

## Plug and Play Messaging Worksheets

This packet includes all of the worksheets you'll need to create compelling messaging. You'll find:

- The SPICE Problem Cheat Sheet
- The Must Have Marketing Messages Cheat Sheet (the formula for all of the messages although we will focus on only the most important to position your Leverage + Scale Offer Suite)
- The Plug and Play Welcome Email Sequence for B to C
- The Client Entry Campaign Template for B to B/ B to NP
- Plug and Play After Discovery Session Follow Up Sequence B to C (not all email)
- Plug and Play Essential Sales Emails
- The Sample Discovery Session Email Sequence
- Webinar Template
- Teleseminar/Signature Talk Template

## SPICE Problem Cheat Sheet

To create a marketing message that positions you above the noise in the marketplace, you'll want to take the time to clarify the problem you solve so that it's got SPICE:

**S**pecific and Substantive  
**P**ersistent and Pervasive  
**I**mmEDIATE and Insurmountable  
**C**lear and Conscious  
**E**xpensive and Expansive

### Categories of SPICE Problems

*(remember you want to validate that your problem will hit all of them)*

Identity and Purpose  
Health and Wellness  
Love and Relationships  
Time and Life Balance  
Sex and Fulfillment  
Money and Career

### Motivators

*(when SPICE problems offer these types of benefits, your clients will be motivated to invest in working with you for a solution)*

**Make** (more money, more time, more space, more confidence, more relaxed, etc.)  
**Improve** (earnings, results, status, image, relationships, efficiency, etc.)  
**Save** (money, time, energy, space, effort, etc.)  
**Reduce** (investment, effort, worry, expenses, etc.)  
**Protect** (investment, business, family, etc.)  
**Increase** (happiness, results, profit, etc.)

### SPICE Solution/Outcome

**S**pecific  
**P**ositive  
**I**ntentional  
**C**lear

Evident

## Must Have Marketing Messages Cheat Sheet:

- **Power Statement**
  - I help X [ideal client] do Y [problem you solve] so that Z [ultimate goal or transformation]
  - Goes on your website home page
  - Used when speaking at networking events
- Offer Power Statement
  - In [Program Name], we help X [audience of one] solve Y [problem you solve] so that Z [ultimate goal or result]
  - In [Program Name], we work with [Audience of One] to [solution you provide] so that [ultimate goal/result] even if [what they don't feel is possible]
- **Industry Leader/ UVP Statement**
  - For X [Audience of One], we are the leading Y [category, industry, technical title] that provides Z [unique benefit/transformation/result] Unlike other [competitors], we [action verb] [unique differentiation]
  - Goes on your About Us page on your website
- **Offer Industry leader Statement**
  - When it comes to X [Problem you solve], we provide the leading Y [program description] which does Z [unique benefit/transformation/result]. Unlike other [program types], we [action verb] [unique differentiation]
- **Key Message Statement**
  - [Action Verb] [audience of one] to [ultimate goal or transformation OR problem]
- **Offer Key message Statement**
  - [Action Verb] [audience of one] [ultimate goal or transformation OR problem for the program]
- **HUG Statement**
  - When it comes to [insert your area of expertise], I'm really great at/my clients hire me for X. OR I am excited and grateful to use my gifts and

talents to solve Y [problem you solve] for my clients. For example, I worked with a client who [insert problem they had] and through leveraging my gifts and talents on their behalf, I was able to help them Z [ultimate result or transformation].

- Goes on your about me page
- **SBM Statement**
  - For the last [insert number of years you've been using the signature process], I've used a proprietary process called [Name of Your System] that helps my clients [insert the result they get every time.]
  - Goes on your work with us or services page of your website
- **Tagline**
  - [Action Verb] [audience of one] to [ultimate goal or transformation OR problem] OR Focus Area 1 | Focus Area 2 | Focus Area 3
  - The goal is what you do in a simple statement
  - Goes on your website in the header
  - Goes On your business card
- **30-Second Commercial**
  - Power Question
  - I help [ideal clients]
  - Who struggle with [their problem]
  - And want to [outcome or result]
  - In working with me my clients [motivator]
  - I'm different than others in my industry because [Incredible Factor]
  - Call to Action
  - Shared when networking at longer events or after someone asks you to share more when you give your power statement
- **Offer Benefit Statement**
  - In [program name] we help our clients [problem you solve.] Through working directly with us, clients will receive [insert what they receive benefits not features] and the average client sees the following results:  
List Results:
    - Results one
    - Result two

- It's typical for clients in our [Program Name] to [result they get that is unheard of in the industry]. This happens because we infuse a strategic blend of [First Ingredient] and [Second Ingredient] which accelerates [specific result]
- Goes under each program on your work with us page
- **Call to Action Statement**
  - If you want [ultimate goal or result], call/contact/connect with [Company Name] today. [Include all contact info]
  - Goes on the bottom of each page
- **Even if Statements**
  - We help you [problem you solve] even if [some condition that they're thought previously would keep them from the solution]
  - Example: We help you unlock six figure cash flow even if you've never had a six-figure business before
- **Contrarian Message Statement**
  - [program name] [action verb]
- **Titles for Webinars/Trainings**
  - Main Title: # Keys/Ways/Mistakes [Ideal Audience] Can Use to [Solve Problem] Even if [some condition they think would disqualify them from getting help]

## Plug and Play Welcome Sequence Email Sequence for Free Offer (1 email per day or every other day)

### Message #1

**SUBJECT LINE:** {First Name}, Here's the {Title of Your Free Gift You Requested}

Hey {Firstname},

I just wanted to introduce myself and thank you for requesting (Your Free Gift Title).

You can get your copy by clicking here:

[\(the link to where prospects download your free gift\)](#)

I'm (your name), and I've spent the last several years helping (Audience of One) get (SPICE Solution). Now that you're a part of my community/tribe, I'm going to send periodic information and share MANY of the secrets and strategies I've learned about how to (achieve results your Audience of One desires).

By the way, If you ever want to stop receiving my newsletters about how to (whatever result your newsletters will deliver), just click the link at the bottom and unsubscribe. Naturally, I'll NEVER share your email or other information with anyone.

Thanks your requesting (your free gift) and I look forward to (benefit of your offer).

Again, the link to download the free (report, video, etc.) is here:  
[\(link to free gift\)](#)

Your Closing,

Your Name

## Message #2

**SUBJECT LINE:** Quick Follow-Up

Hey (First Name),

(Your Name) here. I just wanted to check and make sure you successfully downloaded the free (report, video, etc.) you requested, (Your Free Gift Title). If for some reason it didn't make it to you, no worries, the link to download it again is here: (link)

Over the past (number of years) years, I've assisted individuals like you in solving (SPICE Problem). I offer some great insights into how others are solving these problems in the (report, video, etc.) and can virtually GUARANTEE that when you're finished going through it, you'll have new fresh ideas for [insert result you deliver]

Thanks again for being in my community. We'll chat again soon.

Your Closing,

Your Name

P.S. Have you made it over to our exclusive Facebook group yet? [insert FB group name] is where all of the [insert Audience of One] are gathering, sharing ideas and making magic. Join us [hyper link to your Facebook group]

## Message #3

### Your Story

Subject Line: My Story...

Hey [First name]

It's [your name] and I am so excited that I will get to help you [SPICE Solution or transformation].

Before we get too far into our journey, I have to share my story with you...

I'm sure that when you look at my life now, things seem like sunshine and rainbows, but I promise you, it wasn't always this way....

**[Describe your Robert Frost moment – be sure to share the EXTERNAL struggle you were dealing with]**

For example – despite having a master's degree in marketing, I was a best kept secret. No one was buying the programs I spent nine months developing and I was on the verge of filing bankruptcy, living in my car and eating ramen noodles and peanut butter and jelly every day for 18 months....

**[Now, describe your situation before – what was the INTERNAL struggle you were dealing with... the one your Audience of One is thinking inside but is ashamed to admit to anyone,...]**

For example – The truth was... it wasn't just that I was broke, I was beginning to think I had made a big mistake leaving my "good" job without a clear plan and it was impacting my confidence. When I worked my job, I was always the one they came to when they needed help boosting their confidence and I was feeling like a big fat failure and imposter. I KNEW I had the goods but I just couldn't get everything to line up in the form of clients and results and I started to second guess myself. I even started looking for a job....

**[Describe your Sam Cooke moment – the HUGE wall you faced that caused you to CHANGE direction and your situation]**

For example: After a while, I realized that everything I was doing was taking me further and further away from my goal. And no matter what I did, I couldn't get attention of client prospects to save my life....

**[Describe the new opportunity you discovered when you shifted your focus]**

For example: That was until something life changing happened... I realized that I had limiting beliefs and until I made the powerful shift, I would never go farther than my



subconscious beliefs. I realized that my mindset would keep my stuck in a business that didn't serve me if I wasn't careful...

**[Describe the plan you crafted to make the shift]**

For example: So I decided to work on the six inches between my ears... every morning, I would spend the first 20 minutes upon waking setting powerful intentions and speaking life to my life. I recited affirmations, set goals, spoke them out loud, the whole nine

**[Describe how all of that wasn't enough]**

For example: I thought that once I started saying positive affirmations the clients would show up but...

