Template Name: There is another way
When To Use: Anywhere between first and last day of promotion

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EXAMPLE #1

Subject line:

It's time for me to speak out about this…

Body:

Hey FNAME,

Today I want to talk about something that I see happening a lot online.

It makes me cringe (and a little bit sad) every time I see it and yet SO MANY people think they're doing what's 'right'.

See, most people have been taught that in order to be successful with online courses you need to package up everything you know into one single "flagship" program.

But the problem with that is…

That's a LOT of pressure.

If it doesn't work… then what?

Not to mention, most of us know a LOT of things about our area of expertise and experience.

So cramming everything you know into one program makes it extremely difficult to:

1) promote

2) get sign ups

3) help clients get results

4) sleep at night (seriously)

Potential clients get overwhelmed and confused by your offer leading them to not buy.

Those who do buy, get overwhelmed and confused because it's so much info that many of them stop showing up or ask for a refund.

Then, that's the time YOU get overwhelmed because you don't know why people aren't joining your programs even though you followed all the 'right' advice. How many sleepless nights does it take to realize that this isn't working?

Plus, packaging everything you know into one program kills your opportunity to create next-step programs and expand your support to current, past, and new clients.

HOWEVER...

There is another way.

And I'm going to walk you through it at the High Profit Programs Live Event next month.

- You'll narrow down your program idea (or current program that's not selling) into a clear, sellable, simple offer

- You'll discover how to describe your program so people are excited to know more and sign up (I'm going to give you the script of what to say to get sign ups DURING the event)

- You'll know how to structure your program so people not only LOVE your program but get awesome results too. (Hello, great testimonials!)

- You'll learn THE simplest way to expand your program into irresistible next-step programs so you can continue working with your awesome clients longer ← *This is such a great way to serve your audience that almost no one talks about.*

And perhaps best of all...

- You'll open yourself up for higher profits *and* long-term potential because you'll know how to package your program without cramming everything into one "flagship" offer.

***Ahhhhh*, can you feel the weight just rolling off your shoulders, FNAME?**

No more program pressure.

No more wrestling with overwhelm (for you or your clients).

No more wondering how to create an online program that sells.

Grab your ticket for this year's High Profit Programs 3-Day Live Event here.

To your success,

Alina

EXAMPLE #2

Subject line:

It's time for me to speak out about this…

Body:

Hey FNAME,

Today I want to talk about something that I see happening a lot.

It makes me cringe (and a little bit sad) every time I see it and yet SO MANY women think they're doing what's 'right'.

See, most of us have been taught that in order to be "good wives" you need to avoid confrontations with your husband and do whatever you need to do to "keep the peace".

But the problem with that is…

It's completely and totally DRAINING!

Not to mention, the confrontations don't *actually* go away.

They turn inward and fester in us, don't they?

Before you know it, those unspoken frustrations, hurts, and challenges turn into ammo.

Bang! Without even realizing it, we're shooting bullets out of our mouth in the form of passive aggressive remarks – hoping that our husbands will see us and understand the pain what we're going through.

But he doesn't, does he?

Instead, something way worse happens…

Overtime, he stops paying you the same attention he used to. Hardly gives you his full attention when he gets home from work (or when you get home). Makes “agreement” noises instead of actually answering you.

And *that,* FNAME, hurts so much more.

So we try our best to avoid confrontation, once again, in the hopes of keeping the peace. But eventually… if we don’t know how to reconnect and open the lines of communication with our husbands, it turns into all out shouting matches.

The COMPLETE opposite of what we’ve been trying so hard to avoid.

This is a VICIOUS cycle.

One that leads well over half a million couples to file for divorce *every year*.

HOWEVER…

There is better way.

And I walk you through it inside Communication Secrets for Couples.

- You’ll pin point the true cause of your miscommunication and learn how to turn it into empowering, trust- and respect-building conversations

- You’ll discover how to describe your feelings so your husband not only listens but takes ownership of his role in your upset - plus how to hold space for him so he shares HIS feelings too!

