ChatGPT Transcript From 10/24/24 Call: Creating Emails for A New Offer

AI Marketing Magic Mastermind

Prompt:

Act as an experienced conversion copywriter. I have a 3-hour workshop "The Easy YES Offer, A formula to create solutions your clients love." Here are more details about this offer: Here's what you'll get… Clarity on what your clients actually want—so you can create offers they'll jump at with a smile. An offer that showcases your expertise and sparks real change for your clients. The opportunity to stop procrastinating and take the leap to design an offer that grows your income. A ready-to-go offer that's totally you, speaks to your clients, and lights you up. I will need your help creating some emails and promotional materials for this workshop that I will promote during the "Black FRiday Sale". First of all, just let me know that you understand the project. Do not create anything yet.

ChatGPT

Got it! I understand the project. You're hosting a 3-hour workshop titled **"The Easy YES Offer: A Formula to Create Solutions Your Clients Love"**, and you're looking to craft compelling email and promotional materials to market it during your Black Friday Sale. The focus is on emphasizing the transformation participants will achieve: clarity on client needs, an irresistible offer aligned with their expertise, and actionable results leading to increased income.

Let me know how you'd like to proceed, and I'll help you create the materials!

Prompt:

OK. Ask me 3 questions that you need answers to so you have a complete clear idea on this offer. For example - who the ideal audience for this workshop is.

ChatGPT

Here are three key questions to ensure I have a clear and complete understanding of the offer:

1. **Who is the ideal audience for this workshop?**
   Are you targeting specific types of entrepreneurs, service providers, coaches, or consultants? What stage of their business journey are they in (e.g., just starting, scaling, pivoting)?
2. **What makes this workshop unique?**
   Are there specific elements, processes, or tools in "The Easy YES Offer" formula that set it apart from other offer creation workshops? For example, do you focus on mindset, a specific framework, or hands-on guidance?
3. **What objections or challenges might your audience have about creating offers?**
   Do they struggle with confidence, clarity, time constraints, or fear of rejection? Knowing this will help address pain points and highlight the workshop's benefits.

Let me know, and we can dive into crafting the most compelling promotional materials!

Prompt:

Here are my answers: Who is the ideal audience for this workshop? Coaches, counselors, healers. The want to change lives and make money in the process. What makes this workshop unique? IT's a right-brain approach (using creative processes) that gets to the heart of the matter quickly, and bypasses the inner judge. My clients are usually blown away by how much I give them. I am awesome at balancing strategies with the creative process. I create a safe place to take risks and be creative. What objections or challenges might your audience have about creating offers? Perfectionism, lack of clarity of what your ideal clients needs or wants, fear of not being original enough, procrastination.

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Thank you for the detailed responses! Based on this, I have a clear understanding of your workshop and its unique value. Here’s a quick summary to confirm we’re aligned:

- **Audience:** Coaches, counselors, and healers who want to make a real impact while generating income.
- **Unique Selling Points:**

    - A **right-brain, creative approach** that bypasses the inner critic and delivers rapid clarity.
    - A blend of **strategic guidance** and a **safe, creative environment** to take risks and uncover ideas.
    - A workshop experience packed with immense value, leaving participants feeling supported and inspired.
- **Objections/Challenges to Address:**
    - Overcoming **perfectionism** and fear of imperfection.
    - Gaining clarity on what clients truly want.
    - Addressing fears of being unoriginal or not good enough.
    - Pushing past procrastination to create something impactful and actionable.

Let me know how you'd like to proceed—whether it's crafting email sequences, sales copy, or promotional materials for your Black Friday campaign.

Prompt:

I need to write 5 emails for the promotional campaign for this offer. Give me suggestions for 10 iniqui non-overlaping marketing angles / hooks for possible emails.

ChatGPT

Here are **10 unique, non-overlapping marketing angles/hooks** to inspire your email campaign for promoting *The Easy YES Offer* workshop:

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1. The "Break Free from Perfectionism" Hook

"Are you stuck waiting for the 'perfect' offer idea? Here's why perfectionism is costing you clients and income—and how to fix it in just 3 hours."

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2. The "What They *Really* Want" Hook

"Your clients aren't looking for another cookie-cutter offer—they're craving a solution that speaks to their hearts. Let me show you how to create it."

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3. The “Right-Brain Revolution” Hook

“Forget boring, formulaic workshops. This is a creative, right-brain approach that makes designing irresistible offers fast, fun, and judgment-free.”