**[Describe the end result - outline both the internal and external transformations]**

For example: But I didn't let the fact that nothing was changing overnight deter me (after all, no one goes to bed a blunder and wakes up a wonder). So I kept showing up for myself. I kept working on my mindset along with applying what I knew about marketing and slowly but surely, things started to take off. One client turned into two, and two turned into ten and before I knew it, I had my first \$30K month....

**[Describe your Harriet Tubman moment]**

Once I had \$30,000 months three months in a row, I knew it wasn't a fluke, I had perfected my process and I decided that day to help as many entrepreneurs as I possibly could crack the code on building a business that served them

Which, **First Name**, is why I am so glad that you're here. I know that if we stick together, we can **[what you will be able to create together.]**

Keep your eyes out for my next email, where I will talk about **[tease them about the next email to get them excited to open the next email you send.]**. See you soon!

Your closing,  
Your Name

## Message #4

### Share Your Shame

Subject: Why I Almost Gave Up

Email Copy:

Hey **[First Name]**,

In my last email, I shared a little about **[remind them what you discussed in the last email.]**

**[Describe the huge wall you faced on your journey to achieve transformation. Tell the story in an emotional way... or describe a big failure you had to face]**

For Example: When I had to file bankruptcy, I felt like my life was over. I was so ashamed. I felt so guilty. Did I tell you I use to work for a bank? I felt like such a failure. I knew better than to make poor money decisions and to get myself backed into a corner.

**[Share what happened Externally]**

For example: I started to back away from opportunities to show up because I felt like a fraud. Like how could I show people how to grow their business when I couldn't even take basic stewardship over myself? I turned down engagement after engagement because I didn't want to show up in my old ran down car when I claimed that I could help people take their business to six figures....

**[Share what happened Internally]**

For example: all of a sudden something in my broke. The culmination of the shame, fear and feeling like an imposter started to explode within me. I could feel what was left of my self-worth fizzled out of my body...

**[Share the epiphany - describe what you realized that caused you to change]**

For example: that was when I realized that the only one who could change my situation was me. I could be who I knew I was deep down inside in every way.

**[Share what happened after you hit the wall? Share your FEELINGS]**

For example: My life changed that day. I stopped acting like a victim, I forgave myself and I immediately felt clear that I needed to use even this to help others make the shift I had. I stopped being ashamed of what I had been through and started to see what I went through as not happening to me but happening for you...

**[Conclusion]**

The truth was I KNEW my stuff. And when I let the shame go, I was able to show up authentically and help my clients grow their businesses. And I even got my first client cross the six-figure mark...

In my next email, I will share more about the big change that I made **[should be tied to your programs and what you're known for]** I can't wait to share this with you because it literally changed my life.

Your closing,  
Your name

**Message 5**

**(Your AHA Moment)**

Subject: It all changed when

Email Copy:

Hey **[first name]**

My life changed dramatically **[#] {weeks/months/years}** ago.

I had been **[the problem you had]** for as long as I can remember.

But **[#] [weeks/months/years]** ago, I managed to **[SPICE Solution or result]**!

And it was all due to this game changing **[strategy, methodology, system, framework]** that I discovered

**[Describe how you were like before you found whatever you're offering / before you discovered the concept of what you're offering]**

For example:

Here's what happened. I was resolved to get more clients. I went on a crazy search to find a system for client attraction that actually worked. I bought a ton of marketing courses. I even tried cold calling the phone book

**[Describe how you felt INTERNALLY before you found what you're offering]**

For example: I was mentally and emotionally drained and not to mention broke than broke! I was losing hope that things would ever change for me. The negative self talk started again. I thought to myself "maybe I should just go back to work. I don't have what it takes to work for myself."

**[The moment you had an epiphany]**

For example: that night, I met a friend for dinner. My friend had left the company the same time I did but she wasn't struggling in her business. Instead, she was applying what we learned when we got our MBAs together. All of a sudden I realized that I had the good the whole time!

**[Describe how you behaved and felt after the epiphany]**

For example: For the first time in months, I felt hope. I literally went home and grabbed my laptop and started creating what today has become the Leverage Your Incredible Factor System. I have to admit I have never been so excited about anything in my life!

**[Conclusion]**

Starting to work on my system was the beginning of the best years of my business. It kickstarted this amazing journey that I've been on, some 10 years later, thousands of entrepreneurs have benefitted for my system...



Tomorrow I will share more about this powerful system with you

Your closing,  
Your Name

## Message #6

Case Study #1

Subject Line: How **[Customer's Name]** Got **[SPICE Solution]**

Email Copy:

Hey **[First Name]**

It's **[your name]** I hope you've been doing well.

Most of us already know the importance of **[SPICE Solution]** Simply put, it is important to **[talk about why achieving the goal is so important]**

Some of you may even think that the process of achieving **[SPICE Solution]** is scary and complex.

Today, I want to tell you that it doesn't have to be that way. I'm here to share a success story to give you hope but I know firsthand that what is possible for one is possible for all!

I'd like to introduce you to **[Customer Name]**, a client who despite being nervous at first in investing in herself at this level has now **[the goal they've achieved]**

**[share background and details on the client - emphasis on the traits that your prospect may be feeling to]**

In just a few **[days/weeks/months]** **[Client Name]** has gone from being **[how he/she felt before]** to **[how they feel now]**

All because he/she invested in the **[offer name]** (link to your sales page)

Here's a small piece of what **[Customer Name]** has to say about **[Offer Name]**

- [end results #1 that your offer will help others achieve]
- [end result #2 that your offer will help others achieve]
- [end result #3 that your offer will help others achieve]

You can read their full success story here [\[link to sales page or page with case study that offers option to book a call\]](#)

This sound great but are you wondering if it's really possible? If you take nothing else away from this email, know this:

Getting to **[SPICE Solution/ result]** is TOTALLY DOABLE!. (Really it is.)

Don't take my word for it, check out what [Client Name] has to say.

Your Closing,  
Your Name

Message #7

### Next Steps

Subject: Here's What To Do Next

Email Copy:

Hey **[First Name]**

Over the past week, I have been taking you through my personal story.

We talked about how **[talk briefly about how you struggled]**

We learned about how [the signature business move you are teaching] is the key **to [SPICE Solution or transformation your new prospect wants]** in your life.

Then, I shared about how **[Client Name]** has gotten huge results all because of all I've gone through to **[SPICE Solution]**.

By now, you already know so much about me and my work!



Now that we know each other a little better, I wanted to share another powerful free resource with you because you are a valued member of my community.

This is the #1 Resource that I recommend for all of my new community members to check out

It is a [**webinar/video series/challenge/assessment (I recommend webinar)**] called [**title**] (this should be the webinar/video series/challenge/assessment where you break down the 3-5 most important steps in your system for them and eventually make them an offer for a scalable program OR to book a call to consider your superb, signature or select offers)

Here's why you need to [apply/sign up/watch the video] today:

- [**you will...**]
- [**You will...**]
- [**You will...**]

What are you waiting for?

Go here to check it out now [**link to the free webinar replay page**]

Your closing,  
Your Name

## Message #8

*In the eighth message, we're going to focus on a particular section contained in the second free offer (webinar/challenge/assessment, etc). So, the first step is to review what you're sending your subscribers and pick something that you will want to talk about.*

*It might be a particular interesting story that you tell in the report, video, etc. – or the one nugget of information that you think is that most relevant to your particular niche audience. That's what you will refer to in the email. An important point as you're writing this email is to make sure to describe where the nugget can be found.*

*There are a few reasons I include this email in the series. The first is that you are more likely to convert a prospect into a customer, client or team member if they actually consume your information, so this is another way to inspire them to look at it.*

*Also, anyone who emails you with feedback is beginning to engage with you on a personal level. When a prospect writes you back, it's an indication that they are starting to know, like and trust you. Not surprisingly, these are the people most likely to become your clients.*

*The last reason why I include this email in the series is that on some occasions the feedback is actually helpful.*

*If people send you feedback, regardless of whether you agree with it or not, the polite thing to do is acknowledge their comments. At the very least, write back something such as, "Thanks for the feedback. I really appreciate your taking the time to share your ideas." You might even add, "I really liked your comment about \_\_\_\_\_." You may also want to offer them a complimentary strategy session if they mention a problem of issue they're dealing with.*

*Here's the template with examples that illustrate the type of information to put in the blanks you will be filling in.*

**SUBJECT LINE:** Quick Question, {Firstname}...

Hi (First name),

By now, I hope you've had the chance to read/view/listen to **(Your Free Gift Title)**.



Many of my readers tell me that the story I shared about (your story of information ie. how I helped the woman I was sitting with at my sister's wedding get over a headache by pushing on a pressure point of here head on pg. 4) was particularly helpful for them.

I'm curious as to what you thought. Did it help you? Is it something you've tried before?

If you wouldn't mind, I'd greatly appreciate some quick feedback on the webinar/report.

The easiest way to do that is to simply hit "REPLY."

Next time, I'll share with you a real-life example about how other (**people who are interested in your SPICE Solution**) are using this information to (**solve a SPICE problem**)

All The Best,  
(Your First Name)

## Message #9

### Case Study 2

*In this message, you'll be telling a story about someone who has used the information in your free offer. Since this is so individualized, it won't be as easy to copy from the template. I've done my best, though, to make it as simple as possible for you.*

*If you don't want to use customer's and team member's real name, you can write, "a client of mine, who I'll call Rachel." Using names makes these emails more enjoyable to read and easier to write.*

The **SUBJECT LINE** for this email could be "How (**Name**) (**What He Or She Accomplished**)."

