**Email #1:The I Saw This Juicy Thing On Facebook Email**

**Subject Line:** I Saw This On Facebook…

**Email Copy:**

Hey [first name],

I saw this thing on Facebook and I wanted to shoot you a quick email to let you know about this

while it’s still fresh on my mind.

Yes, it’s something really juicy… and also insanely relevant to your goal to [insert goal]!

Check this screenshot out: I have censored the names!

[Insert screenshot]

Interesting, right?

I saw this on Facebook and immediately thought of emailing you because there’s such a

valuable teaching moment present right there!

[Talk about why this is a valuable teaching moment, before making a segway to how you can

help them]

Recently, there have been many of you who said that you needed help with [what you

help them with].

This Facebook post shows something - that with [e.g. some help, whatever is relevant], you can

[end goal].

It reminded me that we make things so difficult for ourselves when things can actually be so

Easy!

Like how [name of a happy customer, or yourself] managed to [whatever the end goal is].

It’s possible, [first name]! Let’s do this together.

Signing off,

[ - add your name here]

[ - add your URL here]

**Email #2: The Myth-Buster Email**

**Subject Line:** 3 Toxic Myths You Believe About [Topic]

**Email Copy:**

Hey [first name], it's [your name] here.

Today, we'll cover the 3 toxic myths about [topic] that all beginners MUST break away from in

order to achieve [end goal].

Getting your mindset right is the #1 thing you have to conquer if you want to succeed in [topic].

As the popular saying goes, "You are your worst enemy and best asset" ;-)

From serving many [customers/1:1 private clients/students] from all walks of life over the last [#]

[months/years], I can tell you that the best and most successful customers are those with the

right mindset and attitude, who have the right beliefs about [topic].

It's myth-busters time, my friend! Time to re-align your perspectives and make things right :)

Myth #1: "I can get [end-result] without [your solution]” [insert your own myth – this is just

an example]

[Why is this a myth?]

[Why will people have this misconception?]

[What is the truth?]

[Why is what you say the ultimate truth? Seal the deal!]

Myth #2: "You need to be [insert your myth]"

This is SO not true.

[Why is this a myth?]

[Why will people have this misconception?]

[What is the truth?]

[Why is what you say the ultimate truth? Seal the deal!]

I have personally had customers [who are just like your subscribers] who still made it work, so I

know that you can too!

Myth #3: [Insert myth 3]

I can totally understand why someone would believe in this as I’ve been there myself, but I have

seen time and again that [insert the truth here].

[Why is this a myth?]

[Why will people have this misconception?]

[What is the truth?]

[Why is what you say the ultimate truth? Seal the deal!]

Why is believing in these 3 myths problematic?

Because believing in these 3 myths will stop you from taking action the right action. Your

confidence gets affected, you don't seek guidance, and subsequently, you don't transform your

[business/life/family/relationships/etc.] as a result.

As someone who does [your topic] for a living, I have seen breakthrough after breakthrough and

I know that is not difficult to [end result], people just don't have the right guidance to succeed

when it comes to [your topic].

Many people search for information online fruitlessly, and when that doesn't work, they give up.

I don’t want you to give up because I can you can do this!

How else will there be millions of [people who have achieved what they want to achieve] if it was

so hard? So they are all geniuses? No... they did it by [e.g. your specific solution/the right

strategies/hiring an expert/getting the right help] and through pure hard work!

So take heart. You can do this! Don't for a second doubt yourself.

That's all I have for today!

See you [when you will next email them], pal! I will be [teaser of what you will be sending them -

some of them will start looking out for your next email!]

Till then, take care :)

Cheers,

[ - add your name here]

[ - add your URL here

**Email #3: The ONE Thing That Made a Difference**

**Subject line:** The ONE Thing That Made a Difference

**Email Copy:**

Hey [first name], it’s [your name]!

I wanted to write this email to share something I've learned with you.

Some time ago I got tired of [trying to get to the end goal].

Trying to [end goal] gets tiring after a while. It happens to the best of us.

Then, I had the opportunity to go on [a holiday/a conversation/something that marks a change in

your life] - and I went for it.

I went for a [elaborate on what the life-changing experience was].][[

After that, I felt so refreshed and gained so much clarity on how to [end goal].

