

# EMAIL TEMPLATES FOR YOUR LAUNCH

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## LEAD MAGNET NURTURE SEQUENCE: “FASTER” EMAILS

### Email 1 - [F] Freebie Delivery

#### The Breakdown:

- ❑ This is the first time you’re showing up in their inbox, so we want to give them exactly what they came for right away. Remind them of the “win” they will receive from your freebie, and encourage them to open it up/download it/watch it
- ❑ Don’t make them work for that freebie. Give it to them right away, and then again at the end of the email
- ❑ Get them to hit reply (this will help ALL future delivery - not just the delivery of the specific subscriber who hit reply. It’s a sneaky way for them to “whitelist” your email themselves)
- ❑ Use an open loop to spark interest for your next email. We haven’t established a huge connection with them yet, so we want to seed a reason for them not to “dine and dash” on you

#### **Subject line options:**

- You’re legit amazing, %FIRSTNAME%
- The [freebie name] is all yours!
- Special delivery for %FIRSTNAME% - open up for [freebie name]

Hi, %FIRSTNAME%!

It’s incredible to finally meet you!

Your [freebie name] is 100% ready for you.

Here’s why you need to sink your nice straight teeth into it, stat:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]



<https://giphy.com/gifs/alexanderirl-alexander-irl-d3YQCPcckxQiYibe>

**I want to make sure this made it into the right hands, so do you mind letting me know you got this [download]?**

I'm popping back into your inbox tomorrow with a jolting share... so I wanna make sure my confession is landing in front of the right person. (that's you, %FIRSTNAME%)

Sure, I'm a [your title *Ex. a business coach, systems VA, wedding photographer*]... but I may not be the typical [leader] you're used to following.

More on that tomorrow.

[sign-off]

PS - [Here's that link again for the freebie](#) - then hit reply and let me know you received it!

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## Email 2 - [A] Against The Grain

### The Breakdown:

- ❑ This email is an immediate connection builder because it gives you the opportunity to voice your opinion, show you're an expert, and speak up against the perceived reality
- ❑ The idea is to plant your opinion on a topic and become an immediate ally with your subscriber

- ❑ Offer to connect on social media to help further establish this new friendship

**Subject line options:**

- Many don't agree with me. What about you?
- I think we need to talk...
- Something I need to get off my chest (it's about you)

Hey there %FIRSTNAME%,

There's not many things I love more than helping [avatar] to [thing you help them do].

For real - there aren't many things that trump it. (maybe only [insert something you love that's unique to you]) but other than \*that,\* my focus is all about helping YOU. Ex. (maybe only my family's annual-huckleberry-picking camp trip)

Cuz you'll soon learn that over in this corner of the internet, I like to do things a little differently.

Here, my mission is to [thing you do].

**Thank you so much for allowing me the opportunity to cheer you on, as you make bold moves towards** [ultimate thing they want, that you help with]

You can chalk this up as your priority mail invite to sit in my [your location with personality Ex. *sunny southern California backyard together, cozy spare-room-turned-office*] - I'll pour you a [your fav drink] as we chat about [their niche Ex. *your business, your upcoming wedding photos*].

I promise a no-judgment, honest friendship in return. I'm a real human over here (Hi! Can you see me waving you over?) who LOVES the opportunity to [help, educate, inspire] others toward [thing they want]

Ok, so speaking of honest convos... we gotta talk.

**Can we put a STOP to something....?**

Here it is...

[Here is where you will "plant your flag" and take a stance on something important in your niche/industry. Is there an industry myth that you can bust here? Such as too much noise / misinformation / bad advice out there when it comes to your industry. The goal is to not bring up something too opinionated, but rather see how you and your reader can become allies, because you both agree on this misleading topic.]

*Ex. Let's put an end to believing we need to hustle like mad in order to make decent money (Work/Life Expert)*

Ex. Let's stop giving into the idea that dream weddings take over a year to plan (Elopement planner)

Ex. Let's stop feeding the fire on perfect grids and flawless photos (Instagram coach)

[Expand more on the topic - why might they have fallen prey to this myth before? Be sure not to condone them; instead, we are connecting and building trust. Let them know that it's not their fault for the troubles they've been having.]

All I can say is [transition to let them know that they are now in the right spot, ex. *this is totally normal, this is common, I was there too, you're not alone.*]

And at the end of the day, my intention is to create an environment where you [the milestones they will get from following you. Ex. *hit some of your biggest business breakthroughs.*]

Keep your eyes peeled for my best advice in doing just that.

Much, much, more to come.

Sending good vibes,

[sign-off]

PS - [Invite them to connect on social!]

(Tip: Give them a *reason* to connect. Ex. Instead of just saying "follow me on Instagram, you could say, "I post a Tip Tuesdays episode every single week on IGTV about [topic], come connect with me to get all my best training!")

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### Email 3 - [S] Story

#### The Breakdown:

- Time to share your story and build more trust and connection!
- Include your previous turmoil and how you're now the perfect person to help others
- Close this email out by providing three pieces of top content
- Include an "open loop" in the PS, which seeds your #1 tip that you're sharing with them tomorrow

#### **Subject line options:**

- You were on my mind...
- My bad. Here's my MOST downloaded advice
- Once upon a [word in your niche] (true story)

Here's what just went down.

After yesterday's chit chat, I was tuning into [latest Netflix addiction], when I immediately thought:

Hold up, did I even introduce myself to %FIRSTNAME%?

Because the other day, I was all like, "you're part of the family," "take this freebie!" and "I'm here to help you," but you mighta been like... "uhh, and you are...?!"



<https://media.giphy.com/media/GKGWOheCzrusE/giphy.gif>

So, let me give you a brief rundown on who the heck I am! I'm [your name] - [a few punchy identifiers about you, *Ex. I'm Dani, Canadian-born, adventure-junkie, ex-professional hockey player, launch copywriter, and passionate educator for helping entrepreneurs have their biggest launch to date.*]

[Here is when you go into your story. Make sure this isn't your ENTIRE background - it's either a very brief version, or a dialed-in moment. The point here is to show some of your struggles (or client/student struggles) and how you were able to flip the script]

[Format: where you were, the moment everything changed, where you are today]

*Ex. Just like you, I was once [pain they feel]...*

*Fast-forward to today, and I now help [explain how you are now the expert].*

And I'm so jazzed up to help you do the same.

Let's get started in helping you with that, pronto.