Here's how the email might flow:

Hi (First Name),

Here's an interesting story about how (**a person accomplished, fixed, or changed something in his or her life or business**) (whatever you used in your subject line).

Let me tell you about a client of mine named \_\_\_\_\_(or who I'll call \_\_\_\_\_).

(Name) is a **(job or some kind of description that applied based on the story you're telling)** (chiropractor or mother of three toddlers or homeowner in Austin) who had a problem.

Every time she would **(something she wants to accomplish or have happen)**, it wouldn't work out. Not only would she not **(accomplish it)**, she would **(have something even worse happen)**.

As you can imagine, **(Name)** was really frustrated. She didn't know what to do.

Luckily, she discovered (or I taught her) **(the information or technique that you're highlighting)** that I talk about in **(name of free offer)** on page \_\_\_\_ (or at minute \_\_\_\_).

It didn't take her long to understand the concept, and she was able to start implementing it right away. Soon, **(state what happened)** (if you can break it down into three progressive successes that's ideal, but if you can't that's okay too).

Then (or because of that) **(some other positive result happened)**. And then (or because of that) **(yet another positive result that happened)**.

Until finally, **(Name did whatever it was she wanted to do in the first place)** (make sure you're specific here).

And from then on, she never had a problem with **(whatever her problem was with)** again. Her success isn't unique, but the key was that she took action. I'd love to hear about the results (or even the problems) you're experiencing as you move forward.

In my next email, I'm going to share something that I think you'll find extremely helpful that I haven't mentioned before.

All My Best,  
**(Your First Name)**

Message #10

**NOTE:** This is a message where you will share something that you “forgot” to include in the free offer.

If you already have something in mind, perfect. But if you don't, here are some questions you can ask yourself to come up with a topic:

- What benefit or result do your clients or prospective customers and team members want that you might have not mentioned yet?
- Can you make a list of do's and don'ts?
- What's a big mistake people often make with your topic or product that they need to avoid?
- What success stories do you have that you haven't used yet? Is there one with a lesson you can add that would be helpful to your prospects?

Once you've selected something to write about, take a few minutes to jot down some notes. When you're ready, you can start working with the following template.

**SUBJECT LINE:** {Firstname}, I forgot to mention this...

Hey {Firstname},

I mentioned in my last email that I was going to tell you something I forgot to include in the [report/video/audio, etc. ]

I want to share it with you now because I believe it's something you'll find really helpful.  
(Add your item here)

I was recently asked a very interesting question (insert question that you develop in the next email here) and I'll share my thoughts on it in the next email.

Talk Soon,  
Your name

Message #11

**NOTE:** For this email you want to come up with a good question to answer. Ideally, you want to either show off another benefit that comes from working with you, answer a question that overcomes a typical objection that stops people from working with you, or pick something that adds to your credibility as an expert.

**SUBJECT LINE:** A question many (in **Audience of One**) are asking...

Hey {**Firstname**},

A client asked an interesting question the other day that I thought I'd share with you.

He was having a problem with (**some aspect of your topic**), and he asked me "(**Your question**)."

That's a good question and one that many people in (**Audience of One**) are concerned about.

Here's the answer I gave him/her...

(**Your answer**).

What do you think? I'd be interested in your perspective. Just hit "Reply" and share a couple of thoughts.

I have an interesting offer for you that won't cost you anything and could be the key that helps you (**achieve a specific goal**). Look for it tomorrow.

All My Best,  
(**Your First Name**)

Message #12

***Congratulations!*** You're now on the last message for this particular sequence. It's important to think about marketing as a sequence. To really increase your conversions, the next step after your prospects get to know you through your emails and your free offer is to speak 1-on-1 with them.

*The reason we hold off until now is that a certain amount of trust and credibility needs to be established before you offer the strategy session.*

The **SUBJECT LINE** of this email could be: This won't cost you ANY money...

Hey {**Firstname**},

Obviously, I don't know how serious you are about (**achieving a particular goal**). I've found that after (**number of years**) working with (**Audience of One**) that only a very small percentage are truly committed to (**benefit this group wants**).

However, if that's you, I have an offer that won't cost you any money and could be extremely beneficial for you.

On a very limited basis, I offer complimentary discovery sessions to committed subscribers such as you.

In this 30-minute session, some of the issues I typically address include:

**(List three questions on topics people might want to talk with you about in the discovery session)**

If this interests you, simply hit "Reply" and put the words, "Discovery Session" in the subject line, along with some convenient times, and the best number to reach you.

Thanks, and look forward to speaking with you soon.

All My Best,  
(Your First Name)

## Client Entry Campaign B to B

The Client Entry Campaign has one mission – to get you a meeting with a decision maker in an organization or corporation. It takes an average of 12 attempts BEFORE you are granted a conversation to get to the meeting. When it comes to leveraging the power of client entry campaigns, you'll be leveraging the power of Linked In.

When working with larger organizations – Corporate, etc, you have to follow the following steps:

1. Get clear about who you want to work with
2. Develop your "HOT" List of Prospects
3. Locate the contact people within those companies
4. Follow Their Linked In Company Page
5. Build a rapport and relationship (don't go for the sale on first contact)
6. Then, you have to get their attention - Ask them to participate in a survey or interview
7. Next, you have to wow them and position the needs discovery meeting
8. Next, you have to ask for the sale (after demonstrating your value to solve their problem)
9. Lastly, you have to create a way to serve them consistently

### **Challenges**

1. No one likes to be sold to
2. The decision makers don't know you
3. The decision makers are extremely busy
4. There is a ton of "noise" in the marketplace

There are three phases to your Client Entry Campaign.

1. **Awareness** – making them aware of the results you can help others like them achieve. The best way to do this is through the use of your free offer. Whether that is a video, webinar or white paper, you have to make them aware that you are aware of their biggest challenge right now.
2. **Attitude** – helping them to feel a specific way about your offerings. What type of attitude and mindset so you want your potential clients to form about your company? What is your brand promise?
3. **Action** – you ultimately want them to take a specific action – inviting you to a needs discovery conversation. Ask yourself: have I built the know/like/trust faction with my potential clients? Have I focused on their needs and the results that I can help them to achieve?

The best CECs have multiple touch points. You should expect 8-12 touch points before you get to the meeting. And the key is consistency and being persistent.

Once you have identified the key contacts and leveraged your network to be introduced, you'll need to plan to touch base with them over the next three months. Depending where the client's need is, the cycle to getting the meeting could be shorter or longer. The key is consistency.

### **Success Element 1: Multiple Touch Points**

- What 8-12 touch points will I use? (see the list below)
- What schedule will I create to make these points of connection (6 to 12 weeks)
  - o I recommend every week to 10 days reaching out in some way.

### **Success Element 2: Use a variety of touch points**

- Email
- Phone conversations
- Voice Mail
- Sharing an insights or viewpoints paper
- Case Studies or Success Stories
- Special report or e-book
- Sharing research or study results with them

- Invitation to a webinar
- Invitation to a live event
- Interesting news articles
- Business cartoons
- Letter via mail with handwritten envelope
- Sending something via priority delivery
- DVD or CD
- Copy of your book
- In person speaking gigs
- Coffee or get to know you lunch
- Meet up at a networking event
- Post card
- Requesting to connect through linked in
- Commenting on their company blog
- Using social media to comment or engage with them

### **My recommended Client Entry Campaign Sequence**

#### **Superpower: "7 touches over 7 days"**

this approach greatly increased prospects' responses...

Day 1 – AM: Short and sweet email.

Day 1 - PM: voicemail referencing the short and sweet email

Day 2 – Anytime: Call, don't leave a voicemail

Day 3 – AM: Call, no voicemail

Day 3 – PM: Leave a voicemail

Day 4 – Anytime: Send a funny email (re: farm animals in Latvia)

Day 5 – Nothing

Day 6 – Nothing

Day 7 – Send a "break up email"

#### **Sample Short and Sweet Email:**

Hi [**prospect name**]





I'll keep this short and sweet to make the 26 seconds it takes to read this worth your time (yes, I timed it.)

As a [job title] at [company], I get to speak with people like you about [achieving X]. [Prospect company] is on my radar because we've helped a lot of companies in [X space] with [business area].

Could we schedule a 15 to 20-minute call to discuss your strategy for [Y] -- what excites you, which challenges you see, and how you envision your plan changing down the road? Even if you decide not to continue the conversation after our call, you'll leave with some advice for [business area] that will make an immediate impact.

Your Closing,  
[Your name]

### Short and Sweet Email 2:

Hi [prospect name],

Your [LinkedIn description, company's recognition in the Inc. 500, connection with XYZ colleague] inspired me to reach out. Other [people in prospect's same industry] like [insert some client names] leverage [product] to [accomplish X and Y].

Within six months of working with [company], client [saw X results]. I'd be happy to share a few ideas about how [prospect company] could accomplish the same.

If you're open to it, when would be a convenient time to chat? Say, [XYZ time]?

