Webinar Invite, Email #1 Template

Send 4-5 days before your webinar
Hero's journey email

THE EXAMPLE

EXAMPLE #1

Subject:

Any mom's heart would break over this
I used to cringe standing in front of the mirror
How I shed 43 pounds (not your typical "weight loss" story)
This changes EVERYTHING (new weight loss for moms masterclass)
I have to come clean about this… my big decision…

Body:

3 years ago, when my 17 year old daughter came home after school and told me she hated her body, **I was devastated.**

Who is telling her this? Where is she learning it from? How could she possibly believe that she isn't beautiful?

Only problem was:

I realized that the way she described herself is how *I* felt about *myself*.

That's when I made the decision to change.

I decided that I was going to learn how to take care of my body and love my body - and through that love raise my daughter in a home that modeled body positivity not just talked about it.

I studied under renowned weight loss specialists and learned how to practice slow living and self love in a home with 4 wild kids. I tested 9 different types of fitness training regimens until I found the one that worked.

It took me 12 months. But I did it.

My body completely transformed.

43 pounds melted away.

Went from a size 14 to a size 6.

My energy is now *through the roof* (I had no idea just how tired I actually was until I had endless stores of it).

And, best of all… today, when my daughter and I look in the mirror we see strong, beautiful, powerful, lovable women.

No one can make us believe otherwise.

…and I'd love to show you how we did it.

Next Thursday, I'm hosting a one-time masterclass.

Because, I'll give you a big hint.

After all the studying and learning and implementing, I can tell you that yes, the weight loss is awesome (I love wearing my new bathing suits!), but it pales in comparison to the transformation that happened on the inside and between me and my daughter.

So if you're a mom who wants to lose at least 20 pounds and raise children who love themselves as much as you love them (I don't know any mom who doesn't want that for their kids)

The self-love weight loss party is this Thursday.

Click here to put your jacket on a front row seat and save your spot

Forever cheering for you 💗

Kristen

EXAMPLE #2

Subject:

Small email list?
Can't believe people still believe this
Wish your email list was bigger? Read this 🤯
This changes EVERYTHING (new email masterclass)
I made a big decision

Body:

FNAME, 6 years ago, when I stepped into this work, I didn't have a big email list.

Exactly 98 people (including my mom and dad).

And MOST of those people knew me for OTHER things I had tried before becoming a copywriter.

I was confused and worried.

How was I going to make it work? How was I going to build my business with a tiny list of people who don't know me for my copywriting skills?

But I realized that I couldn't put off building a business to some unknown future date when I finally had a giant list.

I wanted to get clients and grow my business now.

That's when I made the decision to change.

I decided to make the most of the opportunity right in front of me.

I studied *everything* I could get my hands on around persuasion, email marketing and influence.

I studied:

✅ personality-based marketing
✅ direct marketing
✅ influencer marketing
✅ old-school newspaper ad marketing

I learned from:

✅ comedians
✅ fiction writers
✅ sitcom writers
✅ movie makers

I followed:

✅ bro-marketers
✅ spiritual marketers
✅ millennial marketers

Anyone who was killin' it with email and storytelling… I studied.

And with my newly acquired skills in hand, I started emailing my list regularly… Creating genuine, meaningful connection with my readers… Sending out great offers…

And that *tiny, but mighty* 98 people email list helped me make $100,000 my first year in business.

Can you believe that, FNAME?!

$100K my first year with less people than a typical college classroom.

…and I'd love to show you how I did it.

Next Thursday, I'm hosting a one-time masterclass.

Because, I'll give you a big hint.

After all the studying and learning and real-world implementing I did, I can confidently tell you that the secret to your success with email lies within 3 simple principles.

…**NOT** the size of your list.

So if you're a coach, course creator, or healer who already has an email list and wants to be able to generate clients and sales whenever you want (*How else will we make our big impact if we're not working with clients??*)

The profitable email-writing party is Thursday.

Click here to put your jacket on a front row seat and save your spot

Forever rooting for you 💗

Jenn

PS: That first year was wild, FNAME.

