief another way"

"Restate this belief a third way"

This lie is so dangerous not just because it can be disastrous for your *[niche topic]*... but also because it's so easy to believe.

You see... *[state the truth, for example: you CAN do X without Y, X is hard now but it doesn't have to be, the world DOES want to hear from you, you CAN reach your goals with the right action plan]*

And once you understand the TRUTH about *[achieving their desired outcome possible, for example: how to do X effectively, how easy X can be, the huge impact your voice can have on others, setting and achieving goals]...* you'll understand how to *[do what they want to do]* in a way that feels authentic, natural, and doable.

[Share a quick one-liner on the 'answer', e.g... Doing X will help you do Y, Having an action plan is what will allow you to hit your goals.]

Once you [elaborate on your answer here, e.g., break down your goals into simple daily actions everything is demystified and it all becomes doable.]

But the *[answer]* is only half of it.

You won't get far without...

[insert another core 'ingredient' they need to reach their desired outcome, for example: Accountability, A content plan, A simple meal plan, A support system]

A respected *[niche topic expert named FirstName LastName]* recently shared a video talking about *[what's the video or post about]*.

Here's part of what she said:

"Insert their quote here"
- FirstName LastName

[*\[Here's the short video clip or post <insert link>\]*](#) if you want to hear even more of what she said about the power of *[your core ingredient]*.

And *[he's/she's]* right...

It's so powerful I've completely changed how I approach *[your product's topic]*.

[Share your transformation journey... what have you changed... what's your new approach]

Without going into ALL the reasons why this is so powerful... the most basic reason is simple.

[insert the #1 BIG benefit of your new approach, for example: It doesn't allow me to procrastinate, I'm showing up regularly and consistently, I have confidence and clarity].

And **everyone** *[procrastinates, could use a little 'spotlight', gets more done when they feel confident]*. Even you and me.

[image or giphy]

*[Your new approach] forces **action**.*

Do or don't.

Yes or no.

So like *[expert]* said... *["insert the short version of their quote".]*

But you might be wondering *["Ok, how do I make that work for me?" "Can I really do that?" "I'm already spread too thin! Where do I find the time?"]*

[Insert your answer]

For example... *[dig deeper here, e.g., If your most productive time is in the morning, schedule your most productive work before noon.]*

But you should NOT *[insert the #1 thing they should never do, e.g., do your most productive work when you're constantly being interrupted]*

There are a bunch of reasons but the big one I want to focus on now is that...

[Insert the #1 biggest reason NOT to do it].

So before too long you have to *[start over again, try to find your focus again, remember where you were].*

And you end up running in place.

[image]

And while high knees are great exercise, if you **never** take steps forward you're going to burn out before you *[reach their goal].*

[If you can, insert a frustration your clients have shared that backs up your point].

Doing *[what you said not to do]* is exhausting/defeating.

And *[your client]* isn't alone... I hear this complaint *all the time*.

Now compare the 'running in place marathon' to *[your product's solution]*.

[Share 2-3 benefits of what your program teaches].

I know this for a fact because I've seen *[my clients, hundreds of entrepreneurs, so many women, etc]* *[implement what your program teaches]*...without the frustrations that come with *[the thing they're doing now that's not working]*.

Make no mistake... *[achieving the really big result they want]* does take some effort... but it's not any harder than doing high knees.

And it's a lot easier than *[the thing they're doing now that's not working]*.

Plus it's WAY easier with this *[if you can, insert a free lead magnet related to your product]*.

So if you haven't yet... [\[check it out <link>\]](#)

I walk you through how it works and how easy it is.

I think you'll love it. And it's super simple.

[signoff]

BTW - there's some good news for you. *[Share details about your product]*.

[Link to sales page >>](#)

TRANSITION Emails

These emails are going to help your subscribers transition from “I can’t do it” to “I CAN do it!”.

You’ll break down any myths they may believe related to the outcome they want to achieve (and your product’s topic). Myths are really limiting beliefs cloaked as sales objections, and they can hold people back from purchasing your product and working with you.

You don’t have to address EVERY limiting belief, just zero in on one. It should be one that you can quickly transition into an empowering belief.

Testimonials work really well here, too. The more your subscribers see how others have gotten results, the more they’ll believe they can too.

Examples:

If you teach about meal planning, you can address the belief that meal planning takes too much time and effort. Tell them about your simplified and repeated meal plan that’s a super simple, no-brainer they can throw together in under an hour.

If you teach course creators how to use Instagram to sell their courses, you can crush the limiting belief that there’s no ROI in Instagram by walking them through the effective and strategic way to pre-sell and launch their course that they probably don’t know.

If you’re an interior designer and teach women how to makeover their homes, you might dispel the myth that they need to spend a lot of money by sharing the 3 ways that you totally transformed your bedroom or living room that cost less than \$100.

DANGEROUS MYTHS

Hey *[Name]*, *[Your Name]* here.

There are a few dangerous myths *[your target audience – e.g., entrepreneurs, authors]* tell themselves and I think it's high time to squash them like a bug.