[Your name]

### Sample Break up Email

Hello [Prospect name],

I've reached out a few times to see if it makes sense to connect regarding [business goal]. Since I haven't heard back, I'll assume the timing isn't right or that you've decided that you're okay letting the problem fester. If it works for you, it works for me....

In the meantime, here are some resources that serve as a starting point for professionals dealing with **[business challenge]**.

- **Resource 1**
- **Resource 2**
- **Resource 3**

If in the future it ever makes sense to reconnect, you can book time on my calendar [\[here.\]](#) I'm always here to help.

Best,  
**[Your name]**

### **Success Element 3: Focus on what the prospect cares about**

What do my clients need? What do they want? What are their goals?

What benefits or results can I focus on to show my clients how I can help the to make an improvement and/or achieve their goals?

### **Success Element 4: A consistent and persistent campaign**

It will take on average a minimum of 6 touch points to get to a yes. Don't give up....

What tools can I use to ensure I follow up enough? (FitFu, Pipedrive, Zoho CRM, Infusionsoft)

### **Ways to Deliver Valuable Content to Your Clients**

1. White paper
2. Insights paper
3. Viewpoints paper
4. E-book

5. Case study
6. Client success story
7. Success sheet
8. Templates
9. Study results
10. Research report
11. Technical paper
12. Interview findings
13. E-magazine
14. "flip" book
15. live webinar
16. on-demand webinar
17. live seminar
18. live workshop
19. audio seminar (CD or MP3)
20. podcast series
21. internet radio show
22. CD
23. DVD
24. Book
25. Workbook
26. Live stream
27. Video training series

### **Part 1: The Business Priority**

What is the most important business reason that a corporate client wants and/or needs your services? This is the "thing" that your prospective clients care most about. List some of the most common business priorities in today's market?

What are the business priorities that your service offering directly supports?

### **Part 2: Action**

Corporate people will not consider the hassle of bringing in an outside expert unless they perceive that the "thing" you offer will provide something for them that is measurably different than whatever they have now. Using active verbs communicate forward progress

Improve	Decline	Multiply
Increase	Reduce	Intensify
Drive	Decrease	Amplify
Recover	Lower	Magnify
Expand	Drop	Enhance
Maximize	Cut	Add
Save	Minimize	Redouble
Accelerate	Eliminate	Heighten
Speed	Shrink	Raise
Strengthen	Squeeze	Elevate
Grow	Condense	Lift
Boost	Diminish	Advance

Which action verbs speak to the value your services add to your clients?

### Part 3: Results

In the corporate world, measurable results are extremely important. How will your client be able to gauge the success of your work with them? What will be the tangible ROI that they will see, hear, feel, touch or most importantly measure? See below for a few ways to go from the status quo to the best possible future for a client.

Statistical results you've achieved for other clients

- Dollars added or saved
- Percentages increased or decreased
- Time gained or reduced

Anecdotal results you've achieved for other clients

- Case studies
- Testimonials
- Videos and photos

Market Data

- Research studies and reports
- Industry statistics
- Industry case studies

#### Part 4: The Icing on the cake

Most decision makers wear two hats. They are focused on what's best for the company as well as what's best for them. So to stand out here, be sure that you aren't just talking about what is best for the corporation, to close the sale, you're going to have to convince the individual that it's a good decision for him or her as well. Ways that you can illustrate how your service can help the decision maker include:

- |   |  |
|---|--|
| <input type="checkbox"/> More easily meet their goals       | <input type="checkbox"/> Done for them   |
| <input type="checkbox"/> Peace of mind                      | <input type="checkbox"/> Low maintenance and easy to work with                     |
| <input type="checkbox"/> Come in on budget                  | <input type="checkbox"/> Reliability – they can count on you                       |
| <input type="checkbox"/> Meet deadlines                     | <input type="checkbox"/> You understand the business and won't need "ramp" up time |
| <input type="checkbox"/> Fewer hassles and less frustration | <input type="checkbox"/> Won't have to put in as many nights and weekends          |
| <input type="checkbox"/> Make them look good                | <input type="checkbox"/> Less conflict   |

#### Client Getting Accelerators:

1. Selling to the Current Event
2. Getting booked to speak
3. Warm Referrals

## After Discovery Session Sequence B to C

### Email 1: The Recap Email

**Subject: Here's What We Talked About, First Name**

Hi [First Name],

First and foremost, I just want to say thank you. Thank you for requesting to meet with me, thank you for sharing your heart with me, thank you for being honest and transparent, thank you.

I know that when you are at a crossroad in your [business/relationship/career/etc] and deciding to access tools to go to the next level, it can sometimes feel like you're alone. Please know that I see you and more importantly, I am excited about your business goals:

[list goals].

And, I am equally excited about the difference that achieving these results will make in your life and business:

We talked about your gap being X [the problem they have] and the best program to fill the gap being Y [your program and benefit statement]. To learn more about X program, visit [insert URL]

I'm really looking forward to working together. As a reminder, we have a check in call on [date] at [time]. Remember, we agreed that even if now is not the time for us to partner to grow your business we will still hold our chat during that time.

I'm holding the space for you and your [business/relationship/career] growth and I look forward to partnering with you to take your [business/relationship/career] to the next level. The world needs you NOW and I can't wait to help you [how you will help them]

Your closing,

Your Name

P.S. If you decide that you're ready to get started before our chat, send me a quick text [\[your text line\]](#) and I'll give you a quick call to get you started.

### Direct Mail #1

Handwritten note in the mail

Hi [\[First Name\]](#)

Thank you for taking the time to meet with me about [\[the focus of their SPICE Problem\]](#). I am looking forward to helping you [\[what you're known for/SPICE Solution\]](#)

Your Closing,  
Your Name

### Touch Point #1

Your Follow Up Call As Scheduled

### Email 2

#### Case Study Email

Subject Line: How [\[Customer's Name\]](#) Got [\[SPICE Solution\]](#)

Email Copy:

Hey [\[First Name\]](#)

It's [\[your name\]](#) I hope you've been doing well.

Most of us already know the importance of [\[SPICE Solution\]](#) Simply put, it is important to [\[talk about why achieving the goal is so important\]](#)

Some of you may even think that the process of achieving [\[SPICE Solution\]](#) is scary and complex.

Today, I want to tell you that it doesn't have to be that way. I'm here to share a success story to give you hope but I know firsthand that what is possible for one is possible for all!

I'd like to introduce you to **[Customer Name]**, a client who despite being nervous at first in investing in herself at this level has now **[the goal they've achieved]**

**[share background and details on the client - emphasis on the traits that your prospect may be feeling to]**

In just a few **[days/weeks/months]** **[Client Name]** has gone from being **[how he/she felt before]** to **[how they feel now]**

All because he/she invested in the **[offer name]** (link to your sales page)

Here's a small piece of what **[Customer Name]** has to say about **[Offer Name]**

- **[end results #1 that your offer will help others achieve]**
- **[end result #2 that your offer will help others achieve]**
- **[end result #3 that your offer will help others achieve]**

You can read their full success story here **[link to sales page]**

This sound great but are you wondering if it's really possible? If you take nothing else away from this email, know this:

Getting to **[SPICE Solution/ result]** is TOTALLY DOABLE!. (Really it is.)

You don't need:

- **[what they don't need #1]**
- **[what they don't need #2]**
- **[what they don't need #3]**

**[What you are teaching/methodology, framework, etc and what makes your offer different]** is the key to you getting **[SPICE Solution]**

And that's exactly what you get with **[offer name]**, the **[describe your offer]** designed specifically for **[audience of one]** to **[SPICE Solution]**



You'll get.... [**what they'll get if they invest**] so that you can [**how this will change their life**]

I know getting what you need to achieve your goals can feel scary. There are a million reasons why now is not the right time but [**first name**], if not now, when?

You're not alone in wondering if now's a good time, either.

[**add relevant photos and screen shots to further build trust and interest**]

[**Client name**] made it happen. [**He/She**] took the action and because he/she did, she can now [**describe SPICE Solution achieved**]. And you can too.

If you're struggling to [**SPICE Solution**] then [**offer name**] is for you. (**link to sales page**)

[**create sense of urgency**]

When you enroll in [offer name] these are the bonuses that are waiting for you

- [**bonus #1 and value: describe the bonus**]
- [**bonus #2 and value describe the bonus**]
- [**bonus #3 and value describe the bonus**]

You can learn more about these bonuses here [**hyper link to sales page**]

I'm SO excited because I love giving away amazing bonuses to people who take decisive action 😊

The choice is yours. If you've ever wondered how you can do the things [**Client Name**] has done, it doesn't get any better than this.

If you're tired of [**describe what they're experiencing now**] I wouldn't wait! [**link to sales page**]

Your closing,  
Your name

P.S. Did you see that you also get \$[#] worth of fast action bonuses when you invest now?! Your chance to get the **[Bonus # 1]**, the **[Bonus #2]** and the [#] other bonuses are slipping through your fingers...and if you don't act now, they'll be gone soon...

### **Touch Point #2**

Phone Call and Text

Hi **[First Name]**. I just wanted to touch base real quick to see where we are and close the loop on whether now is the time or not for me to help you **[SPICE Solution]**

### **Touch Point #3**

Personalized Video with a tip until you start working together

### **Email #3**

Subject Line: How **[Customer's Name]** Got **[SPICE Solution]**

Email Copy:

Hey **[First Name]**

It's **[your name]** I hope you've been doing well.

