



# Short Emails That Convert

## Using Email to Grow Your Business

In every sequence or periodically to your list, I recommend sending very short emails. They are powerful and get straight to the point. Their goal is to get a reply that leads to either booking a discovery session or sending them to your private, invitation only training event.

- Hi [First Name],  
Are you still struggling with [insert their biggest problem]?

Hit reply if so, I have some time this week for us to chat or hit reply so I can send you a link to apply to my private event where I will be teaching how to [what you'll be teaching].

- Hi [First Name],  
Still trying to figure out how to do [insert what they want instead]?

Hit reply if so, I have some time this week for us to chat or hit reply so I can send you a link to apply to my private event where I will be teaching how to [what you'll be teaching].

- Hi [First Name],  
Last I checked you were trying to figure out how to [what they're trying to figure out]. Still the case?

Hit reply if so, I have some time this week for us to chat or hit reply so I can send you a link to apply to my private event where I will be teaching how to [what you'll be teaching].

- Hi [First Name]  
Last week I was chatting with someone who was ready to [insert the ultimate transformation]. And I thought you might be too.

Hit reply if so, I have some time this week for us to chat or hit reply so I can send you a link to apply to my private event where I will be teaching how to [what you'll be teaching].