Here are my top 3 [podcast episodes, blogs, most-watched youtube episodes] to help you [thing they will help with]

1. Link
2. Link
3. Link

Okay, %FIRSTNAME% - soak up these [trainings] because I'll be back soon with a quick implementation tip that may just begin to shift everything for you...

[sign-off]

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## Email 4 - [S] Segmenter (Optional)

### The Breakdown:

- Segmenting your list and adding tags are highly recommended if you feel ready - *or the need* - to implement this strategy. If so, you'll be able to speak more directly & with more detail to your audience when you know exactly who is on the other end
- Encourage subscribers to click the link that applies to them best. Be sure to segment in a way that makes sense for your business (what do you need to know about them to help serve and make better offers?)
- No need to beat around the bush in this email - quick and to the point is best!

### **Subject line options:**

- Here's the thing with online intro's...
- Not gonna pretend I know this about you...
- Just give it to me straight, %FIRSTNAME%...

Hey %FIRSTNAME%!

No matter how you found your way here...

Whether it was through one of my free guides, podcast episodes, or stumbled across my content on the wild wild web elsewhere -

**I'm legit so thrilled you're here.**

\*tips hat and nods\*



<https://media.giphy.com/media/VRLov3y7lvovS/giphy.gif>

And I've already opened up to you about a few "third-date" things by now...*(my [struggle you shared in last email] was no joke!)*

But I'm not gonna sit here and pretend to know the same sort of stuff when it comes to you.

Sure, I may have some killer advice to help you out, but to do that, it means I gotta know a little more about ya.

So how about a quick ice-breaker game?

*(I used to hide under my desk when these came up at school & work. But they're WAY more fun online!)*

I'll share something about me, and then over to you.

**[Your Name] Fact:**

*[explain something interesting about you. Make it something fun/unique that someone would remember, as opposed to something braggy. Keep it to one short line.]*

**%FIRSTNAME% Fact:**

*[here's where you pass over the mic and get them to self-segment by clicking one of your links. You may want to self-segment by the type of roadblocks they have, by the stage of their business, by their goals, etc. Decide on these options based on what you need to know in order to offer them your programs/services]*

Thank you! This tiny action from you means you'll now get even more specific, relevant, and game-changing notes from me. [Add personal interjection, ex. *Total boss move*]



## Email 5 - [T] Top Tip

### The Breakdown:

- ❑ This will be a straight value email where you'll include a useful story and tip. In a previous email, you shared a few links to some of your resources, but today you will actually spend time teaching/explaining something
- ❑ The goal is to provide a tangible tip that they can put into action right away. The better the tip, the better the "win" is for them (and in turn, the more they'll be interested in your paid offers) Feel free to use pictures or link to another resource where necessary
- ❑ Encourage them to hit reply and share the win they received

### **Subject line options:**

- My unique breakdown on [topic]
- The one thing you didn't know about [topic]
- What you \*really\* need to know about [topic]

Hi %FIRSTNAME%,

I know we all have a life that isn't always on email, so I'll make this worth the open for you.

Look, if you're anything like me/my clients/my students/ the average business owner, it's possible (and expected!) that you've struggled with [problem].

... and that's what compelled me to send you this valuable tip.

<< provide an implementable strategy or a tip with a quick win -- feel free to include pictures, graphics, or link to an article. Paint the picture of their struggle, so they feel that you completely understand what they're going through >>

I'll now leave this up to you to give it a try!

Hit reply once you do and let me know what happens?

Always in your corner,

[sign-off]

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## Email 6 - [E] Extend Offer

## The Breakdown:

- ❑ Now is the perfect time to extend an offer! (yay!) You've spent the week welcoming your new "human" in, making connections, building trust, and setting yourself apart from everyone else in your niche. Now it's time to start offering them some paid help. This should feel like the next best step in your new friendship - it doesn't need to feel "sale-sy." The truth is, you genuinely want to help them.
- ❑ Your offer may take a few different forms:
  - ❑ It could be a pre-recorded webinar that leads to a separate evergreen sequence
  - ❑ It could be a low-cost offer (they are likely not primed enough for your signature service...yet!)
  - ❑ It could be an invite to book a free call with you
- ❑ The goal of this email is to explain the benefits of your offer and invite them to take the next step with you

## **Subject line options:**

- The big reveal...dun..dun..dunnnn!
- Re: you're so ready to hear this, %FIRSTNAME%
- Been there, felt that (and I'd rather you not have to)

Two days ago I gave you some of my fav advice...

Today, I'm coming back swinging with more.



<https://media.giphy.com/media/3oKIPEh5Lk3RGSIFEI/giphy.gif>

Let me ask, have you ever looked out and felt... [description of their current struggle].

*Been there, felt that.*

And that's why I'm comin' in hot -because I'm so passionate about... [helping people like you - explain]

Let me know if this sounds familiar -

- [Bullet points of overarching obstacles that your offer will help with]

And if you can relate - that's exactly why [name of offer/training] was born.

In this [free training/toolkit/] you will...

- Takeaways
- Takeaways
- Takeaways

And the best part?

[explain how they'll get it instantly, don't have to wait (if it's a recorded webinar), etc]

It's all yours right here!

Let's face it - you were born to do amazing things.

Here's how we can get you there stat.

[snapshot of testimonials]

Your fan,

[sign-off]

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## Email 7 - [R] Resend Offer

### The Breakdown:

- You'll provide one more chance to scoop up your low-cost offer / free training / 1:1 call. This time, you'll use a client's or student's success story as social proof to highlight your expertise. Make sure the story is relatable to your reader (you want your client/student to have been in the same spot as your reader currently is)

- ❑ If they took action in your last email (purchased, or signed up for your masterclass, they don't need to receive this email.)
- ❑ If they are signing up for a masterclass, this will lead to an evergreen sales sequence. Otherwise, if your offer is a low-cost product with no future follow up sequence, you should formally close out the welcome sequence and let them know what to expect from you next (Ex. weekly emails)

**Subject line options:**

- The hard truth (from a different perspective)
- Re: %FIRSTNAME% meet [name of client in email]
- For your eyes only, %FIRSTNAME%

Hi %FIRSTNAME%,

Let me give it to ya straight.

How would it feel to give yourself [how your offer will make their life better. *Ex. a kid that sleeps ALL night?*]

[Go into a little more detail painting the picture of what their life would look like. *Ex. Knowing that you and your partner could drink an uninterrupted glass of wine before bed without ever hearing a squeak from your baby's room?*]

Pretty. Darn'. Sweet. Right?