Most of us already know the importance of **[SPICE Solution]** Simply put, it is important to **[talk about why achieving the goal is so important]**

Some of you may even think that the process of achieving **[SPICE Solution]** is scary and complex.

Today, I want to tell you that it doesn't have to be that way. I'm here to share a success story to give you hope but I know firsthand that what is possible for one is possible for all!

I'd like to introduce you to **[Customer Name]**, a client who despite being nervous at first in investing in herself at this level has now **[the goal they've achieved]**

**[share background and details on the client - emphasis on the traits that your prospect may be feeling to]**



In just a few **[days/weeks/months]** **[Client Name]** has gone from being **[how he/she felt before]** to **[how they feel now]**

All because he/she invested in the **[offer name]** (link to your sales page)

Here's a small piece of what **[Customer Name]** has to say about **[Offer Name]**

- **[end results #1 that your offer will help others achieve]**
- **[end result #2 that your offer will help others achieve]**
- **[end result #3 that your offer will help others achieve]**

You can read their full success story here **[link to sales page]**

This sound great but are you wondering if it's really possible? If you take nothing else away from this email, know this:

Getting to **[SPICE Solution/ result]** is TOTALLY DOABLE!. (Really it is.)

You don't need:

- **[what they don't need #1]**
- **[what they don't need #2]**
- **[what they don't need #3]**

**[What you are teaching/methodology, framework, etc and what makes your offer different]** is the key to you getting **[SPICE Solution]**

And that's exactly what you get with **[offer name]**, the **[describe your offer]** designed specifically for **[audience of one]** to **[SPICE Solution]**

You'll get... **[what they'll get if they invest]** so that you can **[how this will change their life]**

I know getting what you need to achieve your goals can feel scary. There are a million reasons why now is not the right time but **[first name]**, if not now, when?

You're not alone in wondering if now's a good time, either.

**[add relevant photos and screen shots to further build trust and interest]**



[Client name] made it happen. [He/She] took the action and because he/she did, she can now [describe SPICE Solution achieved]. And you can too.

If you're struggling to [SPICE Solution] then [offer name] is for you. ([link to sales page](#))

[create sense of urgency]

When you enroll in [offer name] these are the bonuses that are waiting for you

- [bonus #1 and value: describe the bonus]
- [bonus #2 and value describe the bonus]
- [bonus #3 and value describe the bonus]

You can learn more about these bonuses here [[hyper link to sales page](#)]

I'm SO excited because I love giving away amazing bonuses to people who take decisive action 😊

The choice is yours. If you've ever wondered how you can do the things [Client Name] has done, it doesn't get any better than this.

If you're tired of [describe what they're experiencing now] I wouldn't wait! [[link to sales page](#)]

Your closing,  
Your name

P.S. Did you see that you also get \$[#] worth of fast action bonuses when you invest now?! Your chance to get the [Bonus # 1], the [Bonus #2] and the [#] other bonuses are slipping through your fingers...and if you don't act now, they'll be gone soon...

#### **Touch Point #4**

Quick social media DM check in

#### **Touch Point #5**

**Have previous client reach out via social media**

## Email #4

I Guess You Decided to Stay the Same, *First Name*

Hi [*First Name*],

A Few weeks ago, you and I met for what I believed what the beginning of your next level as we started to work together to help you resolve X [*SPICE Problem to be solved*]. When we met, you were clear that you wanted Y instead [*what they wish was their reality*]

You were excited, clarified that your problem needed to be solved now and then you shrunk back instead of rising up.

What happened?

*First Name*, it's okay if you've decided to stay the same.

Know that I love working with [*Audience of One*] who are ready to take decisive action, invest in themselves and [*SPICE Solution*] and if you're not there yet, it's best that you do us a favor and stay stuck.

When you are ready to move, please reach out to see if we have openings to work together because there is nothing that would bring me more joy.

Your Closing,  
Your Name

P.S. if I am wrong about you and you're ready to go now, hit reply to this email or better yet, text me at [*text line*] and I will get in touch with you so that we don't waste any more time.

## Follow Up Sequence B to B

### Email 1: The Recap Email

**Subject: Here's What We Talked About, First Name**

Hi [First Name],

First and foremost, I just want to say thank you. Thank you allowing me the time and opportunity to meet with you to discuss how my company can help you [insert problem they are ready to solve.]

As was realized during our meeting, we are a good fit to move forward in working together.

By the close of business [day you promised the engagement letter], you'll have a detailed engagement letter so that you can review and approve or submit questions so that we don't delay getting you [results they desire.]

I am excited about your business goals:

[list goals].

And, I am equally excited about the difference that achieving these results will make in your organization:

[list needs pays off]

We talked about your gap being X [the problem they have] and the best program to fill the gap being Y [your program and benefit statement]. The full engagement letter we detail our plan of attack to leverage [Program Name] to close the gap you're currently experiencing.



I'm really looking forward to working together. As a reminder, we have a check in call on [date] at [time]. Remember, we agreed that even if now is not the time for us to partner to grow your business we will still hold our chat during that time.

I'm holding the space for you and your [company or department name] growth and I look forward to partnering with you to take your [company/department] to the next level. I am looking forward to helping you [how you will help them].

Your closing,

Your Name

P.S. If you decide that you're ready to get started before our chat, send me a quick text [your text line] and I'll give you a quick call to get you started.

### **Recap Option 2 – Phone Call**

Hi [prospect name],

Thanks for sharing some insight into your role at [prospect's company] earlier today -- not to mention, speaking with me about [commonality or rapport-building point].

To recap, you're currently [struggling with X challenge, trying to achieve Y goal]. I've suggested [strategy or quick tip]. The resources attached, which cover [topic], may also help.

Let me know if I can answer any questions about this content and/or my recommendations. I'm looking forward to speaking again on [date and time].

Best,

[Your name]

### **Recap option 3 – Demo of Product or Software**



Hi [**prospect name**],

Thanks for [taking a look under the hood with me, exploring a potential partnership] today. It seems like [**product**] is a good fit for [you/your team], especially in these areas:

- [Feature #1]: Will allow you to [accomplish X goal]
- [Feature #2]: Will help you [with Y challenge]
- [Feature #3]: Will mitigate [Z issue]

You mentioned you'll need to run this by [other stakeholders' names, decision maker's name], so I'm attaching two resources: [Helpful product resource] and [helpful product resource].

The next step is [action item]. Please let me know if you have any questions. If not, I'll talk to you on [date and time].

Best,  
[Your name]

### **Direct Mail #1**

Handwritten note in the mail

Hi [First Name]

Thank you for taking the time to meet with me about [**the focus of their SPICE Problem**]. I am looking forward to helping you [**what you're known for/SPICE Solution**]

Your Closing,  
Your Name

### **Touch Point #1**

Your Follow Up Call As Scheduled [Engagement Letter should be delivered during this meeting.]



## Email 2 Case Study Email

Subject Line: How **[Customer Name]** Got **[SPICE Solution]**

Email Copy:

Hey **[First Name]**

It's **[your name]** I hope you've been doing well.

In anticipation of working together, I wanted to share how a client that is similar in organizational infrastructure to **[Company Name]** experienced powerful results in our working together.

Most of us already know the importance of **[SPICE Solution]** Simply put, it is important to **[talk about why achieving the goal is so important]**

I'd like to introduce you to **[Customer Name]**, a client who **[insert situation that client was in that created the delay in working together]** I has now **[the goal they've achieved]**

**[share background and details on the client - emphasis on the traits that your prospect may be feeling to]**

In just a few **[days/weeks/months]** **[Client Name]** has gone from being **[how organization felt before]** to **[how they feel now]**

All because he/she invested in the **[Program name]**

Here's a small piece of what **[Customer Name]** has to say about **[Offer Name]**

- **[end results #1 that your offer will help others achieve]**
- **[end result #2 that your offer will help others achieve]**
- **[end result #3 that your offer will help others achieve]**

**[What you are teaching/methodology, framework, etc and what makes your offer different]** is the key to you getting **[SPICE Solution]**

And that's exactly what you get with **[offer name]**, the **[describe your offer]** designed specifically for **[audience of one]** to **[SPICE Solution]**

You'll get... **[what they'll get if they invest]** so that you can **[how this will change their life]**

**[Client name]** made it happen. **[He/She]** took the action and because he/she did, she can now **[describe SPICE Solution achieved]**. And you can too.

If you're struggling to **[SPICE Solution]** then **[offer name]** is for you. (**link to sales page**)

**[create sense of urgency]**

When you enroll in **[offer name]** these are the bonuses that are waiting for you

- **[bonus #1 and value: describe the bonus]**
- **[bonus #2 and value describe the bonus]**
- **[bonus #3 and value describe the bonus]**

You can learn more about these bonuses here **[hyper link to sales page]**

I'm SO excited because I love giving away amazing bonuses to people who take decisive action 😊

If you're tired of **[describe what they're experiencing now]** I wouldn't wait! **[link to engagement letter]**

Your closing,  
Your name

## **Touch Point #2**

Phone Call and Text

Hi **[First Name]**. I just wanted to touch base real quick to see where we are and close the loop on whether now is the time or not for me to help you **[SPICE Solution]**

### Touch Point #3

Personalized Video with a tip until you start working together

### Email #3

Subject Line: I saw this and immediately thought of you, First Name

Email Copy:

Hi [**First Name**]

It's [**your name**] I hope you've been doing well.