- You’ll know how to talk about hurt feelings, disappointments, upsets, or difficult situations without things turning into a who’s wrong and who’s right fight.

- You’ll learn THE simplest way to create peace and harmony between you and your husband so you two not only have open lines of communication but deeper joy and respect ← *This is such a great way to model strong, healthy relationships for your kids, if you have them.*

And perhaps best of all…

- You’ll open yourself up for more love, affection, and attention from your husband without swallowing your feelings trying to keep the peace.

***Ahhhhh*, can you feel the weight lifting off your shoulders, FNAME?**

No more exhausting energy drainers in your marriage.

No more mixed messages, misunderstandings, and crossed lines of communication.

No more wondering how to reconnect and reignite the spark with your husband.

Jump inside Communication Secrets for Couples here

Connie

MADLIB RESEARCH Q's

1. **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, Women, Men, People, etc. Do NOT make up a title or choose something they do not associate with.*

   X

2. **Popular Belief People Tend To Have About Being Successful Around Your Program Topic.** *What have they directly or indirectly been told is the "right" way to doing things that is actually a big cause of their problem? This will typically be a societal or community belief. i.e. "The wife must keep the peace" or "you need a flagship program to be successful online".*

   X

3. **What Internal Pain Does That 👆Wrong Thinking Cause?** This is an internal pain that your ideal buyer will immediately identify with. i.e. "needing to create only one flagship program creates a lot of pressure." "constantly keeping the peace is exhausting/draining."

   X

4. **Your Thought Leader Perspective.** What is the deeper problem? i.e. "the confrontations don't actually go away…" or "most of us know a lot of things so cramming it all into one program is really difficult".

X

5. **Take That Deeper Problem A Go 3 Levels Deep.** Answer the question: “And then what happens?” or “And that causes what?”. (Read email examples above to see how we took the “thought leader perspective” and went 3 levels deep)

   Level 1:
   Level 2:
   Level 3:

6. **Program Title**

   X

7. **What’s The Big Thing They Want To Be/Do/Have That They Aren’t/Don’t/Can’t Right Now?** Example: “create an online program that sells” or “reconnect and reignite the spark with your husband”

   X

TEMPLATE

Subject line:

It’s time for me to speak out about this…

Body:

Hey {FNAME Merge Tag},

Today I want to talk about something that I see happening a lot.

It makes me cringe (and a little bit sad) every time I see it and yet SO MANY {#1} think they’re doing what’s ‘right’.

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See, most of us have been taught that in order to be {successful/"good wives"/healthy/happy/etc.} you need to {#2}

But the problem with that is…

That's {#3}

Not to mention, {#4}

{#5 - Level 1}

{#5 - level 2}

{#5 - level 3}

HOWEVER...

There is another way.

And I walk you through it in {#6}.

- You'll {pin point/drill down/uncover/etc.} {the cause/your next steps/the clear reason/ deeper meaning/etc} of {one problem your program solves} and turn it into {the opposite of the problem}.

- You'll discover how to {do something that is currently hard for them and causing friction, frustration, or failure} so that {outcome they've been wanting but the thing that's been hard has been keeping them from having/getting/being}

- You'll know how to {real world event or goal they wish they could do right now - think everyday moments they wish were different}

- You'll learn THE simplest way to {outcome they want that's related to #2 - there's a reason they're falling for that wrong thinking - that's the outcome we want to put here}

And perhaps best of all...

- You'll open yourself up for {awesome outcome they desire - it's mostly likely mentioned within your #5 levels} without {#2}.

***Ahhhhh*, can you feel the weight just rolling off your shoulders, {FNAME Merge Tag}?**

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No more {#3 - rephrased}.

No more wrestling with {what makes most sense to put here from #5}.

No more wondering how to {#7}.

Jump inside {Program Title} here

{Your Sign Off}

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