\*happy dance\*

\*fist pump\*

\*hip bump\*

Whew.

Can you tell I'm excited right now, %FIRSTNAME%?

Cuz that's what recently happened to [name of client/student].

And I'd like you to meet [her] because you may have a few things in common...

When I first met [Client's name], [she] was... [paint a picture of the problem your client was facing. Go into detail about the limiting beliefs that were holding them back from success. This will also speak to your readers limiting beliefs.]

*Ex. - She was holding herself back from [activity] because she was afraid to [fear]...*

*Ex. She thought she needed to [false goal] before people would take her seriously...*

*Ex. She believed that because she didn't have [something] figured out yet, she wasn't able to [outcome].*

With the help of the [offer], she was able to flip the script entirely.

And you know what? [where she is now].

And she did it all without...

✓ [objection / something they think they need to get this transformation]

✓ [objection / something they think they need to get this transformation]

✓ [objection / something they think they need to get this transformation]

I'm sharing this story with you so you can see just how possible this is for you, too.

And here's the thing -

While [name of client/student] is a fab person... she's not unique. She's not a one-off or a once-upon-a-lifer story.

She just simply used the tested and beyond-proven method of [your product/method] to get her there. *[If you are leading them to a free training, then talk about the method that you share on the webinar. Don't mention your offer]*

And that's what I want for you, too.

**[STRONG CTA options - depending on what you're leading this to, you will need to tweak this part accordingly.]**

- Your next best step is to check out the free masterclass that outlines your exact steps to [thing they really want].

- If you're ready to join [client's name] (and the ##+ others!), hop on over here to to learn more about [offer name]
- I'd love to have a casual convo to see exactly how we can make this work for you, too. Feel free to pick out a time that's convenient for you to see if we're the perfect match.

Tell them more about the benefits of your offer.

So excited for you to jump into this!

[sign-off]

PS - [Restate your offer, and link it again here.]

PSS - [If this is the last email before their added to your weekly newsletter list, tell them what to expect from you next]

(Note: don't include this formal closing note if they are now placed in an evergreen sequence)

## EVENT PROMO EMAILS

### Email Template 1

**The goal of this email** is to explain the benefits of your live event and invite them to join you!

#### Subject line options:

- the big reveal...dun..dun..dunnnn!
- re: you're so ready to hear this, %FIRSTNAME%
- been there, felt that (and I'd rather you not have to)

Let me ask, have you ever looked out and felt... [description of their current struggle].

*Been there, felt that.*

And that's why I'm comin' in hot -because I'm so passionate about... [helping people like you - explain]



<https://media.giphy.com/media/7kn27lnYSAE90/giphy.gif>

Let me know if this sounds familiar -

- [Bullet points of overarching obstacles that your offer will help with]

And if you can relate - that's exactly why [name of offer/training] was born.

In this [free training] you will...

- Takeaways
- Takeaways
- Takeaways

And the best part?

[explain how they'll have access to you for questions throughout the event, etc]

It's all yours when you sign up and attend!

Let's face it - you were born to do amazing things.

Here's how we can get you there *stat*. [[hyperlink your reg page here](#)]

[snapshot of testimonials]

Your fan,  
[sign-off]

## Email Template 2

**The goal of this email is to seal the deal!**

**Subject line options:**

- the hard truth (from a different perspective)
- re: %FIRSTNAME% meet [name of client in email]
- for your eyes only, %FIRSTNAME%

Hi %FIRSTNAME%,

Let me give it to ya straight.

How would it feel to give yourself [how your live event will make their life better. *Ex. a kid that sleeps ALL night*]?



[Go into a little more detail painting the picture of what their life would look like. *Ex. Knowing that you and your partner could drink an uninterrupted glass of wine before bed without ever hearing a squeak from your baby's room?*]

Sounds amazing, right??

\*happy dance\*

\*fist pump\*

\*hip bump\*

Whew.

Can you tell I'm excited right now, %FIRSTNAME%?

Cuz that's what recently happened to [name of client/student].

And I'd like you to meet [her] because you may have a few things in common...

When I first met [Client's name], [she] was... [paint a picture of the problem your client was facing. Go into detail about the limiting beliefs that were holding them back from success. This will also speak to your readers limiting beliefs.]

*Ex. - She was holding herself back from [activity] because she was afraid to [fear]...*

*Ex. She thought she needed to [false goal] before people would take her seriously...*

*Ex. She believed that because she didn't have [something] figured out yet, she wasn't able to [outcome].*

With the help of the [offer], she was able to flip the script entirely.

And you know what? [where she is now].

And she did it all without...

✓ [objection / something they think they need to get this transformation]

✓ [objection / something they think they need to get this transformation]

✓ [objection / something they think they need to get this transformation]

I'm sharing this story with you so you can see just how possible this is for you, too.

And here's the thing -

While [name of client/student] is a fab person... she's not unique. She's not a one-off or a once-upon-a-lifer story.

She just simply used the tested and beyond-proven method of [your product/method] to get her there. *[Because you are leading them to a free training, talk about the method that you'll share at the live event. Don't mention your offer]*

And that's what I want for you, too.

**[STRONG CTA options - depending on what you're leading this to, you will need to tweak this part accordingly.]**

- Your next best step is to check out the free masterclass [or whatever event you're leading] that outlines your exact steps to [thing they really want].
- If you're ready to join [client's name] (and the ##+ others!), hop on over here to to learn more about [event name]
- Hit reply and let me know what you're most excited to learn about!

Tell them more about the benefits of your offer.

So excited for you to jump into this!

[sign-off]

PS - [Restate your event invitation, and link it again here.]

PSS - [If this is the last email before their added to your weekly newsletter list, tell them what to expect from you next]

### **Email Template 3**

**Subject: Are You Registered for the [Name of Your Live Event] Yet?**

**Send: 1.5 - 2 Weeks Before Your Live Event Starts**

Hey FIRST NAME,

Quick question: do you want to <<the main win they'll get from your live event>> this year?

If so, you need to get registered for [this amazing workshop](#)- this free series will teach you to:

- 👉 Do the first thing they really want to do.
- 👉 Another thing they really want to do.
- 👉 Another hook they have been trying to figure out.
- 👉 Finally the last thing they need to do to accomplish the overall win.