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4. The “Fear of Not Being Good Enough” Hook

“Afraid your offer isn’t original or exciting enough? You’re not alone—but the secret to creating a stand-out offer might surprise you.”

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5. The “Time is Money” Hook

“Spending hours overthinking your offer? Here’s how to gain total clarity in just 3 hours and leave with an offer that’s ready to launch.”

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6. The “Procrastinator’s Wake-Up Call” Hook

“Still thinking ‘someday’ about creating that game-changing offer? This workshop is your chance to stop waiting and start making money now.”

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7. The “Look Who’s Winning” Hook

“What do thriving coaches, healers, and counselors all have in common? Offers their clients can’t wait to say YES to. Let’s make yours next.”

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8. The “From Overwhelm to Easy YES” Hook

“Feeling stuck, overwhelmed, or unclear? This workshop is your shortcut to clarity, creativity, and an offer your clients will jump at.”

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9. The “Client Love” Hook

“Your clients are waiting for the right solution—and YOU have the expertise to deliver it. Let me help you craft an offer they’ll love.”

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10. The “Black Friday FOMO” Hook

“Skip the overwhelm of sifting through sales this Black Friday. Invest in yourself, and walk away with an offer that grows your impact *and* your income.”

These angles can be adapted into email subject lines, opening hooks, or content frameworks. Let me know which ones resonate, and we can develop the full emails!

Prompt:

Create a highly converting email that focuses on this marketing angle: Here are 10 unique, non-overlapping marketing angles/hooks to inspire your email campaign for promoting The Easy YES Offer workshop: 1. The “Break Free from Perfectionism” Hook “Are you stuck waiting for the ‘perfect’ offer idea? Here’s why perfectionism is costing you clients and income—and how to fix it in just 3 hours.” 2. The “What They Really Want” Hook “Your clients aren’t looking for another cookie-cutter offer—they’re craving a solution that speaks to their hearts. Let me show you how to create it.” 3. The “Right-Brain Revolution” Hook “Forget boring, formulaic workshops. This is a creative, right-brain approach that makes designing irresistible offers fast, fun, and judgment-free.” The tone for email should be casual and light. I prefer shorter emails.

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Subject Line: Stuck Waiting for the “Perfect” Offer?

Header: Perfectionism is expensive. Let’s fix that.

Body:
Ever feel like you can’t put your offer out there until it’s *just right*?
You tweak. You overthink. You second-guess.

Meanwhile, your clients—the ones who need YOU—are waiting.

Here's the truth: your "perfect" offer isn't what they're looking for.
They want solutions, transformation, and your unique magic—not perfection.

In just 3 hours, *The Easy YES Offer* workshop will help you break free from perfectionism, get crystal-clear on what your clients actually want, and create an offer they'll jump at with a smile.

You'll leave with an offer that's ready to launch—no more overthinking, no more procrastination.

CTA: Click here to save your spot and say goodbye to perfectionism → [LINK]

Let's create something amazing (and imperfectly perfect) together.

– [Your Name]

Prompt:

Rewrite it to make it slightly longer. Let's put a pause on the emails for right now... Let's come up with a clear, compelling description for this workshop, including 5 bullet points of what people will discover during this workshop.

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Workshop Description

The Easy YES Offer: A Formula to Create Solutions Your Clients Love
Struggling to design an offer that truly connects with your clients? This 3-hour hands-on workshop is your chance to break through procrastination, perfectionism, and overthinking. Using a unique, right-brain approach, we'll guide you to create an offer that showcases your expertise, speaks to your ideal clients, and feels exciting to deliver.

This isn't your typical strategy session—it's a creative, judgment-free experience designed to help you move from stuck to clarity and leave with a fully-formed offer that lights you up and grows your income.

What You'll Discover:

- **How to unlock clarity on what your clients *really* want**—and ensure your offer feels like a "dream solution" to them.
- **A powerful right-brain creative process** to bypass your inner judge and uncover your best ideas.

- **The balance between strategy and creativity** that makes your offer irresistible and uniquely *you*.
- **How to overcome procrastination and perfectionism** to take bold, decisive action.
- **The step-by-step formula to design a ready-to-launch offer** that sparks transformation for your clients and grows your income.

You'll walk away with:
✅ A fully developed offer you're proud to share.
✅ Renewed confidence in your ability to create with ease.
✅ A clear plan to move forward and serve your clients.