I almost thought it was a fluke.

But fast forward to today and I've written thousands of emails for clients around the world, across dozens of different niches and industries.

Many of whom are part of the "tiny, but mighty list" crew too.

So in case you need to hear it again:

You do NOT need a giant list to get clients and make great money doing what you love.

That thinking is c-o-m-p-l-e-t-e-l-y bogus.

Implement the 3 simple principles my clients and I follow that I'm outlining in the upcoming masterclass and it's almost guaranteed you'll start getting **higher open & click through rates and more sales & clients *no matter how tiny (and mighty) your list is.***

Grab your spot here

EXAMPLE #3

Subject:

Any mom's heart would break over this
I used to cringe standing in front of the mirror

How I shed 37 pounds (not your typical “weight loss” story)
This changes EVERYTHING (new weight lossl masterclass)

Body:

Hey FNAME,

Seven years ago I learned that my daughter had an eating disorder.

My heart was crushed.

It was the summer before she head off to college and all I saw was a talented, intelligent, *beautiful* young woman.

That’s when it hit me…

After a lifetime of struggling with my own weight and self-image, *had I passed on my unhealthy beliefs about food and my body to her?*

I tried everything under the sun to drop my excess weight - and nothing had worked.

Overtime, I gave up. Accepted that the way I felt about my body and the constant struggle with my weight were “just the way things were”.

…and that day, I realized the profound impact it had had on my daughter.

The guilt I carried, only a mother can understand…

And I decided right then and there to find the solution, once and for all.

I made it my mission to heal my relationship with food and my body so that I could finally end the cycle of unrealiestic expectations placed on my incredible, resilient, life-giving body.

By myself.
By others.
By society.

I was DONE disrespecting my body.

It took me 6 years and over $100,000 worth of trainings, courses, mentors, certifications, and healing to finally find the solution.

But I did it.

I dropped 37 lbs.

Went from a size 14 to size 8.

(Found myself 12 pounds *under* my goal weight!! The last time I weighed this much, I was 10 years old.)

And the best part…? Today, I have a 15 month old grandaughter and she's the first woman in my family to have ZERO guilt, shame or ridicule put on her, her body and her food choices.

Food no longer has a hold over me or family. Hallelujah!

…and I'd love to show you how I did it.

Next week, I'm hosting a one-time masterclass.

Because, I'll give you a big hint.

After all the learning and studying and real-world implementing, I can tell you that the answer to lasting weight loss and self-love is not found on your plate or in your pantry.

The hidden conversation happening between your ears is what's really running the show.

On our masterclass, you're going to discover how to turn lifelong weight gain behaviors into empowered, healthy habits that last – without resitrciting your diet or shaming your body.

So if you're a woman who wants to shed 30-40 pounds and love yourself on the inside and out…

The self-love weight loss party starts next week.

Click here to put your jacket on a front row seat and save your spot

Nedra

THE TEMPLATE

Subject:

{intrigue}

Body:

{what was your problem? - Quick hero's journey pain points}

{what made you realize you wanted to change? - Your big pivotal moment right before light bulb moment}

That's when I made the decision to change.

{What did you decide to do differently? - The journey part of your story. }

{What tangible steps did you take? - Keep it SHORT. Open loops! Don't state WHAT you learned, state HOW you learned it.}

{What were your results? - your results should mirror the results that they want.}

…and I'd love to show you how I did it.

Next {Day of week}, I'm hosting a one-time masterclass.

Because, I'll give you a big hint.

After all the learning and studying and real-world implementing, I can tell you that {webinar big AH-HA}.

So if you're a {ideal client} who wants to {get tangible result / big promise}

The {webinar topic} party starts this {Day of week}.

Click here to put your jacket on a front row seat and save your spot

{SIGN OFF}

{OPTIONAL PS: Calm concerns about "maybe it worked for you, but it won't work for me}

{restate big ah-ha}

{restate webinar takeaway}

{CTA again}