Earlier today I was looking through some of the projects I've worked on recently with clients like [Company Name] and I found this article, [Article Title] and it immediately made me think about [Company name] and your current challenge of [Current SPICE Problem].

When you get a quick minute (it will only take you 7 minutes to read it), take a peek and let me know what you think. I'm especially interested in your thoughts on [what you think will appeal to them the most] and how that would help us to achieve your goal of [**SPICE Solution**]

Your closing,  
Your name

P.S. Did you see that you also get \$[#] worth of fast action bonuses when you invest now?! Your chance to get the [**Bonus # 1**], the [**Bonus #2**] and the [#] other bonuses are slipping through your fingers...and if you don't act now, they'll be gone soon...

### Touch Point #4

Quick social media DM check in on Linked In

### Touch Point #5

**Send something in the mail**

### Email #4

## Overcoming Objections Check In Email

Hi [prospect name],

It's been a few weeks since we met to discuss [X goal and the Y challenges you're facing] and the concerns you're having about the feasibility of solving this problem.

Here are the top potential solutions we discussed:

- Potential solution #1
- Potential solution #2

I'm glad we agreed these could be beneficial solutions for [prospect's company]. And here are the two ways we're uniquely positioned to help you implement these solutions:

- Unique value proposition #1
- Unique value proposition #2

Since we've been disconnected, I've rethought the approach to the next best steps to move your [Company/Department] forward. Please see the attached updated document.

Let me know if you have any questions on the attached information. I look forward to [your email, talking to you, our meeting] on [date and time].

Best,  
[Your name]

## Email 5: The Goodbye Email

I Guess You Decided to Stay the Same, [First Name](#)

Hi [[First Name](#)],



A Few weeks ago, you and I met for what I believed what the beginning of your next level as we started to work together to help you resolve X [SPICE Problem to be solved]. When we met, you were clear that you wanted Y instead [what they wish was their reality]

You were excited, clarified that your problem needed to be solved now and because I haven't heard from you, I'm thinking that you're second guessing the need to spend the time and energy on [SPICE Problem] right now.

What happened?

First Name, it's okay if you've decided to stay the same.

Know that I love working with [Audience of One] who are ready to take decisive action, invest in themselves and [SPICE Solution] and if you're not there yet, it's best that you do us a favor and continue to receive the same results that cause the problem you're feeling at [Company Name]

When you are ready to move, please reach out to see if we have openings to work together because there is nothing that would bring me more joy.

Your Closing,  
Your Name

P.S. if I am wrong, we just got our signals crossed and you're ready to go now, hit reply to this email or better yet, text me at [text line] and I will get in touch with you so that we don't waste any more time.

## Essential Sales Emails

### #1 The Case Study Email

Subject Line: How **[Customer's Name]** Got **[SPICE Solution]**

Email Copy:

Hey **[First Name]**

It's **[your name]** I hope you've been doing well.

Most of us already know the importance of **[SPICE Solution]** Simply put, it is important to **[talk about why achieving the goal is so important]**

Some of you may even think that the process of achieving **[SPICE Solution]** is scary and complex.

Today, I want to tell you that it doesn't have to be that way. I'm here to share a success story to give you hope but I know firsthand that what is possible for one is possible for all!

I'd like to introduce you to **[Customer Name]**, a client who despite being nervous at first in investing in herself at this level has now **[the goal they've achieved]**

**[share background and details on the client - emphasis on the traits that your prospect may be feeling to]**

In just a few **[days/weeks/months]** **[Client Name]** has gone from being **[how he/she felt before]** to **[how they feel now]**

All because he/she invested in the **[offer name]** (link to your sales page)

Here's a small piece of what **[Customer Name]** has to say about **[Offer Name]**

- **[end results #1 that your offer will help others achieve]**
- **[end result #2 that your offer will help others achieve]**
- **[end result #3 that your offer will help others achieve]**

You can read their full success story here **[link to sales page]**

This sound great but are you wondering if it's really possible? If you take nothing else away from this email, know this:

Getting to **[SPICE Solution/ result]** is TOTALLY DOABLE!. (Really it is.)

You don't need:

- **[what they don't need #1]**
- **[what they don't need #2]**
- **[what they don't need #3]**

**[What you are teaching/methodology, framework, etc and what makes your offer different]** is the key to you getting **[SPICE Solution]**

And that's exactly what you get with **[offer name]**, the **[describe your offer]** designed specifically for **[audience of one]** to **[SPICE Solution]**

You'll get.... **[what they'll get if they invest]** so that you can **[how this will change their life]**



I know getting what you need to achieve your goals can feel scary. There are a million reasons why now is not the right time but **[first name]**, if not now, when?

You're not alone in wondering if now's a good time, either.

**[add relevant photos and screen shots to further build trust and interest]**

**[Client name]** made it happen. **[He/She]** took the action and because he/she did, she can now **[describe SPICE Solution achieved]**. And you can too.

If you're struggling to **[SPICE Solution]** then **[offer name]** is for you. (**link to sales page**)

**[create sense of urgency]**

When you enroll in **[offer name]** these are the bonuses that are waiting for you

- **[bonus #1 and value: describe the bonus]**
- **[bonus #2 and value describe the bonus]**
- **[bonus #3 and value describe the bonus]**

You can learn more about these bonuses here **[hyper link to sales page]**

I'm SO excited because OI love giving away amazing bonuses to people who take decisive action 😊

The choice is yours. If you've ever wondered how you can do the things **[Client Name]** has done, it doesn't get any better than this.

If you're tired of **[describe what they're experiencing now]** I wouldn't wait! **[link to sales page]**

Your closing,  
Your name

P.S. Did you see that you also get **[\$[#]** worth of fast action bonuses when you invest now?! Your chance to get the **[Bonus # 1]**, the **[Bonus #2]** and the **[#]** other bonuses are slipping through your fingers...and if you don't act now, they'll be gone soon...



## #2 The FAQ Email

Subject: Your Questions Answered

Email Copy:

Hey **[first name]**

It's **[your name]** from **[your website/company name]** here.

If you've been reading my emails lately than you know that I have opened enrollment for my **[Offer name]** **[link to sales page]**.

You get... **[describe special offer]**

We only have [amount of time left to take advantage of open enrollment]. If you miss this, you will have **to [miss out on the bonuses, pay more to enroll or wait until this time next year]**.

I have received quite a few questions about [Offer name], so I'm going to answer some of the most popular questions for you now to help you decide if now is the time and I am the right person to help you **[SPICE problem they need help solving]**.

### **FAQ 1: What is [Offer name]?**

**[answer the question]**

### **FAQ 2: Who is [Offer name] for?**

If you are someone who... **[describe the ideal candidate to solve their SPICE Problem with your offer. Use their strongly held label, describe how the SPICE problem is affecting the various areas of their life - you want them to self-select]**

This will help you get **[SPICE Solution]**

Sound like you? Click here to enroll before our specials go away **[link to sales page]**

### **FAQ 3: What makes [Offer name] different from other programs?**

[answer the question]

**FAQ 4: How much time will [Offer name] take?**

[answer the question]

**FAQ 5: Is [Offer name] going to work for me to [SPICE Solution]?**

[Answer the question]

Examples:

- If you are able to follow simple instructions, I don't see why not. When needed, I even go right down to the smallest details and guide you step-by-step.)
- [Insert Offer Name] was created to be the game plan for [Audience of One] to achieve [SPICE Solution] without wasting months or even years trying to trial and error your way to success
- This was specially made for you -the [describe your ideal customer-identify them so that they know that your offer was created to work for THEM specifically]
- [Offer Name] was created to hand-hold you, providing you with... [summary of what they will get to reassure them that they will achieve their desired SPICE Solution if they buy]

**FAQ 6: Should I buy now?**

A wise man once said, "The best time to plant a tree was yesterday. The next best time is now."

The same applies to you. If not now, then when?

Imagine where you would be in a few months if you started today. You can do this!

I would advise you to get [Offer Name] now, because... [e.g. You will have instant access the moment you purchase, plus lifetime access to the courses so that you can go through them at your own pace]



Importantly, [**Offer Name**] offer will be available for the next [**time frame only**] -after that, you will have to [**miss out on bonuses/ buy it at a much higher price/ miss out on saving \$#**].

Click here to enroll / buy [**Offer Name**] now! ;) [**link to sales page**]

Come achieve [**SPICE Solution**] with me?

Okay, that's all for now!

I hope that you will join us! We'll reach [**SPICE Solution**] quickly and strategically, one clear step at a time.

This limited-time special offer will only be available for the next [time frame] or so.

If you miss out, you will have to miss out on [**the special pricing / special bonuses/ early bird pricing**].**[link to sales page]**

Now's the time for you to get started.

You deserve this. If you start today, imagine how your life will be like 30 days from now!

The special offer will expire in [#] hours.

**[Insert Timer]**

Click here to get [**Offer Name**] before the offer expires (save [#]%) **[link to sales page]**

I look forward to running this race with you!

Your Closing

Your Name

#3 The Last Call Email (Price Increasing). Send ideally 6 hours before the promo period ends
--

Subject: Price of [**Offer Name**] increases in just # hours!