Sound good? Register here! <<insert link to registration page>>

We can't wait to get started [on start date!](#) While we are waiting to get the party started, we've already gifted our live event participants:

[Gift number one so that you can...](#)

[Gift number two so that you can...](#)

We'll also be sending out another amazing resource -- by request of our registrants -- as our next added gift!

So get in on the action! Register for the [DATE workshop here](#). <<insert link to registration page>>

Wondering if the [Name of Your Live Event](#) can work for you? Check out these results from some of our clients:

["I was able to do this amazing thing that you really want to do"](#) – satisfied student 1

["I did this in just two weeks"](#) – satisfied student 2

["Another amazing results"](#) – satisfied student 3

We'll see you on [date](#) for training 1 -- click here to register!

Cheering for you!

--Your name

## Email Template 4

**Subject: Are You Ready to**  
**<<do the big thing your Live Event offers>>?**

**Send: 1 Week Before Your Live Event Starts**

Hey First Name!

Have you been struggling to <<the thing they've been struggling with>>?

Perhaps you've <<done something to have a little bit of success>>, but can't seem to break out of that plateau...

The key is to <<insert the big win that you will offer in your live event or the first step you will walk them through in your live event>>!

Be sure to register for the [Name of your live event](#) so I can show you exactly how its done!!

You can RSVP here: [www.linktoyourregistrationpage.com](http://www.linktoyourregistrationpage.com)

Here's what we'll do in our time together:

Day 1 at 0:00 CST

TITLE OF DAY 1: HOOK

Day 2 at 0:00 CST:

TITLE OF DAY 2: HOOK

Day 3 at 0:00 CST:

TITLE OF DAY 3: HOOK

Day 4 at 0:00 CST:

TITLE OF DAY 4: HOOK

Day 5 at 0:00 CST:

TITLE OF DAY 5: HOOK

This is for <<call out your avatar>> who want to do <<the thing you are going to show them how to do>> without feeling like <<they don't want to feel>> or without doing <<the thing they don't want to do.>>

I promise, this is unlike anything you've ever seen -- and it's all going down LIVE inside of a pop up facebook group! We will open the group soon, so make sure you join the party here: <<link to your registration page>>

See you inside the Live Event!

- Your Name

### Email Template 5

**Subject: It's Time to Put an End to This!**

**Send: 4 Days Before Your Live Event Starts**

Hey [Name](#),

Everyday I get messages from people who find it so hard to <<do the thing they are struggling with>>.

What usually happens is....

If only they knew that this "failure" could have been avoided...

It could have been a learning lesson... that at least made some money.

For a loooooong time, I kept failing just like this!!

I would do <<what they are doing now>> and have a little bit of success but never what I was dreaming of.

Today that has completely changed!

<<One sentence about how your life has changed and what it looks like now.>>

It only happened because I do the <<the thing your live event will be about>>!

Which is why...

I want my <<date of your live event>><<name of your live event>> to be a massive breakthrough for you!

The Name of Your Live Event comes with step by step training, and a coach - that doesn't leave you broke!

Get registered now! <<insert the link to your registration page>>

See you inside!

-Your First Name

### Email Template 6

**Subject: Register for Monday's <<Name of Your Live Event>> and <<Do the Big Win>>**

**Send: 3 Days Before Your live event Starts**

Hey [First Name!](#)

Quick reminder that our free live event kicks off on Monday - have you registered yet? [<<insert link>>](#)

Time and time again, business owners tell us that they've [<<done what you are teaching about>>](#) but they've never been able to [<<the result they really want>>](#). Others have told us that they are still fairly new in this process and that learning [<<one of the false objections they might have>>](#) has been missing from the puzzle.

[The Name of Your Live Event](#) is the solution.

Kicking off on Monday and [each night at 0:00 EST](#), YOU WILL LEARN:

- [Session #1: The main hook from session one.](#)
- [Session #2: The main hook from session two.](#)
- [Session #3: The main hook from session three.](#)
- [Session #4: The main session from session four.](#)
- [Session #5: The main session from session five.](#)

Click here to get registered. [<<insert your registration link>>](#)

Here's what our clients in the [Name of Your Program](#) are doing with [your signature method \(or what you will teach them\)](#):

- ["insert testimonials from satisfied and successful clients that you have" - name of your student](#)
- ["insert testimonials from satisfied and successful clients that you have" - name of your student](#)
- ["insert testimonials from satisfied and successful clients that you have" - name of your student](#)

Have questions? Hit REPLY to get in touch :-)

Talk soon,  
-Your Name

### Email Template 7

**Subject: Your Live Event Questions Answered**

**Send: 24 Hours Before Your Live Event Begins**

Hi [First Name!](#)

Our first training is going live in less than 24 hours! <<insert link to register>>

And I figured I might just answer any of those final questions you may have...  
Because I don't want you sitting on that fence when the first training starts!

Q. What if I'm not able to complete the action steps during the live event?

- A. It would be better if you could accomplish each daily action each day, because they all build on each other however its completely fine if you can't! You'll still be able to carry on through the live event if you miss a day (however Thursday is HUGE so I wouldn't be missing that one!)

Q. Can I watch the live videos later if I miss them?

- A. Yes! Every video and piece of material will stay in the Pop-Up Facebook group throughout the live event so you can access them even if you miss when we go live.

Q. How can I win the awesome contest prize?

- A. It's all about participation! There are several actions you can take to accumulate points. You can learn more about our contest here <<insert link to your contest funnel>>.

Q. How will I know when the videos go live?

- A. Don't worry we won't let you miss a thing! You'll receive an email when the live event is dropped and another an hour before the lives start so you won't forget.

Q. What time does each video posted in the group each day?

- A. The live trainings will take place each day at **0:00 EST**.

Q. How do I know if I'm a right fit for the live event?

A. You are a perfect fit if you are:

Insert complementary descriptions of your dream avatar.

So are you ready? ;-)

Join the [Name of Your live event!](#) <<insert registration link>>

I promise it's going to be a blast...

See you soon!

[Your Name](#)



## EVENT WELCOME SEQUENCE

### EMAIL 1 - Welcome!

#### Email Template for Welcoming Members and Providing Event Details after Signing Up

#### SUBJECT LINE: [name of event] You're in! Open for details

Hey there, %FIRSTNAME%!

[You're in! Welcome to the event!]

[Tell them how excited and grateful you are to have them join you for the event as well as being a part of your online community.]

[Explain to them how life-changing and helpful your event will be for them despite what stage they are at in their [insert niche.]

