Challenge Invite, Email #2 Template

Send between your first and last invite emails

THE EXAMPLE(S)

Example 1

Subject(s):

Different languages, FNAME
Embarrassing, but important
Write better emails, FNAME

Body:

My husband talks to his family in India every other day on the phone.

For an hour at a time, over breakfast usually, I hear my darling hubs speak in his native tongue, Tamil, to my precious in-laws.

Calculate that…

182 days a year I listen to another language...

That's a total of 182 hours...

Factor in the fact that we've been together for a bit over 3.5 years and that's a grand total of 638 hours of being exposed to another language.

That's more hours than the House of Representatives was in session in all of 2018!

Guess how much Tamil I speak, FNAME.

Four phrases.

FOUR!!

I've realized that even after *countless* hours of "tuning in" on these family conversations, I've only learned enough to greet my in-laws, ask them if they've eaten, and if they'd like to watch a movie.

On top of that, I still get embarrassed to even say the little I do know because I'm not confident I'm saying it right.

Of course, the responsibility is on me. I haven't taken the initiative to find a qualified teacher and p-r-a-c-t-i-c-e.

Which made me think of entrepreneurs and emails…

Doesn't matter how many emails we have in our inboxes or whose we read, if we don't know what to LOOK and LISTEN for when we read them, the "writing emails that convert" doesn't happen.

If we don't have a place to practice writing emails with a qualified teacher who can point us in the right direction (and steer us away from embarrassing no-no's), "writing emails that convert" doesn't happen.

Maybe you're in the same place with your emails as I am with my Tamil.

Do you want your emails to convert and wondering what's the best, fastest way to make it happen?

Next Monday, May 10th we're kicking off a new free, "5 Emails In 5 Days" Challenge.

Every single day, for 5 days, I'll be zipping over a quick + (dare I say) fun email template to help you practice writing awesome, high-converting emails.

I'll share the simple writing tricks I've developed to whip up emails people love to read (and click).

We'll cover everything from subject lines to storytelling to CTAs, and together we'll set you up with 5 new emails you can send out to your list as soon as next week.

Are you ready to learn the language of high-converting emails?

I know I am 💪

Join the free challenge!

Jenn

THE TEMPLATE

Subject:

[One word that'll peeks curiosity], [First Name]

Breakups, [First Name]
Bucket lists, [First Name]…
Overwhelm, [First Name]
It's too much, [First Name]
What a mess, [First Name]
New patients, [First Name]
Break free, [First Name]
Husbands, [First Name]...

Body:

{Introduce anecdote/story}

{show your realization and transformation}

{Connect it to their current top of mind challenge - and offer encouragement}

{Segue to event}

{CTA}

{Restate encouragement}

{Sign off}