Template Name: COIO (aka Challenge -> Opportunity -> Imagine -> Offer)
When To Use: As the first email of your promotion post webinar

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EXAMPLE

Hey FNAME,

Want to write emails that fill your programs but don't know where to start?

You've heard and *you know*, emails are the KEY to online program sales.

But to write them from a place of authenticity, service, & genuine expression — *that's* where the disconnect comes in. If you haven't figured out how to make those compelling, converting, personality-packed electronic love letters happen *yet*…

Let me tell you — you are not alone, my friend.

There are 3 big roadblocks MOST course creators hit when they try to up their email game:

1️⃣- Not knowing what to say

2️⃣- Forced marketing strategies that are neither aligned nor inspiring

3️⃣- Creation fatigue from writing too much copy

So it's no wonder course creators end up feeling lost, deflated, and frustrated when it comes to their emails.

And that's why I've stepped in.

Over the the last 7 years, I've written 1,000s of emails and helped clients experience 5-, 6-, and 7- figures course sales using the power of email.

I've packaged up my process for whipping up these persuasive, personality-packed e-letters into a simple, step-by-step system.

Just imagine…

👉 a strong, healthy email list of loyal readers and buyers...

👉 clamoring fans who LOVE your voice and values…

👉 whipping up emails in a matter of minutes *not* hours…

👉 signing up clients - no matter what size your email list…

Inbox Celebrity makes ALL **gracefully gestures Vanna White Style** THAT a reality.

When you join us, you'll discover the proven techniques, frameworks, and formulas for conversational, high-converting emails *and* unlock your #1 writing asset: your unique voice.

You'll know what to say, what emails to send, and how to weave your personality into your emails so they sing like Aretha and sell like Carnegie.

FNAME, if you're ready to go all-in on email, say gooood-bye roadblocks…

Jump inside Inbox Celebrity and let's do this!

Jenn

MADLIB RESEARCH Q's

1. **Program Title**

   X

2. **Ideal Buyer (1-2 words).** *This should be easily identifiable by the person you want buying: Business Owners, Chiropractors, Mompreneurs, Authors, Fathers, Hindu Women, High School Teachers, Coffee Shop Owners, etc.*

   X

3. **Program Topic (1-3 words).** *What's the one thing your program is centered around? Emails, mediation, enrollment calls, indoor herb gardens, team building,*

etc.

X

4. **Program Outcome.** *Describe it in 2 different ways. What's a big outcome they can expect as a result of going through and completing your program?*

   X
   X

5. **What's The One Big Thing They Want To Do That They Can't Right Now That Your Program Helps Them Do?** *Write it at least 2 different ways*. Example: 1) Fill your online programs & 2) get more program sales. 1) meet a great man & 2) date your dream guy. 1) grow your favorite herbs indoors & 2) cook with fresh herbs grown in your home.

   X
   X

6. **What's Their Big Rub With Your Topic?** *It feels like they can't do/be what…? This usually stems from a belief around "I'm different" or "I can't/won't do it like other people". Think: People Who Don't Like Sales Because They Feel Like They Can't Be Authentic & Genuine Because Sales Are Slick & Slimy. "Authentic & Genuine" is the result they think they can't be/do.*

   X

7. **What Are 3 Common Roadblocks Your Ideal Buyer Comes Up Against (That They Know Of).** *Could be: well-known limiting beliefs, mental blocks, or common things that come up for them as they start to take action.*

   X
   X
   X

8. **What Can They Expect To Be/Do/Have/Experience Once They Complete Your Program.** *Write 3-5. If you're stuck, think about their day. What moments will be changed for the better - and what does they look like now that they've put your teaching into practice? You want to get to the heart of the big benefits and outcomes of your program here. Write down what THEY would care about.*

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X
X
X
X
X

9. **What Will Your Ideal Buyer Know What To Do Once They Complete Your Program.** *Write 3 Actions. Your answers should reflect the actions they want to know how to take, but don't yet.*

   X
   X
   X

10. **What Adjectives Do They Use To Descirbe How They Feel When Trying To Attempt Topic? Pick 2-3:**

- ☐ Frustrated
- ☐ Deflated
- ☐ Lost
- ☐ Unhappy
- ☐ Skeptical
- ☐ Confused
- ☐ Overwhelmed
- ☐ Disconnected
- ☐ Something else - type it here

11. **Your Credibiltiy Statement.** *You created this on day 1 of Leverage Event. Keep it to 1-2 sentences. Make sure, whatever you say, it includes how you have a system (aka your program) *without* saying the name of your program. Example: "After running a successful LinkedIn Agency for the last 10 years helping over 2,500 clients, I've packaged up my process for getting high-paying clients from LinkedIn into a repeatable, step-by-step system that you can do too."*

    X

TEMPLATE

Hey {FNAME Merge Tag},

Want to {#5- Version 1} but don't know where to start?

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You've heard and *you know*, {#3} {is/are} the KEY to {#5 - Version 2}.

But to {#6} — *that's* where the disconnect comes in. If you haven't figured out how to {#4} *yet...*

Let me tell you — you are not alone.

There are 3 big roadblocks MOST {#2} hit when they try to up their {#3} game:

1️⃣ - {#7-1}

2️⃣ - {#7-2}

3️⃣ - {#7-3}

So it's no wonder {#2} end up feeling {#10} when it comes to their {#3}.

And that's why I've stepped in.

{#11}

Just imagine…

👉 {#8-1}...

👉 {#8-2}...

👉 {#8-3}...

👉 {#8-4}...

{#1} makes ALL **gracefully gestures Vanna White Style** THAT a reality.

When you join us, you'll discover the proven {techniques, frameworks, and formulas/A-Z blueprint/strategies/step-by-step method/ roadmap} for {#4}.

You'll know {#9}.

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{FNAME Merge Tag}, if you're ready to go all-in on {#3}, say gooood-bye roadblocks…

Jump inside {#1} and let's do this!

{YOUR SIGN OFF}

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