[Let them know which day the event will start **(Day and Date)**]

**[Give a brief overview of the main points from your curriculum that they'll be learning throughout the event]**

- [4-6 bullet points of the main topics here]

**Imagine...**

[Have them imagine what they will feel like and how their lives will be changed after your event. Give them examples of what it would feel like to not be stressed and overwhelmed. For example, they could feel healthier, make better choices, pay off debt, take a vacation, or scale their business by hiring a team. Tell them that this could be their new reality by putting what they learn from your curriculum into action. Explain how these teachings have also impacted you and your business as well.]

**[Let them know what they need to do next - This is your CTA]:**

Suggestions:

[**STEP 1** - Ask them to join your online community (i.e: FB group or Instagram page) and be sure to hyperlink it for easy access. Let them know that you'll be going live here every day throughout the event and they will be surrounded by a community that will support them.]

[**STEP 2** - Have them download your FREE gift and be sure to hyperlink it for them as well. (No opt in required)]

[**STEP 3** - Ask them to hit reply and let you know they got this. This allows more of your emails to land in their inbox. Let them know that you will be sending them a lot of valuable content so they don't want to miss out!]

[Let them know that they will be receiving a few extra emails so that you can get to know them better. Give them a heads up about the next email that they will be receiving from you which will be the second email in this Event Welcome Email Sequence coming to them shortly.]

[Tell them that you can't wait to get to know them by joining your online community (Facebook Group) and provide them with the link to that group one more time.]

[Your Sign Off],

Your Name

## **EMAIL 2 - Nitty Gritty**

### **Email Template with more Event Details and a link to the Workbook**

**SUBJECT LINE: [name of event] Important Info; please open**

Hey there, %FIRSTNAME%!

[Let them know how excited you are that they signed up for your event.]

**[Name of Event here]**

[Since they are now registered for the event, you know that they're all in and committed to learning what you're going to be teaching them. Remind them how this event is truly going to impact their business.]

[Let them know which day the event will start (**Day and Date**)]

[Let them know that you are on a mission to exceed their expectations of what's to come during this event and get them excited to participate!]

**[Outline the topics that they are about to learn during your event]:**

- [Same 4-6 bullet points of the main topics here from the first email]

**[Let them know what topics you will be discussing daily along with the homework or exercises that they will be asked to complete each day:]**

[During the event, they will be receiving daily emails in their inbox. Each day's topic will build on one another. After participating throughout the entire event, explain how prepared they will be to solve the problems they are facing.]

**[Day One:** Insert the name of the day's topic and provide a brief description of what they will be learning.]

**[Day Two:** Insert the name of the day's topic and provide a brief description of what they will be learning.]

**[Day Three:** Insert the name of the day's topic and provide a brief description of what they will be learning.]

**[Day Four:** Insert the name of the day's topic and provide a brief description of what they will be learning.]

**[Day Five:** Insert the name of the day's topic and provide a brief description of what they will be learning.]

[Give them some information about the workbook or worksheet that will assist them throughout the week and provide a link to download that PDF **here**. This will act as their companion guide throughout the week and will include the activities needed for their daily exercises and homework.]

[Remind them to join your online community for support, additional training, and Q&A opportunities. If they are not already a member of the group they can join here: (Provide them with the link)]

[That's it for now! Get ready to get started!]

[SIGN OFF]

Your Name

[PS: Ask them if they downloaded your FREE resource yet. If they haven't, provide them with the name of your FREE gift and the *download* (not opt in) link.]

**EMAIL 3 - Accountability**

**Email Template to Recap all of the event details and how they can get accountability throughout the event**

**SUBJECT LINE: [name of event] Accountability opportunity**

Hey there, %FIRSTNAME%!

Congratulations again on joining the **[name of your event]**!

[Share your vision of what your event will teach them and how this is truly going to benefit their business and help them get to the next level. Provide them with an example of how this could really impact them.]

[Ask them to help spread the word about the event because it's more fun to experience this free value-packed challenge with friends!]

[If they're willing, it would be amazing if they could let 5-10 friends know about it right now, while they're thinking about it.]

[If any of those friends sign up as a result of their invitation, they BOTH get another entry into the prize drawing giveaway at the end of the week!]

[Ask them to forward this link to them now:

**Provide the link to the registration page]**

[To make it easier for them, here's a sample message they could send to their friend:]

\*\*\*\*\*

[I just signed up for this FREE virtual [name of your event] on [what your event is about], even if you've never done one before. Join me here (provide them with a hyperlink to the registration page to easily sign up).]

\*\*\*\*\*

[Wouldn't it be great to have some of your business besties in this event with you? Thank you for spreading the word and inviting other awesome (name of the type of clients you serve) in!!]

[Sign off]

[PS: Have you joined the group yet? (Insert a hyperlink to the group here) is full of tips, amazing (type of clients that you serve) ready to support you, and weekly live trainings to help you with (main topic that you help your clients with).]

[What are you waiting for? It's free to join! :)]

---

## EVENT REMINDER EMAIL SEQUENCE

(Please fill in the blanks and our team will input this into an automation for you. Please add as many days as your event is, including BONUS Days, and/or delete any messages that are unnecessary. Our team will input *exactly* what you provide us here.)


---

### Reminder Email - Day 1

**SUBJECT LINE: [name of event] We're getting started in (timeframe)**

Hi, %FIRSTNAME%!

Woo-hoo, happy **Monday!** Are you ready to GO!?!?

**First things first** -- did you get the \_\_\_\_\_ (**workbook**)? It's full of awesome, actionable exercises that will give you the opportunity to go even deeper into the work, and it's a place where you can track ALLLL the learning we'll be doing this week. You can grab that [here](#) and download it (it's a fillable PDF)... or print it  if that's more your style.

Here we are...

**Day 1: Topic** - insert topic blurb here

I'm going Live **(in about an hour) (right now)** so grab that **workbook** and I'll see you there!

Here's the **direct link** to join me for today.

See you soon,

**Your name**


---

### Reminder Email - Day 2

**SUBJECT LINE: [name of event] We're getting started in (timeframe)**

Hi, %FIRSTNAME%!

Woo-hoo, it's Day 2!

**First things first** -- did you get the \_\_\_\_\_ (workbook)? It's full of awesome, actionable exercises that will give you the opportunity to go even deeper into the work, and it's a place where you can track ALLLL the learning we'll be doing this week. You can grab that [here](#) and download it (it's a fillable PDF)... or print it  if that's more your style.