It's time to stop second-guessing and start creating offers your clients will say YES to.

[CTA: Reserve your spot now]

Prompt:

OK, great. NOw, let's create the very first email in the sequence, that focuses on the unique opportunity to attend this brand new workshop and emphasizes that it's only available for a limited time during this special Flash Sale at a phenomenally low price.

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Subject Line: Don't Miss This: A Brand-New Workshop at a Flash Sale Price

Header: Your offer breakthrough is just 3 hours away.

Body:
Struggling to design an offer your clients will jump at with a smile?

I get it—it's not easy to balance clarity, creativity, and action. That's why I've created **The Easy YES Offer** workshop: a brand-new, 3-hour experience that helps you create offers your clients will *love* while staying true to yourself.

Here's the best part: for a **limited time only**, you can grab your spot at a **phenomenally low price** as part of this special Flash Sale.

This workshop isn't just a class—it's your chance to finally:

- Get crystal-clear on what your clients actually want.

- Break free from procrastination and perfectionism.
- Create an offer that feels aligned with your expertise.
- Walk away with a ready-to-launch offer that grows your income.

This sale won't last, and neither will this price.

CTA: Click here to reserve your spot before it's gone → [LINK]

Let's make it easy for your clients to say YES—and for you to grow your impact *and* your income.

– [Your Name]

Prompt:

NOw, rewrite the email with the "The "Right-Brain Revolution" Hook to be the second email in this series, and add more details about the workshop and its benefits. BY the way, I gave the wrong info. IT's not a "flash sale" its a "Black FRiday sale"

ChatGPT

Subject Line: Forget the Rules—This is Offer Creation, Reinvented

Header: A creative, right-brain approach to crafting irresistible offers.

Body:
What if creating an offer your clients LOVE could actually be fun?

Forget the boring, formulaic workshops that leave you overwhelmed and uninspired. **The Easy YES Offer** workshop is different.

This 3-hour, hands-on experience blends strategy with creativity to unlock your best ideas, bypass the inner critic, and help you design an offer that's as unique as YOU.

And during the **Black Friday Sale**, you can grab your spot at an incredible price!

Here's what makes this workshop so special:

- **A right-brain creative process** to uncover clarity and ideas fast (no overthinking or perfectionism allowed!).

- **A safe, judgment-free environment** to take risks and let your creativity flow.
- **Actionable strategies** to align your offer with your expertise AND your clients' biggest desires.
- **A fully developed offer** ready to launch by the end of the workshop.
- **The confidence to stop procrastinating** and start building your impact and income.

This isn't just a workshop—it's your chance to finally break through the blocks holding you back and create something that feels exciting and aligned.

CTA: Don't wait—reserve your spot now before the Black Friday Sale ends → [LINK]

Let's make designing your next offer a game-changing, joy-filled process.

– [Your Name]

Prompt:

Create an email with the subject line, "5 reasons not to miss it"

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Subject Line: 5 Reasons Not to Miss It

Header: Your next offer could change everything.

Body:
Still wondering if *The Easy YES Offer* workshop is right for you?

Here are 5 reasons you won't want to miss this opportunity:

1. **Clarity like never before.**
   You'll uncover exactly what your clients *really* want, so you can create an offer they're excited to say YES to.
2. **The magic of right-brain creativity.**
   Say goodbye to overthinking and perfectionism. This workshop is all about unlocking your ideas fast with a creative process that's fun and judgment-free.
3. **A balance of strategy and inspiration.**
   You'll walk away with a step-by-step plan AND the confidence to execute it—because your offer will feel aligned, authentic, and doable.

4. **A ready-to-launch offer.**
   No more procrastination or half-finished ideas. By the end of this 3-hour workshop, your offer will be complete and ready to share.
5. **An unbeatable Black Friday price.**
   This is the first time I'm offering this workshop, and you can grab your spot during the **Black Friday Sale** for a price that won't be repeated.

This isn't just another workshop—it's a chance to transform how you create, connect, and grow your business.

CTA: Don't miss it—reserve your spot now → [LINK]

Let's make your next offer your best one yet.

– [Your Name]

Prompt:

Create another email with the focus of FAQs - questions that people might have about this offer

ChatGPT

Subject Line: Got Questions? I've Got Answers!

Header: Everything you need to know about *The Easy YES Offer* workshop.