I realized that there’s this ONE thing that made such a big difference for me when it

comes to [achieving end goal]...

I was subconsciously doing it but it suddenly dawned on me how without this ONE thing,

everything just falls apart…

Yes, it is to [reveal the ONE thing here]!

[Elaborate on why the ONE thing is important]

[Why without the ONE thing, everything else falls apart]

Here are some of the ways you can [master the ONE thing]

● [Tip 1]

● [Tip 2]

● [Tip 3]

Over to you, [first name]! Have you mastered [the ONE thing]?

Cheers,

[ - add your name here]

[ - add your URL here]

**Email #4: The Checklist Teaser Email**

**Subject Line:** Free Checklist: [Checklist Name]

**Email Copy:**

Hey [first name],

I used to be quite disorganized when I [the process that you are going to break down].

Not anymore!

Today, I follow an embarrassingly simple [#]-step process to [the task that your checklist will

help your subscribers with].

I spent months trying to tweak this process because I knew that I will be repeating it hundreds of

times to come.

Here’s the [#]-step process that I make sure to follow now! [link to checklist]

A good routine every [how you address your target audience - e.g. teacher] should have is a

solid routine to follow when it comes to [the task that your subscribers will want to complete].

Over time, having a streamlined process to [task] will benefit you tremendously:

● You will [benefit 1]

● You will [benefit 2]

● You will [benefit 3]

Click here to download the FREE checklist! [link to PDF checklist or you can delete this and

write down the process directly in the email below]

Let’s break things down.

Here are 3 things you should do to [the task that your subscribers will want to complete]:

#1: [first thing they have to do]

[Explain why this is needed]

#2: [second thing they have to do]

[Explain why this is needed]

#3: [third thing they have to do]

[Explain why this is needed]

There are still other [#] things you need to take note of, you can find out what it is in the

checklist [link to download checklist], or this email will get really long.

I spent the whole of yesterday night creating the checklist for you, so I do hope that you’ll like it!

You can print it out and paste it on your wall too!

Click here to download the FREE checklist! [link to download checklist]

P.S. Skipped to the end? Click here to download your free PDF checklist to [end goal]: [Name of

checklist] [link to checklist]

I hope you like this free checklist to [end goal]!

Signing off,

[ - add your name here]

[ - add your URL here

**Email #5: The 30,000-Foot View Email / What’s The Big Picture?**

**Subject Line:** The Big Picture Roadmap

**Email Copy:**

Hey [first name]! It's [your name] here.

I hope that all has been well with you. You’re probably really busy, right?

I know that some of you have been feeling overwhelmed by all the information available

about how to [topic/niche/solution you provide].

As a [insert your title - e.g. mindset specialist], I have a tendency to get stuck with the nitty-gritty

behind [your topic] too.

From… , to… [List all the tasks associated with your topic that you do]

However, it's pointless to move at rocket speed if you're moving in the wrong direction.

Hence, it is critical that you don’t get overly obsessed with all the tiny details. Have a clear big

picture strategy that you’re constantly referring to with regard to [topic] as you iron out the

Details.

Breaking It All Down: The [#]-Step Framework I Follow

You will be surprised by the number of [how you address your target audience, e.g.

entrepreneurs] who don't actually have a big-picture plan when it comes to [health/family/

business/ life etc]...

Before they know it, years have passed and they are still nowhere despite working so hard on

[topic].

The reason? No direction. That's why having a big-picture plan is absolutely essential for every

[how you address your target audience - e.g. doctor].

To help, I would like to share a big-picture plan for you to see how you can [end goal]!

Start walking in the right direction, and [end result] is nearer than you think it is. :

Click here to get my signature [#]-step framework. [link to a PDF with your framework]

This is a framework that will help you get to [end goal] if you actually follow it!

As they say, it’s easy to get lost in the bushes... but not when you have this [#]-step roadmap in

your hands!

Do read the PDF, mull over it, and see how simple it can be to [end goal]. It will help you get

crystal clear on the direction you should be moving towards.

Click here to download the PDF here and get some high-level clarity on how to [end goal]. [link

to a PDF with your framework]

Cheers,

[ - add your name here]

[ - add your URL here