Here we are...

**Day 2: Topic** - insert topic blurb here

I'm going Live **(in about an hour) (right now)** so grab that **workbook** and I'll see you there!

Here's the **direct link** to join me for today.

See you soon,

Your name

---

## Reminder Email - Day 3


**SUBJECT LINE: [name of event] We're getting started in (timeframe)**

Hi, %FIRSTNAME%!

*OhMyGoodness*, can you believe it's already Day 3?!

Here we are...

**Day 3: Topic** - insert topic blurb here

I'm going Live **(in about an hour) (right now)** so grab that **workbook** [here](#) and download it (it's a fillable PDF)... or print it  if that's more your style.

Here's the **direct link** to join me for today.

See you soon,

Your name

---

## Reminder Email - Day 4


**SUBJECT LINE: [name of event] We're getting started in (timeframe)**

Hi, %FIRSTNAME%!

We're having so much fun, let's keep this party going a little longer...

Here we are...

**Day 4: Topic** - insert topic blurb here

I'm going Live **(in about an hour) (right now)** so grab that **workbook [here](#)** and download it (it's a fillable PDF)... or print it  if that's more your style.

Here's the **direct link** to join me for today.

See you soon,

**Your name**

---

## Reminder Email - Day 5


**SUBJECT LINE: [name of event] We're getting started in (timeframe)**

Hi, %FIRSTNAME%!

OMG, what an incredible week we're having together!! THANK YOU for **showing up and confidently practicing these exercises with me...**

Here we are...

**(BONUS) Day 5: Topic** - insert topic blurb here

I'm going Live **(in about an hour) (right now)** so grab that **workbook [here](#)** and download it (it's a fillable PDF)... or print it  if that's more your style.

Here's the **direct link** to join me for today.

See you soon,

**Your name**

---

## Reminder Email - Bonus Day 6

**SUBJECT LINE: [name of event] We're getting started in (timeframe)**




Hi, %FIRSTNAME%!

Today's my final training for you in this free series, and I sincerely hope you're going to join me in my [hyperlink sales page/ name of program here] so we can continue this work together.

Here we are...

**(BONUS) Day 6: Topic - insert topic blurb here**

I'm going Live **(in about an hour) (right now)** so grab that **workbook [here](#)** and download it (it's a fillable PDF)... or print it  if that's more your style.

Here's the **direct link** to join me for today.

See you soon,

**Your name**

## “CLOSER” SALES EMAIL SEQUENCE

***The Scoop:*** These emails are all about seeding your upcoming offer. Do this by debunking objections centered around your market (not your product). Offer value to overcome their problem with little micro-wins. The goal is to have them prepped and ready for their BIG win once you release your offer.

### Pre-Launch Email 1

**Subject:** Go on...

What I'm about to show you might just [something exciting that your reader can relate to. Example- rival that feeling you got when Modern Family season 11 was released].



\*Awe-yeah!\*

<https://media.giphy.com/media/18pjPEqqIt2k8/giphy.gif>

As you know, I'm uber passionate about [your specific topic], and I'm allllmost ready to reveal the [exciting offer] that'll help you with [what your offer will overcome].

Wanna little sneak peek?

I'm not gonna show you everything cuz that would ruin next week's surprise.

So for right now - let me show you a little piece of what's cooking:

**[sneak peek snap shot, mini video, or some sort of "behind-the-scenes" of your upcoming offer with an explanation.]**

Exciting right?!

Because after all the “fan mail” (*translation: IG DM’s, feedback, questions, requests*) I received regarding [thing that your offer will cure], it was evident that this [course, program] would become the catalyst to helping you get over the hump.

And I can’t wait to share it with you next week.

For right now - I’ve put together a [blog post, youtube video, podcast, etc.] that will help with [related problem - but one that doesn’t hurt as bad.]

Hit reply and let me know what you think - and then keep your pretty little eyes scanning your ‘box for next week’s excitement.

[sign off]

---

## Pre-Launch Email 2

**Subject: The 5 myths of [niche]**

During my crazy entrepreneurial journey, there’s one glaring thing that I’ve learned -

*(Learned the hard way btw)*

And that’s [hard lesson you learned in regards to your niche and offer].

Cuz when you [what they are trying to achieve] but [problems that keep arising] while trying to juggle ALL THE THINGS....

It’s a Grade-A way to [thing that affects your reader most. Ex. waste of money, waste of time, burnout]

So let’s talk.

There’s a few things I want to get Swavarski clear on.

*(Cuz our wild world online is sometimes a little misleading.)*

Ready?

**THING 1: [Myth/misconception about your niche that you can clear up. Your reader must overcome this myth in order to want your offer]**

THING 2: [Myth/misconception about your niche that you can clear up. Your reader must overcome this myth in order to want your offer]

THING 3: [Myth/misconception about your niche that you can clear up. Your reader must overcome this myth in order to want your offer]

And here's why understanding this is the best news of all: You'll now be able to [what they can do better/easier now that they have your info]

I'll be covering the whole enchilada of these things inside [offer], so keep an eye out for it. [Give them a little more insights here- will they get early bird access? When will it be released?]

[sign off]

---

***The Scoop:*** Invite emails to send to your list to encourage them to sign up for your webinar.

### Webinar Invite Email 1

**Subject: Free Class:** [webinar topic]

There's something on my mind.

And it involves you, %NAME%.

[Talk about the struggle that many people have with your topic, or a misconception in your niche.]

Give me a little "here here" if you've ever had one of these thoughts:

- "Quote that your ICA would say about how they struggle with your topic"
- "Quote that your ICA would say about how they struggle with your topic"
- "Quote that your ICA would say about how they struggle with your topic"
- "Quote that your ICA would say about how they struggle with your topic"

Is your hand up? How about the other?

*Maybe you've got a few more limbs in the air, too.*

And that's totally okay.

Because [what your audience wants most, related to your webinar] is HARD.  
And that's why I'm pumped up to bring you the brand new down n' dirty 60-minute masterclass,  
[title of webinar].

[Quick explanation of the tangible 'win' they will receive].

Here's all the juicy topics we'll cover:

- [Benefit of webinar]
- [Benefit of webinar]
- [Benefit of webinar]

And this ain't no surface-level stuff either. I'm handing over the [strategy, swipes, blueprint] that I use right now in my biz.