Body:
I know you've got questions—and I'm here to answer them! Here's everything you need to know about *The Easy YES Offer* workshop:

Q: Who is this workshop for?
A: This workshop is perfect for coaches, counselors, and healers who want to create irresistible offers that truly resonate with their clients. Whether you're just starting or ready to refine your next big idea, this is for you.

Q: What if I don’t feel creative?
A: No worries! This workshop uses a right-brain approach that makes it easy to unlock your creativity—even if you think you don’t have any. It’s designed to bypass overthinking and help you find clarity FAST.

Q: What will I leave with?
A: You’ll walk away with:

- A fully developed offer that’s ready to launch.
- Crystal-clear understanding of what your clients actually want.
- Renewed confidence in your ability to create and take action.

Q: How long is the workshop?
A: It’s a 3-hour live, hands-on experience. We’ll work together to make sure you leave with actionable results and an offer you’re proud of.

Q: What’s the cost?
A: During the **Black Friday Sale**, you can join this transformational workshop at a special low price. But don’t wait—this deal won’t last!

Have a question I didn’t cover? Hit “reply” and ask—I’m here to help!

Or better yet, grab your spot and see for yourself:

CTA: Reserve your seat now → [LINK]

Let’s create something amazing together.

– [Your Name]

Prompt:

I want to create this workshop because it's important for people (women in particular) to claim their expertise and share their wisdom and gifts with the world. Growing up

anything feminine was rejected and I learned how to discount my value, perceptions, thoughts. And now that I embraced my value and had my own awakening about the power and the necessity of feminine to balance, I want to help others realize that their clients want them, not some other imitation and act as model. I feel that creating products is a radical act of commitment and expression and service. Create an emotional and converting email to promote this workshop and include the statement/story above.

ChatGPT

Subject Line: Your Expertise is Needed—Now More Than Ever

Header: It's time to claim your gifts and share them with the world.

Body:
For so long, I rejected the very parts of myself that made me *me*.

Growing up, anything feminine was dismissed or devalued. I learned how to discount my thoughts, perceptions, and the gifts I had to offer.

But the truth is, the world doesn't need another imitation, another "act as model."
The world needs *you*.

I had my own awakening—an undeniable realization that my wisdom, my creativity, and my voice matter. That the feminine is not just powerful—it's necessary. And when I embraced my value, everything changed.

That's why I created **The Easy YES Offer** workshop.

Because creating offers is so much more than a business strategy. It's a radical act of commitment, expression, and service. It's a way to say:

- "I see my gifts, and I'm not afraid to share them."
- "I know I can create something of value—and I trust myself to deliver it."
- "I believe my clients need *me*, not a watered-down version of someone else."

This workshop is designed to help you break free from perfectionism, trust your unique magic, and create an offer that feels aligned, exciting, and transformative.

You'll walk away with:
✅ A complete, ready-to-launch offer that's *totally you*.

✅ Clarity on what your clients actually want—and the confidence to deliver it.
✅ A new understanding of the power of your creativity and wisdom.

During this **Black Friday Sale**, you can claim your spot at an incredible price. But this isn't just about a deal—it's about your future.

CTA: Say YES to your gifts—reserve your spot now → [LINK]

The world needs your voice, your expertise, and your gifts. Let's make this the moment you claim them.

With love,
[Your Name]

Prompt:

Rewrite the email below, but make it more humourous ======= Subject Line: 5 Reasons Not to Miss It Header: Your next offer could change everything. Body: Still wondering if The Easy YES Offer workshop is right for you? Here are 5 reasons you won't want to miss this opportunity: Clarity like never before. You'll uncover exactly what your clients really want, so you can create an offer they're excited to say YES to. The magic of right-brain creativity. Say goodbye to overthinking and perfectionism. This workshop is all about unlocking your ideas fast with a creative process that's fun and judgment-free. A balance of strategy and inspiration. You'll walk away with a step-by-step plan AND the confidence to execute it—because your offer will feel aligned, authentic, and doable. A ready-to-launch offer. No more procrastination or half-finished ideas. By the end of this 3-hour workshop, your offer will be complete and ready to share. An unbeatable Black Friday price. This is the first time I'm offering this workshop, and you can grab your spot during the Black Friday Sale for a price that won't be repeated. This isn't just another workshop—it's a chance to transform how you create, connect, and grow your business. CTA: Don't miss it—reserve your spot now → [LINK] Let's make your next offer your best one yet. – [Your Name]

ChatGPT

Subject Line: 5 Reasons to Say "YES" (and Maybe Laugh a Little)

Header: Your next offer could change *everything.* Seriously.