Email Copy:

Hey **[First Name]**,

Are you still confused when it comes to **[SPICE Solution]**?

**[Kick off the email with a question to get their attention]**

**[#]** years ago, I never would have thought that...**[where you are today]**.

Just imagine where you would be **[#]** days from now if you start today! As you have probably heard, the **[special price / early bird price]** for **[Offer Name]** is ending in just **X** hours.

**[Insert Timer Here]**

If you want to **[SPICE Solution]**, now's the time to do it. **[the emphasis on the NOW forces them to take action now.]**

Enroll in **[Offer Name]** before the price increases within the next **[#]** hours and save \$**[#]**!

You have two options now:

Option #1 (This is the not-so-good one): You can sit there scrolling through this email, wanting to believe but being haunted by fears and past experiences. Wanting to take action but being plagued by self-doubt...as time passes you by. (Honestly, are you prepared to spend years struggling to **[SPICE Solution]**?) Or...

Option #2 (This is the REALLY smart one): You can choose to say YES to change in your life and take a step forward to **[SPICE Solution]**. You can choose to say YES to getting dedicated help to finally **[SPICE Solution]**. I know what it feels like to **[how they are feeling right now]**.

I have specially created **[Offer Name]** for new **[how you address your target customers]** like yourself who need help with **[SPICE Solution]**. **[Offer Name]** features the exact tried-and-tested **[solution/system/methodology/process/ingredients/ product / program /**



curriculum] that I have used with countless **[whoever you have helped -e.g. past customers, 1:1 private clients, yourself]** to **[SPICE Solution]**.

Once again, in X hours, the price of **[Offer Name]** will increase by \$[#].

Don't miss out! Check out **[Offer Name]** and save \$[#] if you enroll within the next X hours.

See you on the other side

Your Closing

Your name

**The Last Call Email (Bonuses Expiring)**

Subject Line: LAST CALL to get these fast action bonuses!

Email Copy:

Hey **[First Name]**! It's **[Your Name]** here. I hope you are doing well. :)

I just wanted to send you a quick email before the fast action bonuses for **[Offer Name]** are gone for good. The next 6 hours can potentially change your life.

Let me explain...At 11.59 PM PST TONIGHT (less than 6 hours left), all of these special bonuses will disappear forever...

[Insert Timer Here]

- Limited-time Bonus #1 **-[Bonus Name]** (VALUE: \$[#]): **[Describe Bonus #1 -What do they get? What is the main benefit the bonus brings?]**
- Limited-time Bonus #2 **-[Bonus Name]** (VALUE: \$[#]): **[Describe Bonus #2 -What do they get? What is the main benefit the bonus brings?]**
- Limited-time Bonus #3 **-[Bonus Name]** (VALUE: \$[#]): **[Describe Bonus #3 -What do they get? What is the main benefit the bonus brings?]**

Click here to **[enroll/join/sign up/buy]** now before it all ends. [\[link to sales page\]](#)

When you enroll in **[Offer Name]**, you will...

- **[End result 1 that your target audience wants]**
- **[End result 2 that your target audience wants]**
- **[End result 3 that your target audience wants]**

Are you ready for this? Then hop on now. [\[link to sales page\]](#)

I know what it feels like to [how they are feeling right now]. With **[Offer Name]**, you get everything you need to **[SPICE Solution]**... in just[#] days.

This includes... **[What do they get? E.g. -[#] guided lectures organized into [#]modules, with accompanying workbooks, checklists and scripts, and an entire arsenal of tech tutorials.]**

**[Offer Name]** will hold your hand from start to finish and every step in between. **[Offer Name]** is the exact secret I wished I had access to when I was **[describe how your situation was like]**. It is everything you need to **[SPICE Solution]**.

Click here to enroll in **[Offer Name]** NOW before the fast-action bonuses worth \$[#] will expire in [#]hours. [\[link to sales page\]](#) I can't wait to work together with you!

P.S. -Scrolled to the end without reading? The fast-action bonuses for **[Offer Name]** worth \$[#] will expire in [#] hours. Click here to check them out [\[link to sales page\]](#)

Your Closing,  
Your Name

<b>Common Objections Eliminator Email.</b>
--

(most prospects are feeling 1 of the 5 objections this email will overcome)

Subject Line: The 5 Secret Fears That's Keeping You Back  
Email Copy:

Hey **[First Name]**,

After talking to a couple of happy **[Offer Name]** customers, I have realized that all of them had to get over at least 1 or more of 5 major fears before they took the leap to invest in themselves.

Today, many of them have **[accomplished SPICE Solution]**, completely transforming their **[business/health/life/etc.]** in the process.

I've been talking a lot about **[Offer Name]** and it just occurred to me... you might be hesitant to invest because of some of these secret fears.

Hence, I see it as my duty to help you process and get past these same fears that many of my customers had as well, so that you too will go from **[where they are now]** to **[where they want to be]**.

Stop **[whatever they are doing now -e.g. googling for information]**, and start **[what they should be doing]**.

### **Common Fear #1: "I can't afford it"**

How much is **[SPICE Solution]** worth to your **[life/business/etc.]**? **[Explain how this SPICE Solution is worth so much more than the price you are charging]**

E.g. In fact, you will be equipped with the skills and strategies that you need to **[SPICE Solution]** for YEARS to come. The course will pay for itself again and again.)

Also consider this: What is the COST of NOT purchasing **[Offer Name]**? How much wasted time, energy, and effort will go down the drain if you continue as you are, reading articles written by unqualified "gurus", trying to piece things together, or being frustrated daily as you try to reach **[SPICE Solution]**?

There's a cost to not purchasing **[Offer Name]**: **[Explain why NOT purchasing your cost would cost them MORE at the end of the day]**

If you're ready to **[SPICE Solution]**, click here to get started with **[Offer Name]**.**[link to sales page]**

### **Common Fear #2: "I don't have time"**

[Offer Name] SAVES you time by [explain how your offer saves your customer time]. [Explain what you are selling actually saves them time -e.g. organization, time spent researching, implementing them correctly, how it took your years to figure this out, by providing the correct strategies etc.] If you're ready to save MONTHS of your time and shortcut your way to [SPICE Solution], click here to get started with [Offer Name]. [link to sales page]

### **Common Fear #3: "I have no confidence in myself"**

Here's the thing. If you are 110% confident that you will [SPICE Solution], you won't need my help! It's my job to help people who are not confident about [what they are struggling with now] to reach [SPICE Solution].

Also, I've created [Offer Name] to be as fool-proof as possible, because... [Give reasons to assure your prospects that you have made it as simple as possible for your customers to get results OR show how it is very simple to use whatever it is you are selling] (e.g. If it's a course, you can explain how the way you have created the course ensures that failure rate is kept to a minimum by providing coaching calls) This is as good as it gets.

Click here to learn more about [Offer Name] before prices increase in [#] hours! [link to sales page]

### **Common Fear #4. "I tried this before, it didn't work"**

I understand how you feel. I've actually be where you are right now. You've been invested in a program before and for whatever reason you didn't get the results you were seeking. But what I found is that not taking a chance on me always produces the same result of what I had in that moment. And because you are reading this email, I know that you want more. So, there's two things I want you to think about:

#1: [Offer Name] was designed to walk you step by step through the EXACT process that has helped [lots/thousands/hundreds, etc] of [Audience of One] just like you to get results. It works. Living in the past is not the way to change your future.

And #2, there is a role that we both have to play for this to be better than the last time (and the reason you feel ashamed to invest in yourself again). We have to PARTNER – that



means you agree to show up for yourself and I agree that this will be the most impactful experience you have ever had on your journey to **[area of their life offer will shift]**. Trust me **[number of people who got results]** can't be wrong.

### **Common Fear #5: "Now's not the right time"**

If not now, then when? I'll tell you why NOW is the BEST time to join **[Offer Name]**: If you keep waiting, you'll delay your results. Also, The price of **[Offer Name]** will be increasing by **[#]%** in **[#]** hours. If you're going to invest, shouldn't you get the best investment possible?! You will also have lifetime access, so you can come back to **[Offer Name]** whenever it's convenient for you. One small step at a time, **[First Name]**!

No matter how busy you are, it is much better to do something small every day (as long as it's in the right direction), than to do NOTHING at all and wait for the "perfect" time.

Are you a bit shocked that I know your secret fears so well?

Don't worry —I'm not spying on you! I've simply been where you are and helped hundreds of **[Audience of One -e.g. entrepreneurs]** just like you, so I can relate to your situation very well.

Plus, I have been through this myself -**[Briefly talk about where you were previously, and where you are now -to show you have been through what they want to achieve]**.

The price of **[Offer Name]** will be increasing by **[#]%** in about **[#]** hours, on **[Date & Time]** Now, this is huge because I have not increased the price of **[Name]** for **[#]YEARS**. In that time I have... **[e.g. updated the course [#] times / ushered in over [#] customers, helping many of them get to...]**

If you have been **[what SPICE Problem they are struggling with]**, sign up now before the price increases for good! **[link to sales page]**

I hope to see you inside **[Offer Name]** :)

Your Closing,  
Your Name

## 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 [describe SPICE Problem]

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 [ **effects of SPICE Problem** ] and start [ **what's possible with SPICE Solution** ] 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 reply 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 [**SPICE Solution**] 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 [**describe their SPICE Problem**]

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 [**effects of SPICE Problem**] and start [**what's possible with SPICE Solution**] 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).

