

# Get Your Essential Emails DONE - Together

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**WEEK ONE – EMAIL ONE**



# What's Your End Goal

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**WHAT OFFER WILL YOU BE LEADING TO BY END OF 5-EMAIL SERIES?**

# Start w/ a Goal – Plan Your 5

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# What's Goal of YOUR Essential Emails?

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1. Connections, building relationships
  - Sharing stories, anecdotes, personality
  - Create good impression, set tone, have looking forward to emails
2. Share resources to establish expertise + credibility
  - Answer questions, share testimonials, top content
3. Make audience aware of problem/situation – you/your offer as a solution
  - Walk through the situation, position solutions, answer questions

# Bare Bones 5 Essential Emails

Deliver the request

Build more rapport – stories

Give more value – best  
content

Set up problem or offer

Reminders – stay in touch,  
CTA for offer



**Pick 1 Path for Now**

Here's your gift – get to know me

Path A –  
Content/Value

Best Content

Share Your Story - WIIFM

Join Me – offer intro

Expectations – thanks, stick around

## Path B - Problem/Solution

Your gift + here's a  
related problem

There are solutions to  
problem

Here's the solution

Solution Helps Others

CTA - Get your  
solution now



## Path C – Content/ Expert Options

Your gift + related free  
content

Content is Good ... But  
Still a Problem

More options – save  
you time, \$, DFY

Social Proof – others  
love it

CTA – time-sensitive

## Path D- Story / Solutions

Your gift + a personal  
story

Story > You Created  
Fix

Address Objections

Solution - time-  
sensitive

Reminder of Solution

# Example – Stories to Offers

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## No More Toddler Tantrum video course

*Build around story of your own tantrum-throwing kid and how you felt  
Share a story about time your kid screamed, pounded the floor at a store, and again at a restaurant – you were mortified*

- **1<sup>st</sup> email** – makes aware of the problem AND they want to solve it (the tantrum in restaurant). How you searched for solutions – everywhere! Found 1 thing worked
- **2<sup>nd</sup> email** – share the tip you tried and how had tantrum-free meal. Tell how developed more tips
- **3<sup>rd</sup> Email** – introduce your video course
- **4<sup>th</sup> Email** – Common questions/objections
- **5<sup>th</sup> Email** – Remind them special offer ending