Plus, I'm gonna show you [additional topic that will be covered].

So let me ask you -

Do you want to [insightful question that agitates their pain] ?

This webinar will also give you a chance to ask me your burning questions, and get on-the-spot-answers so you can apply it all to YOUR [biz/life/clients/world].

[Invite link]

See you there!!

[sign off]

---

## Webinar Invite Email 2

**Subject: I don't want you to miss this gem! [free masterclass]**

%NAME%,

Ima make this *Kim-Kardashian-and-Kris-Humphries-marriage* quick.

There's a live online training that I'm doing [date], and I want you there.

Why?

Because it's hands-down some of the best info I've ever shared online to help [reader's market ex. entrepreneurs] like you [thing they want].

I'm ready to share these gems with you 💎💎:

- [Big takeaway #1]
- [Big takeaway #2]
- [Big takeaway #3]

Just save your comfy seat right here, and we'll walk through it all together. This webinar just may be the catalyst that changes everything for your [business/life/topic]. Punch your free ticket, and I'll see you there.

[sign off]

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***The Scoop: Webinar replay emails to send out post-masterclass.***

## **Replay Email 1**

**Subject: [limited time replay] Title of webinar**

Woohoo! I'm so excited to hit send on this email - [yesterday's/today's] masterclass was ahhh-mazing! (lit? dope?) I can't keep up with the popular lingo these days.

Bottom line - It. Was. GOOD!

At the end of the webinar, I introduced my [course/program: title].

And I hope you're as excited to join it as I am to welcome you in.

But if you're still weighing things out on your end - totally cool. So before you sleep on it tonight - I wanted to set you up with this temporary replay link so you can catch up on any parts you missed.

By the end of this webinar you will [clear outcomes they will realize.]

I'm so excited to help you make that happen.

Okay - grab your [drink], and let's get you caught up from the call!

[sign off]

PS - Missed yesterday's class? I gotchu! You can watch the replay for the next 48 hours [right here](#).

---

***The Scoop: Webinar replay email to send out post-masterclass. This email also lets the cat out of the bag on your course offer, and provides a fast-action bonus.***

## Replay Email 2

**Subject: [REPLAY] title of webinar**

**Oh. Em. Gee. I'm still doing a happy dance from my [hometown] office/house after yesterday's webinar.**

As a fellow [entrepreneur, stay-at-home-mom, coach], I know how hard it is to tune into these in real-time.

So if you couldn't pull up a stool to yesterday's class - I've got you covered with the replay!

Click here to watch [title]!

In addition to all the juicy content that was dropped such as [list out the main deliverables], everyone on the call also got the first crack at this fast-action bonus...

(and you've still got time to get in on it yourself)  
- Fast-action bonus title + details

You can snag this when you join [offer]

What's [offer name]?

[Here's where you'll explain the main benefits of your offer, who it's for, how it will help them, etc].

I'm honored to have you soak up the goodness from the replay and make the best decision for yourself with this opportunity.

[sign off]

PS - Want to get caught up on what you missed? Grab the replay - it's available for the next 48 hours.

And when you feel ready to take the next step towards your transformation - [you can join me right here.](#)

---

***The Scoop: Send this email the morning of your launch once doors are open!***

### **Open-Cart Email 1**

**Subject: OPEN SESAME [name of offer]**

Hey %FIRSTNAME%,

It's go time.

Cuz no matter how we crossed paths in this wild internet world

You've been riding shotgun with me to learn...

- The thing you teach
- The thing you teach
- The thing you teach

Welp - today's the day the doors to [offer] open.

And it's the #1 way you can [big promise] that I have offered to date.



[Program/course name] walks you through the [name of framework, process] that will...

- [Specific details of your offer]
- [Specific details of your offer]
- [Specific details of your offer]
- [Specific details of your offer]
- [Specific details of your offer]
- And So. Much. More

But I won't stop there.

If you're already convinced that this is definitely the next stop on your success ladder - then come set up shop with us here and receive [fast-action bonus]!

So if you're ready for some fist-pumpin' transformations, then it would be my absolute honor to welcome you inside [program/course name].

I may just crack open the expensive bubbly when I see your name come through....

...Virtual cheers?

**[BUTTON TO SALES PAGE]**

This is your turn, my friend.

I hope to see you inside!

[sign off]

PS - Too excited and scrolled straight to the bottom? The [program name] is available to join

---

**Open-Cart Email 2**

**Subject: Now Enrolling: [Name of offer]**

%FIRSTNAME%

You asked for it...

...And I'm bringin' you the goods.

[Name of program] is now open and welcoming new members as we speak.

[Excited GIF]

Here's what you need to know today:

[Explain who this program is for, the transformation they will receive, and the benefits. Make these easy to read - break it up into paragraphs and use bullets where necessary.]

Because, let's be honest...

[Touch on their current struggles, how they've been spinning their wheels and just need DIRECTION.]

But most importantly, [biggest pain from current struggles].

And this is where you can step up and re-write the script.

Cuz it's go-time. %NAME%.

That's why I'm inviting you to this opportunity, because I know [explain that you know how much it means to them once these problems are solved. What will they be able to do that they can't do right now?]

Become part of [program name] and [transformation they will see!]

I'm all-in for you.

On your team,

[sign off]

PS - [Program name] is now open! Hit reply if you have any questions that me and the team can help clarify for you.

And yes, I've been known to tell people not to invest in programs, even when I'm the creator of those programs;) #HonestyFTW

***The Scoop:*** This is your FAQ email to debunk objections and answer incoming questions. Wait to write this email as close to “in real-time” as possible (AKA don’t write it months in advance, as the questions may be out of touch). This is one of the least utilized emails - learn to leverage this one by providing thorough answers that are super-specific to your offer.

## FAQ Email

**Subject:** What other peeps like you want to know about [name of offer]

Hi %FIRSTNAME%,

You might be wondering if [name of offer] will actually [biggest win that you promise].

And I’ve been listening intently to your questions.

They are more than valid.

So I’m doing my best to go through everything I’ve been receiving over the last week, so I can give you the low-down.

Cool? Cool!

[1. FAQ]

[2. FAQ]

[3. FAQ]

[4. FAQ]

[5. FAQ]

Whew! I think that about covers all the main questions that rolled in.

And if you’re still weighing things out, I invite you to hop on over to [sales page] and take a look at [specific module, FAQ section, etc - a spot on your sales page that also tackles objections]...

