

# Get Your Essential Emails DONE - Together

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**WEEK FOUR – EMAIL FOUR**



# Remember Your End Goal

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



**Pick 1 Path for Now**

# 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



Welcome Email – deliver the gift



Nurture 1 – **Story** – share your short story (ties to what you do/how you serve)



Nurture 2 – **Value** – send something useful, helpful (video, best blog post, checklist, infographic, case study)



Nurture 3 – **Agitation** – start talking about problems your prospect has (that you solve), remind them why they came to your list for help with X



Nurture 4 – **Solution** – reward them, offer solution to problem you poked at – prospect should be excited to see clear solution



Nurture 5– **Proof** – proof you can do what you say; testimonial, case study, social proof, quotes, stats

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

# Toddler Tantrums – Email 4

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Subject: *Ready to put a stop to toddler tantrums?*

- Recap briefly what this course can do for tired, busy, frustrated parents
- Remind them it's short, accessible-anywhere
- Make a limited time offer – e.g. 30% off

# Email 4 Tips

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- Time to fully introduce a solution if you haven't or whatever your Next Action is
- How does your gift, your story connect to your offer?
- Make the desired Next Action step clear, compelling – don't bury it

# Email 4 – Example

Hi

[YOUR NAME] here from [YOUR SITE] and I've shared with you a few TIPS/TECHNIQUES on [YOUR GIFT TOPIC] and while I hope you're digging in and it's helping, I also wonder ....

[ASK QUESTIONS RELATED TO YOUR PROMO OFFER- ASKING READER TO THINK OF CURRENT SITUATION AND WHAT IS HOLDING THEM BACK FROM SOMETHING THEY WANT TO DO, LEARN, ACHIEVE. ASK THEM HAVE THEY IMAGINED WHAT SOLUTION LOOKS OR FEELS LIKE – YOU ARE SETTING UP YOUR OFFER AS SOLUTION]

If you are [NEGATIVE SITUATION/EMOTION], the solution may be much simpler than you've thought.

*[e.g. Are you happy with your level of self confidence? Sadly, most people aren't and they struggle with fear, anxiety, and aren't getting where they want to in their careers or at home. So many feel that their lives/careers could be better. Is this you? Do you know that it may be X holding you back?]*

If you think this might be describing you right now, you should click the link below because I have a [COURSE/WORKSHOP/SELF-STUDY/COACHING PROGRAM/SERVICE] that helps with exactly that.

See, I really do understand [COMMON PAIN/COMMON DESIRE or RESULT WANTED] because I've been where you are right now. I tested and tried a lot of things. And it wasn't the fancy stuff that helped me in the end it [BIG SHIFT FOR YOU – IF IT IS PART OF YOUR PROMO OFFER]. I don't see this talked about enough. It's why I created [NAME OF OFFER].

Go check it out now [INSERT PROMO OFFER SALES PAGE LINK]

PERSONALIZE CLOSING [e.g Here's to a mighty week,]

[YOUR NAME]