Template Name: Testimonial
When To Use: Anywhere between first and last day of promotion

---

EXAMPLE #1

Subject line:

If you're a gentle soul 💗

Body:

Hey FNAME,

When Erika joined Inbox Celebrity, it didn't surprise me one bit when she shared with everyone that she's a healer.

You can just tell she's a gentle soul.

Her healing energy radiates even from video.

And after being in business for over 12 years, she knew she wanted more engagement from her emails. She was ready to sell more of her offers.

Erika joined Inbox Celebrity. And immediately noticed a change in her list…

More opens, clicks, connections, and clients asking how to sign up.

In her own words, Erika jumped inside Inbox Celebrity even though she was facing doubts and fears because, and I quote, "I knew I needed to be stretched."

© 2022 | www.jennmayers.com



Listen to her share her story here (about half way down the page) —>

In fact, she doesn't mention it in the video, but…

After implementing the Rock n' Roll Tours Process she learned in Module 4, her people started reaching out WEEKS before she opened the doors to her new program asking how they could join.

THIS 👆 is what I love helping people experience, FNAME...

More ease, joy, and flow with their emails. Delightful sign ups, sales and engagement. And unexpected surprises by sharing your unique message and voice.

If you're a gentle soul too…

…and you want your emails to close more clients…

Join Inbox Celebrity here before the doors close at MIDNIGHT.

Who knows, maybe you'll close some clients before you officially open the doors to your program too!

Forever in your corner,

- Jenn

EXAMPLE #2

Subject line:

She went from 0 engagement to 5 new clients!

Body:

FNAME,

Tzeli worked with other copywriters.

Invested in the most popular copy programs.

Spent hours trying to apply what she was given and make her emails convert… only to get the deadly sound of crickets again and again from her readers.

Then… Tzeli joined Inbox Celebrity and LITERALLY went from zero engagement to filling her program with 5 brand new clients in a matter of 5 weeks.

No complicated strategy.

No paid ads.

Just emails.

But don't take my word for it…

Hear Tzeli share her Inbox Celebrity breakthrough here before the doors close tomorrow →

(the video is a quarter of the way down the page)

And when it feels aligned, jump inside.

Forever in your corner,

- Jenn

© 2022 | www.jennmayers.com

TEMPLATE

Hey {FNAME Merge Tag},

{Jump right into client story - put your reader right into the “before” action. What was your client struggling with? What had they tried before? What were they frustrated with? How did they feel about themselves or the problem then? Then, show the “after” action. What happened after going through your program (or system, or getting your coaching)? What results did they get right away? What results did they get after some time? How do they feel about themselves now? How are they showing up differently? What’s showing up differently for them? All great questions to explore to flesh your client story out.}

{call your reader to join your program - if you send this email out the day before the doors close, let them know the doors are closing tomorrow}

{sign off}

Subject: Are you staring at a blank screen?

Body:

Hey FNAME,

The cursor blinked on the blank document…blinking, blinking, blinking, waiting for words to appear.

What could have taken minutes stretched on, with the clock ticking and the pressure rising.

What do I say? How can I write something that will be opened?

How can I write something that will convert?

Joy asked these questions before joining Inbox Celebrity.

For Joy, it was about creating emails that her readers would want to open, and powerful language to show them why they should click through to find out more.

After implementing the simple yet powerful lessons in Inbox Celebrity, she found her voice, and her confidence!

I'll let her tell the rest:

> **I finally have the confidence and ability to actually write emails that convert.**
>
> I have a blueprint for creating emails for the rest of the year! Before, I was petrified and froze when I even thought about writing a single word. Now, I finally have the confidence and ability to actually write emails that convert. I have tangible action steps I can take to continue moving forward, which is a game changer!
>
> Jenn broke everything down into small, manageable chunks, and I loved how the course was organized in a way that made sense to me, whose email copy and engagement was nonexistent before I joined. So happy I said yes to Inbox Celebrity!
>
> **Joy Gandell**
> *ADHD Coach and advocate*

I created Inbox Celebrity for entrepreneurs like Joy…

Who want to write emails with ease and confidence…

Who want to build a relationship with their readers…

Who want a simple strategy for planning launches and offers.

If you find yourself staring at a blank screen the next time you sit down to write an email,

I'd like to invite you to join me inside of Inbox Celebrity.

The doors are open…and this is the last time you can jump inside at this special rate!

You've got this, FNAME.

Jenn

PS. My team and I had so much fun creating this updated version of Inbox Celebrity, and I want you to Xperience it before the price jumps up!

Subject: Who are you talking to?

Body:

Hey FNAME,

One of the first questions I ask students in Inbox Celebrity is…

Who are you talking to?

Many students don't have a clear answer.

And that's great!

Because we know where to start.

And if they do know, ***even better.***

We spend time honing in on the ideal reader who will open your emails and click through to your offers *without hesitation.*

Spoiler alert: Getting clear on your message and audience isn't a one-time exercise. It's something entrepreneurs, like Inbox Celebrity alumna Patty, will go back to time and again.

Patty finds herself referring back to the lessons in Inbox Celebrity all the time to plan and write emails that fill her calendar.

> Before Inbox Celebrity, I rarely had emails planned.
>
> My emails have improved 10 fold in just a few weeks! My writing in general has improved greatly because of Inbox Celebrity. My confidence has increased tremendously. Anyone who wants to improve their writing and increase engagement needs Inbox Celebrity!
>
> It was a very fun, valuable experience and backed with great value in resources. I refer back to these so often and with what I have on my agenda currently, I will be doing so even more. Jenn is great at making everything fun and valuable. She gives from her heart as well as her experience. She sees beyond the words on the page, she sees the faces of those reading what has been written.

© 2022 | www.jennmayers.com

Patty Pavey
Hypnotist, Business and personal coach

Tell me, FNAME, how would it feel to improve your emails 10 fold, like Patty?

To know your readers *want* to open your emails…

To feel confident in your writing…

To increase engagement, and fill your calendar or program…

(I'll give you a hint: *it feels really freaking amazing!)*

Enrollment for Inbox Celebrity closes soon, so save your seat now!

Cheering for you FNAME,

Jenn

© 2022 | www.jennmayers.com