And remind yourself that [ease their worries here - is there extra support that your program provides that sets you apart?]

[Summarize your offer again here and all the amazing things that it entails!]

Get the details here before it’s all off the table :)

[sign off]

PS - I understand that this is a big decision, and I genuinely want to be sure you make the right one. If you still have lingering questions or want to know if this program is right for you, then hit reply and ask away. I'm here on standby today.

Something you should know about the way I run business is that I won't tell you to buy my [course/program] if it's genuinely not a match for you. That's just not my brand (and I've turned away many people before!) I want to respect where you're at right now and will offer up my very best suggestions either way.

So feel free to hit reply, tell me your sitch, and ask away.

---

### Testimonial Email

**Subject: WHOA, you may want to hear this!!**

Thanks for opening this email, %NAME%.

But I have to warn you: I may share a story that [gently nudge the thing they want. Ex. makes you realize you want more freedom with your business]

#### **CONSIDER YOURSELF WARNED.**

Let me pass along a note that I received from [name of testimonial]...

[Here you will post the snippet of your testimonial. Explain her/his story and go into detail about the specific results this person received. You want to make the beginning of this story relatable, so your reader can see themselves in the story.]

Whoa - that's some powerful stuff!

[Name of next testimonial] has a different story, but a similar outcome.

[You will now dig into the story behind your second testimonial]

So amazing!

Or how about [name of third testimonial] - [Here's where you'll now dig into the story behind your third testimonial - make sure there are CLEAR outcomes - anything like stats and specifics is

super powerful. Explain how you've made their life easier/better]

So %FIRSTNAME%, these [ladies/designers/coaches/entrepreneurs] are now [explanation of where they now are - this is the thing that your reader wants].

These are REAL people with REAL results.

And the thing is - they are no different from you.

The only thing standing between where you are right now and where they are right now is one powerful program:

[Name of your program]

And if [Name 1], [Name 2], and [Name 3] were able to do this, I know that you can too, %FIRSTNAME%. Because you've already proven your commitment and work-ethic [or another description that makes sense] to get you here this far.

[Name of your program] provides you with the step-by-step [here's where you'll touch on the core process as to what sets you apart from any other program].

You have until tomorrow to join us!

All in on you,

[sign off]

---

***The Scoop:*** Here's where you'll (truthfully) lean into the urgency factor and communicate that doors are closing soon.

## **Last Call Email 1**

**Subject: Can I take one thing off your plate? (LAST day for OFFER)**

Did you know that the average human makes around 35 thousand decisions a day? A day!

Your brain is bombarded with questions...  
- What should we have for dinner tonight?

- What time is the kids' swimming class?
- Fries or salad?
- Did I email that lady back?

Some decisions are easier than others (fries, obviously), but more often than not, these decisions are just mental baggage that drains us of our time.

And I don't want to do that to you, %NAME%.

I want to make this one of the EASIEST decisions for you as possible.

Here's how: [explain your guarantee]

This allows you to jump into [name of program] with a safety net, knowing that you're in control for another [# of day for your guarantee] days.

No decision-itis around here :)

[If you want to add in a personal video, here's a great time to do so. If not, give a final push of what their life will look like when they join your program]

All I ask is that you don't sleep on it - this entire program (and all the bonuses!) go away tonight.

Here's the special link to make this all happen -->

[sign off]

PS- If you've been hanging out in our community for a while, waiting for the right time to go 'all-in' on [growing your business, learning xx skill] ...This is it :)

---

## **Last Call Email 2**

**Subject: Last chance to purchase [offer]!**

If you're hanging around these parts of town later tonight, then the [offer name] train will have already made its final stop.

So let's cut to the chase and get you headed on the right path ;)

And I don't mean the path that everyone else is taking, I mean the path that's right for you,

%NAME%.

So if you're looking for [what they want, and what your offer delivers] ... ..Then all signs say this is the path that was carved out specifically for you. And as you've been hanging out with me all week, I have a hunch that you might think so too. I've done my best all week to provide you with everything you need to make a decision. And so now it's up to you.

If you're a "Heck Yes" -

Then I couldn't be more thrilled to welcome you inside to [name of offer]!  
[sign off]

PS - Decisions are empowering! This one is all yours, %NAME%.

I'm waiting over here with the rest of the community to welcome you in!

---

***The Scoop: Follow up with your list the day after your cart closes to better understand why they didn't purchase. This will allow you to hear their raw insights and make adjustments for every future launch going forward.***

## **Didn't Purchase Email (Post Launch)**

**Subject: Oh no... where'd I go wrong?**

Hi %NAME%,

I'm over here totally respecting that you didn't join [name of offer].

I'm also a big believer that feedback is a powerful tool to make all the right adjustments.

Do you mind letting me know where I went wrong (or what held you back from investing)?

[Ask them to either hit reply or fill out short survey]

[sign off]

---

***The Scoop:*** "Being in launch mode" means you'll be sending more emails to your list than normal. Close things out by sending (yes, one more email!) - but this time, it's full of gifts(s) and appreciation to them for sticking around. Send this email a few days after your launch closes.

## Thanks for Staying Email (Post Launch)

**Subject: OMG that was a lot. Giving you ALL the thanks**  
%NAME%,

This is how I'm feeling towards you right now:

[fun "thankful" GIF]

Last week I put out a fair amount of emails for my launch.

And I'm giving you mad respect that you're still here.

Because even though I'm super passionate in my mission to help out people like you...I still know it was a lot of activity that came your way.

Because of that, I want to offer up a few of my [most popular, latest, secret gems] as a little note of thanks.

- Link to resource(s)

I'll be back down to my regular [weekly] appearances for the next little bit!

Enjoy the [gift]!

[sign off]

---

***The Scoop:*** A new member joined your course/program - woohoo! Send this email upon purchase to shower them with excitement and reiterate that they made the right decision.

## New Member Welcome Email



**Subject: You did it!!! Welcome!**

Squeeee! %NAME%!

Congrats on your purchase :)

[Name of offer] is all about helping you [what your offer does].

I'm impressed with your commitment to [outcome they will gain Ex. Grow your email list], and I'm also super grateful and proud of you for being here.

[Excited GIF!]

Okay, now for the goodies.

[Explain all the house-keeping information that they'll need to know. Ex. passwords, links, FB group, coaching call dates, etc. Break this up into sections, so it's easy to read and not overwhelming]

So excited and honored to have you here with us!

[sign off]