If you want to *[reach their biggest goals]*, it's imperative that you break away from them.

These myths are so dangerous not just because they can be disastrous for your *[business / life / writing / niche topic]*... but also because they're so easy to believe.

And more importantly, they can stop you from taking action.

After working with clients from all walks of life over the past *[# months / years]*, I can tell you that the most successful people are the ones who saw these myths for what they are: ABSOLUTELY FALSE.

They simply weren't true for them, and they're not true for you..

Adopting the right mindset is the #1 thing you need to conquer to reach your *[niche]* goals.

So, my friend, It's myth-slaying time. :)

Time to shift your mindset so you can see the opportunities out there for you!

Myth #1: "I can get *[end result]* without *[your solution]*." *[Feel free to replace this with another myth]*

I've been mulling this one over, and the truth is...you can do it alone.

But *[why is this NOT the smart move – e.g., it will probably take you years of trial and error]*.

[Elaborate on this to back up what you're saying].

Myth #2: "It's too late to start now." *[or another myth]*

This is SO not true.

Trust me, I know what it's like to be late to the party and think, "*Why should I even try? I'll never catch up!*"

I saw so many other *[your competitors]* totally crushing it out here. They had *[achievements under their belt that your subscribers really want – e.g., multiple best-selling novels, thousands of followers]*.

I was so intimidated!

But one thing I've learned is:

You can't compare your start with someone else's finish. Period.

And if we're being completely honest, this isn't a relay race. What I mean by that is that nobody cares how many *[followers, novels, traffic, sales]* you have...

...except YOU.

Honor your dreams, *[Name]*. Stay true to them.

Maybe yesterday WAS the best day to start...

That makes today the second best day.

Sitting on the sidelines is not an option.

If it makes you feel better, new techniques have popped up to help you *[achieve their big outcome]* faster and easier. How's that for your competitive advantage? :)

Myth #3: It probably won't work for me. *[or another myth]*

This is the million-dollar myth, and I get it cause I've been there too.

It sounds something like this:

"It worked for them because they already had X, but I don't have that." [feel free to insert a different niche-related quote]

"Nobody will pay attention to me."

"I don't have the time or money I need."

If you can sidestep this multi-layered belief long enough (and by sidestep I mean acknowledge its existence but take action anyway), you'll find the exact opposite to be true...

It *will* work for you.

When you have the right *[guidance / playbook]* and a step-by-step system, *[achieving their biggest outcome]* is absolutely doable.

It all starts with *[insert the first step your subscribers need to take]* and *[the next small step they need to take]*.

I have seen time and again with my clients (and me!). Taking action is the key to achieving anything you want, no joke. So don't let this sneaky myth stop you from getting started. :)

Why are these 3 myths so dangerous?

Cause they can really shake your confidence.

So instead of seeking the guidance you need to *[achieve the big outcome they want]*, you wind up getting stuck in the loop of paralysis...

...unsure about what to do next...

...or which strategy you should implement...

...or what tools you need to use.

As a result, you're unable to transform your *[business / life / family / relationships]* the way you need to.

Self-doubt has a way of snowballing, don't you think?

Your biggest asset isn't *[what they think it is – e.g., a mailing list, how many books you've written, the number of followers you have, etc.]*...

It's your ability to TAKE ACTION.

As someone who has been pounding away at *[niche topic]* for *[X years / months]*, I have seen breakthrough after breakthrough happen from taking small (but critical) steps.

I KNOW you can do this.

How else could millions of *[niche experts and influencers who have achieved what they want to achieve]* do it if it was so hard? Are they all geniuses?

No, they did it by *[following the strategies your product teaches / hiring an expert / getting the right guidance]* and compounding small, daily actions into MASSIVE RESULTS.

Don't for one second doubt that you can do it too. :)

[signoff]

THE #1 QUESTION

Subject: The million dollar question

Note: *The objection you're crushing here is: "I don't have time for X". You're going to hit it like a bullseye by sharing case studies of happy clients (if you don't have any yet, you can use your own). Let them know why the techniques you teach are so important and time-saving.*

Hey [Name]!

"Why do I need [what you teach in your program – e.g., a leadership program, a social media strategy, breathwork sessions]?"

I hear this question ALL the time—and when I hear it, I get it.

You've got a lot on your plate and adding one more thing may not be on your agenda right now.

So after reflecting deeply on this one...my answer is this:

You **don't** need *[a leadership program, a social media strategy, breathwork sessions, etc.]*

But if you want to *[achieve their desired outcome]* - you **do** need *[support, a system, a fast track, an accelerator, a hockey stick]. :)*

Or more specifically...you need momentum to get you there.

And you don't gain momentum by *[doing this thing that doesn't work]* or *[doing this other thing that doesn't work]*. Those will only keep you on the sidelines of the *[leverage, confidence, influence, power]* of *[what you teach]*.