7. If we identify a solution beyond our time together to help you can we share it with you during our session?

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 **[describe SPICE Solution]**

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 **[SPICE Solution]** 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).
7. If we identify a solution beyond our time together to help you can we share it with you during our session?

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!

### Notes:

- You can open these up every month to get your monthly discovery sessions
- You can offer to your Facebook group as well, follow the same process
- This is not a coaching session, it's a discovery session. An opportunity for you to diagnose their problem and offer your services as the solution
- The session should only take 30 minutes
- Once people apply, you will split them into three categories: a) ideal, ready to go b) not ideal. The ideal candidates get a link to your discovery session process the not ideal candidates get a response that says you're out of spaces for this month and you urge them to try again.

### Webinar Outline Template

This webinar is best used to get them to apply for a discovery session or to join you for your application only intro event webinar.

- Title Slide
  - Title and Subtitle.
- Elephant in the Room Slide (big picture of an elephant)
  - Describe their big problem and what is making them uncomfortable (this is your script not actually on the slides)
- During Our Time Together/What's I'm Going to Share With You Slide
  - List the 3 to 5 things you'll share/teach
- By the End of the Webinar/When we are finished Slide
  - Your big promise slide – what will be their big takeaway for immediate application?
- About You Slides (1-4)
  - 3 to 5 bullets about you and why you're the one who can help them solve their problem on the first slide
  - Pictures that aid your Why Story (Robert Frost, Sam Cooke, Harriet Tubman)
  - You Should Know Slide. (Optional)
    - If there is anything that it's important that they know about you from the start of your relationship. (ie – you're a believer, etc)
- Am I Speaking Your Language/ Am I Tuned Into Your Problems /Does This Sound Like You slide
  - 3 to 5 bullets, ask the questions that are keeping them up at night. Do you worry about X? Are you frustrated because of Y? Are you secretly struggling with Z?
- The Real Struggle/ What's really keeping you from success slide
  - Good news, none of those are your real problem. The reason you're really struggling is because you haven't made the shifts/learned the keys I'm about to share with you
- Once you shift / make the change slide
  - 3-5 vision casting expectation slides of how their life/business/health/etc will be once they learn this information you have to share. Paint the picture of what's ahead for them. "You'll finally be able to X; Frustration will be a thing of the past and you'll be ready to Y."
- Shift/Key/Tip 1 Slides



- Try to make it mostly about mindset. Make it clear who they need to be in order to experience the possibility you're inviting them to see
- Say something they won't expect
- Share statistics or evidence to support you assertion
- Be clear about what's at stake if they don't heed your warning
- Share a Story/ Case Study after you make your point
- Give them the bottom line
- Shift/ Key 2 Slides
  - Make it about a big challenge they will have if they don't shift. Make it clear who they need to be in order to experience the possibility you're inviting them to see
  - Say something they won't expect
  - Share statistics or evidence to support you assertion
  - Be clear about what's at stake if they don't heed your warning
  - Share a Story/ Case Study after you make your point
  - Give them the bottom line
- Shift / Key 3 – Your secret weapon, the big thing that changed everything for you.
  - Make it about a big challenge they will have if they don't shift. Make it clear who they need to be in order to experience the possibility you're inviting them to see – spend more time here and share the most powerful paradigm shift they need to make
  - Say something they won't expect
  - Share statistics or evidence to support your assertion
  - Be clear about what's at stake if they don't heed your warning
  - Share a Story/ Cast Study after you make your point
  - Give them the bottom line
- Shift / Key 4
  - Make it about a big challenge they will have if they don't shift. Make it clear who they need to be in order to experience the possibility you're inviting them to see
  - Say something they won't expect
  - Share statistics or evidence to support your assertion
  - Be clear about what's at stake if they don't heed your warning
  - Share a Story/ Case Study after you make your point
  - Give them the bottom line
- Shift / Key 5. (Shift by Investing in Help to Solve Problem)
  - Introduce them to you as the solution

- They need coaching/consulting/etc
  - Make it clear who they need to be in order to experience the possibility you're inviting them to see
  - Make the case for investing in themselves | share why and how you choose to invest
  - Give them the bottom line
- If you're missing any of these things slide 1
  - Breakdown what is at stake if they are missing the first thing
- If you're missing any of these slide 2
  - Breakdown what is at stake if they are missing the second thing
- If you're missing any of these slide 3
  - Breakdown what is at stake if they are missing the third thing
- If you're missing any of these slide 4
  - Breakdown what is at stake if they are missing the fourth thing
- If you're missing any of these slide 5
  - Breakdown what is at stake if they are missing the fifth thing
- Today I promised Slide
  - Mirrors the during our time together slide
  - A reminder of what you told them you were going to tell them
- Summarization Slide
  - Sum of all 5 shifts/ keys for them
- Overcoming Objections In Advance Slides
  - #1 Thing That Keeps You from X Slide
  - Self-Sabotage slide
  - Importance of doing mindset work slide
  - The hardest part slide (what is the hardest part about self-sabotage?)
  - Why they have to shift their mindset
  - What's at stake if they don't slide
  - Let's reframe your limiting beliefs slide 1
  - Let's reframe your limiting beliefs slide 2
  - Let's reframe your limiting beliefs slide 3
  - Opportunity to step into the next version of yourself slide
  - The truth about stepping in slide
- Let's Recap Slide
  - To do X you need each piece slide
  - You can't re-engineer this slide
  - Not Theory Slide

- Closing Slides
  - Cross Road slide
    - Now you have a choice to make
    - Give them the two options
  - Option 1 Slide: Try to implement on your own slide
  - Option 2 Slide: Let You help slide
- When Making a Offer to Discovery Session
  - Describe the Discovery Call Process, your program or your event, etc (whatever you're promoting) Slide
  - Who This is For Slide
    - Give criteria of who should book a call with you
    - Make this an exclusive, not for everyone thing
  - You Big Why Slide
    - Tell them why you're availing yourself to them in a call
    - If they want your help, you can help
  - Final Slide with URL to book discovery session
- When Making a Paid Offer Slides
  - Features and Benefits Slide (features tell, benefits sell show them side by side – for every feature, what is the end goal/benefit?) Think about the transformation
  - What They Get Slide (the deliverables)
  - Bonus Slide
  - Price Reveal and Price Justification
    - Clarity of the price and payment option
    - Compare to something they buy frequently
    - What's the cost of not taking action
    - Guarantee
    - Here's what to do now (click the button now and join me in [program name])
    - Urgency
      - If launched once a year... cost of waiting until the next time offered
    - Call to action to close
    - Recap all they get
    - Surprise bonus
    - Reclose with scarcity (second call to action)

- Mention scarcity
- Who This is For Slide
  - Give criteria of who should book a call with you
  - Make this an exclusive, not for everyone thing
- You Big Why Slide
  - Tell them why you're availing yourself to them in a call
  - If they want your help, you can help
    - Final Slide with URL to for program

## Teleseminar/Signature Talk Template

### **Section One: Welcome and a Powerful Introduction**

In this part of your talk, you want to do something that captures their attention and keeps them focused on hanging out with you.

### **Section Two: Positioning**

Use this section of the report to position:

- a. Yourself – who are you, what makes you relevant, why should they care?
- b. Your audience - who is this resource intended for?
- c. Your topic - what are you going to share, why is now the time for them to access it?
- d. Your solution – what is possible if they give you a chance first here and then by engaging for a deeper experience?
- e. The results you have helped others achieve – who have you helped? Share a case study or success story in this section.

### **Section Three: The BIG WHY**

In this section, you'll need to focus on WIIFM – what's in it for them. Why should they even care about this report.? Why does this topic have relevance right now? Be sure to include who you deem to be ideal candidates to get access to a solution via your work. Be sure to build tension around the topic. Be sure to share statistics that support the reason you wrote the report in the first place.

### **Section Four: Share a Client Success Story or Case Study**

In this section, you'll want to demonstrate what is possible if they get a handle on the problem that they have right now.

### **Section Five: Share Your Content in a Compelling Way**

In this section, share your best content. Remember to answer the following questions:

What is the topic?

Why is it relevant?

What are the ramifications of not fixing the challenges that ensue?

What is the best possible solution?

What is the worse case scenario?

How can they begin to solve this problem?

### **Section Six: Call to Action - Offer to Help Them Solve Their Problem**

This section is all about how you can help them. Demonstrate some of your core methodologies and share some more client success stories to validate your approach. Be clear about what you want them to do now that they have this information. This is typically your next step offer from your problem progression plan.

### **Section Seven: About the Author**

In this section include your bio. Be sure to highlight any certifications, degrees, published works, etc that substantiate what makes you ideal to solve this problem.

### **Other Important Notes:**

1. Have the report professionally designed
2. Use images and pictures to keep reader engaged
3. Be sure to include your copyright information
4. Create a clear byline to show in the footer of each page
5. Be sure to follow up with everyone who downloads your report. Use email sequences as well as capture their phone number so that you can make phone calls.
6. Be sure to seed how you help clients.
7. Be sure to pull on the tension
8. The 'sections' are for your planning and creating, they will not be called those sections in the report, e-book or white paper