



Sample Discovery Session Marketing Emails

Sample "HEAD'S UP" Email

SUBJECT LINE: <NAME>, I was thinking of you...

Dear <NAME>,

It's YOUR NAME. I've been thinking about you.

The reason is, a lot of people I talk to are struggling with the problem of how to _____.

It's a shame, because the solution is actually right at their fingertips, they just don't see it. Maybe you can relate to this, too.

Which got me to thinking, what could I create that would get you started quickly, with exactly what you need to solve this problem?

Well, today, I came up with the perfect solution. I'm opening up just [#] spots to coach with me -- at no cost, my treat! -- for 30 minutes.

It's my 30-minute "XYZ Breakthrough Session."

The only thing is, with only # spots open, these are going to be snapped up fast. And to be considered you'll need to apply right away.

In this XYZ Breakthrough Session I'll walk you through:

- Discover what is unconsciously sabotaging you from _____
- Create a clear plan that describes in detail the steps you need to take to _____
- The one simple step you can take immediately to get into action

Here's how it works:

1. On [DATE/MONTH] I'll send you the special invitation. All you need to do is open the email, hit reply and answer a few simple questions. That's it!
2. The deadline for applying is DATE/MONTH so best to hit reply right away, when you see the invitation from me.



3. I'll let you know after DATE/MONTH if you get a spot. I hope you do!

There's only one way to find out for sure and that's to apply right away when the email arrives from me to you.

So watch for my special invitation and I'll talk to you soon!

YOUR SIGN OFF

P.S. Remember to mark your calendar today because DATE/MONTH is the day you'll need to apply to get in on one of these breakthrough sessions.

Sample "INVITATION" Email

SUBJECT LINE: <NAME>, if you'd like my personal help, open TODAY

It's YOUR NAME. Remember how I wrote to you a few days ago?

It was the heads-up that today I would be opening up just [#] spots to get my help -- in a by-invitation-only -- 30-minute XYZ Breakthrough Session.

Well, TODAY is the day to apply! It's simple, but you need to act fast because I'm only considering applications between today and DATE/MONTH.

In this XYZ Breakthrough Session I'll walk you through:

- Discover what is unconsciously sabotaging you from _____
- Create a clear plan that describes in detail the steps you need to take to _____
- The one simple step you can take immediately to get into action

If you're ready to stop/start _____ then I urge you to apply for one of these [#] limited breakthrough sessions spots with me right now, before your chances disappear for good.

HERE'S HOW TO APPLY

Simply hit reply and answer these simple questions.

IMPORTANT: You must answer ALL the questions to be eligible for this gift breakthrough session. Any received with missing info will be deleted.



1. What is your name and tell me a little bit about your _____?
2. When it comes to _____ what are your biggest challenges?
3. On a scale of 1-10 (10 being highest), how important is it to you to get these solved...and why?
4. What is the #1 obstacle that's kept you from solving these challenges?
5. Where would you like your _____ to be in 6 months? 12 Months?
6. What is your phone number and email address? (We'll contact you by date/month to let you know if you were accepted for one of these # limited spots).

Remember, to take advantage of this XYZ Breakthrough Session opportunity, simply replay to this email with the questions above answered. We'll let you know if you get in on one of these gift breakthrough sessions!

YOUR SIGN OFF

P.S. Remember, there are only # spots open and you must apply by Date/Month to be considered. I really want to help you _____ so let's get your application in right now!

Sample "LAST CHANCE" Email

SUBJECT LINE: <NAME>, I don't want you to miss this (open TODAY)

Hi <NAME>,

It's YOUR NAME. I just wanted to send you one last reminder that today is the LAST DAY you can apply to get my XYZ Breakthrough Session -- my treat!

This is where you have the opportunity to let me help you solve the problem of " _____."
_____."

In this XYZ Breakthrough Session I'll walk you through:

- Discover what is unconsciously sabotaging you from _____
- Create a clear plan that describes in detail the steps you need to take to _____
- The one simple step you can take immediately to get into action

If you're ready to stop/start _____ then I urge you to apply for one of these [#] limited breakthrough sessions spots with me right now, before your chances disappear for good.



HERE'S HOW TO APPLY

Simply hit reply and answer these simple questions.

IMPORTANT: You must answer ALL the questions to be eligible for this gift breakthrough session. Any received with missing info will be deleted.

1. What is your name and tell me a little bit about your _____?
2. When it comes to _____ what are your biggest challenges?
3. On a scale of 1-10 (10 being highest), how important is it to you to get these solved...and why?
4. What is the #1 obstacle that's kept you from solving these challenges?
5. Where would you like your _____ to be in 6 months? 12 Months?
6. What is your phone number and email address? (We'll contact you by date/month to let you know if you were accepted for one of these # limited spots).

Remember, to take advantage of this XYZ Breakthrough Session opportunity, simply replay to this email with the questions above answered. We'll let you know if you get in on one of these gift breakthrough sessions!

YOUR SIGN OFF

P.S. Since TODAY is the LAST DAY, I recommend hitting reply right now and sending me the answers to these simple questions. It's the only way to get my personal coaching on how to _____.

I really want to support you so let's get your application in right now!

Sample Ezine Blurb

SUBJECT LINE: <NAME>, I don't want you to miss this (open TODAY)

If you struggle with how to _____ then I have good news for you.

I'm opening up just # spots to coach with me -- at no cost, my treat! -- for 30 minutes.

It's my 30-minute "XYZ Breakthrough Session."



The only thing is, there are only # spots open, these are going to be snapped up fast. And to be considered you'll need to apply by DATE/MONTH.

In this XYZ Breakthrough Session I'll walk you through:

- Discover what is unconsciously sabotaging you from _____
- Create a clear plan that describes in detail the steps you need to take to _____
- The one simple step you can take immediately to get into action

HERE'S HOW TO APPLY

Send me an email with the answer to these simple questions.

IMPORTANT: You must answer ALL the questions to be eligible for this gift breakthrough session. Any received with missing info will be deleted.

1. What is your name and tell me a little bit about your _____?
2. When it comes to _____ what are your biggest challenges?
3. On a scale of 1-10 (10 being highest), how important is it to you to get these solved...and why?
4. What is the #1 obstacle that's kept you from solving these challenges?
5. Where would you like your _____ to be in 6 months? 12 Months?
6. What is your phone number and email address? (We'll contact you by date/month to let you know if you were accepted for one of these # limited spots).

Remember, to take advantage of this XYZ Breakthrough Session opportunity, simply replay to this email with the questions above answered. We'll let you know if you get in on one of these gift breakthrough sessions!