Here's what happens when you have momentum:

- *[Insert a huge outcome your product promises – e.g., you have more freedom and leverage]*
- *[Insert another huge outcome your product promises – e.g., increased sales, more confidence]*

- *[Insert another huge outcome your product promises – e.g., no more stress, clarity and control]*

And after *[working with many clients, trying loads of different strategies, etc.]*, I can confidently say that the quickest and most reliable way to gain momentum is with *[what your product teaches]*.

Why?

[Insert your answer... how does what you teach help them achieve their desired result?]

Now the thing about momentum is that most people quit before they really start moving.

Either they're using the wrong system to move forward, or they lack the endurance to push through the learning curve, or they get stuck in the inertia of overwhelm and confusion.

And I KNOW that if you're reading this email, then you've already experienced some of that.

So I want to give you the keys to your momentum, even if moving at warp speed seems way off in the distance right now.

I want you to know that you are on the path...you're gaining speed.

So if you're ready to move even faster, then check out the special [ebook/program/course] I created for you.

[Product Name] is the most simple, powerful [system/method/blueprint] to get you there.

[signoff]

YOU'LL LOVE THIS ONE

Subject: Say goodbye to [what they don't want – dreaming, dieting, following]

NOTE: *The objections we're crushing in this email are: "I don't know what to do" and "I don't have the support I need".*

You're going to love me today, [Name]!

I'm going to help you blast through *[a big obstacle that's holding them back]* and fast-track your [niche] success.

Because today you're going to learn a powerful way to *[reference what you are about to teach them in this email]*.

And this framework will solve questions I sometimes hear like:

"[Will X work for me/my niche/my market]?" or "[Can I really do X]?"

"What's the [fastest/smarest/easiest/best way to do X]?"

What you're about to see is probably the best way to *[achieve a really big milestone]...without [stress and overwhelm... sounding pushy – something they don't want]*.

Ok, let's start with the "[question #1]?" question.

It's an important question, and after working with *[dozens of, hundreds of, many]* clients from all different walks of life, I can tell you that *[X will work for you/your niche, this is absolutely within your reach, etc]*.

For example:

[Share a brief case study of a client's success after implementing what you teach].

And *[insert another case study from you or a different client]*.

Hands down, *[it's the fastest/best/most powerful way]* to *[achieve the results they want]*.

It works in any niche. *[or another statement that's more relevant – e.g., it's completely doable].*

Even if you lack the support you need *[or another big frustration or roadblock].*

Even if it seems like no one 'gets' you. *[or another big frustration or roadblock].*

Even if you feel like you've tried everything and nothing is working. *[or another frustration].*

[The methods you teach in your program] WILL work for you....

But here's the thing...

[Reference a 'truth' related to getting results in your niche – e.g., How you do X and the way you do Y can impact your results a LOT..., or – If you want more growth, freedom, leverage, you need a hockey stick to get there..., or – You can't get results without the right STRATEGY and SUPPORT].

I used to... *[share a story about your "old way" doing things – it should be the same old way they're using now].*

[Now share your turning point and what you did differently that delivered results].

Let me break it down for you...

[Share 3 steps that will help them achieve their desired outcome. Don't go into too much detail but give examples where you can.]

It's super simple to do with my *[ebook/program/course, Product Name].*

When you apply yourself to the clear action steps that I'll walk you through, your journey to *[the outcome they most want]* shrinks exponentially.

So there you go!

You learned some great information today about how to *[what you just taught them].*

[signoff]

REAL-WORLD INSPIRATION

Subject: A story I just had to share with you

Note: *This email is a client success story. If you don't have testimonials just yet, that's perfectly okay – just replace it with your own story.*

Ready for a little real-world inspiration?

I want to share with you the story of one of my *[clients / students / customers]*, *[Name]*, who has been able to *[list a result your subscribers want – e.g., doubled her email list] because of [your product's topic]*.

Just a few months ago *[Name]* had *[share her 'Before' story... How did she feel? What was she trying to do but couldn't before using the strategies you teach?]*

Then she found *[Product Name]*.

After *[Name]* discovered *[something that made her change her approach – e.g., a book she read, your PDF she downloaded, the strategy you teach]*, she jumped in with both feet.

She started *[share the first step your client took to get results]*.

Then she did this... *[her next steps – help your subscribers visualize themselves going through your program and implementing it]*.

What it boils down to is, she focused on...*[share a method you teach that delivers big results] and [this other game-changing method]*.

And as a result she was able to *[share the results she got that your subscribers want too]*.

She was completely blown away:

"[Insert testimonial]."

This is not unusual. I know you can do it too! :)

When you...

- Do thing #1 - *[a strategy you teach in your program]*
- Do thing #2 - *[another technique you teach]*
- And do thing #3 - *[third strategy you teach]*

...you'll be amazed at how quickly you can *[achieve their biggest dreams]* without *[something they don't want – e.g., stress, overwhelm, anxiety]*.

[Share why the 3 things you just told them are so important].

I'd love to hear from you on this. Have you ever felt drawn to take that first step but didn't out of fear? I bet we all have. Do you feel fear when it comes to *[niche topic]*?

Reply to this email and let me know your thoughts!

[signoff]