Body:
Still on the fence about *The Easy YES Offer* workshop?

Let me make this simple: here are 5 reasons you absolutely can't miss it (and yes, you'll thank me later).

1. **Clarity like never before.**
   You'll finally figure out what your clients *actually* want instead of guessing. No more awkward, "Is this what you're looking for?" vibes—just happy, enthusiastic YESes.
2. **The magic of right-brain creativity.**
   Overthinking? Perfectionism? They're out. This workshop is all about finding ideas FAST and having fun doing it. Warning: your inner critic may start filing for unemployment.
3. **A balance of strategy and inspiration.**
   We're serving equal parts creative genius and practical action plan here. Think of it as the perfect recipe for offers that are irresistible AND doable (yes, you can have both!).
4. **A ready-to-launch offer.**
   You know all those brilliant ideas sitting in your "I'll finish it someday" pile? We're giving them a one-way ticket to Done Town. By the end of this workshop, your offer will be launch-ready—and dare I say, *spectacular.*
5. **An unbeatable Black Friday price.**
   Let's be real: you'll spend more on coffee this week than you will on this workshop. Except this investment could actually grow your business, not just keep you awake.

So, if you're ready to stop procrastinating, start creating, and maybe even have a little fun in the process, this is your sign.

CTA: Don't miss it—reserve your spot now → [LINK]

Let's make your next offer so good your clients can't wait to say YES (and neither can you).

– [Your Name]

Prompt:

What other words would you "bold" for conversation and emphasis

ChatGPT

Here's a revised version with additional words bolded for emphasis and conversational flow:

Subject Line: 5 Reasons to Say "YES" (and Maybe Laugh a Little)

Header: Your next offer could change *everything.* Seriously.

Body:
Still on the fence about *The Easy YES Offer* workshop?

Let me make this simple: here are **5 reasons** you absolutely **can't miss it** (and yes, you'll thank me later).

1. **Clarity like never before.**
   You'll finally figure out what your clients **actually want** instead of guessing. No more awkward, **"Is this what you're looking for?"** vibes—just happy, enthusiastic **YESes.**
2. **The magic of right-brain creativity.**
   Overthinking? Perfectionism? They're out. This workshop is all about finding ideas **FAST** and having fun doing it. Warning: your inner critic may start **filing for unemployment.**
3. **A balance of strategy and inspiration.**
   We're serving **equal parts creative genius** and **practical action plan** here. Think of it as the perfect recipe for offers that are **irresistible AND doable** (yes, you can have both!).
4. **A ready-to-launch offer.**
   You know all those brilliant ideas sitting in your **"I'll finish it someday"** pile? We're giving them a one-way ticket to **Done Town.** By the end of this workshop, your offer will be **launch-ready**—and dare I say, *spectacular.*
5. **An unbeatable Black Friday price.**
   Let's be real: you'll spend more on **coffee this week** than you will on this workshop. Except this investment could actually **grow your business,** not just keep you awake.

So, if you're ready to **stop procrastinating, start creating,** and maybe even have a little **fun** in the process, this is your sign.

CTA: Don't miss it—**reserve your spot now** → [LINK]

Let’s make your next offer **so good** your clients can’t wait to say **YES** (and neither can you).

– [Your Name]

This version highlights key phrases and ideas that will pop visually and emotionally, keeping readers engaged and guiding them naturally to the call to action.

Prompt:

Rewrite this email and add a lot more urgency. This will be the very last email they get before the offer is gone.

ChatGPT

Subject Line: Last Chance: Doors Close Tonight!

Header: This is it—don’t miss your moment.

Body:
This is your final reminder.

The Black Friday Sale ends **tonight**, and with it, your chance to join *The Easy YES Offer* workshop at this unbeatable price.

Still on the fence? Let me break it down one last time:

- **This isn’t just another workshop.** It’s your chance to finally create an offer that feels exciting, aligned, and uniquely YOU.
- **You’ll leave with results.** A ready-to-launch offer, crystal-clear clarity on what your clients actually want, and the confidence to move forward.
- **This is the lowest price this workshop will ever be.** After tonight, this opportunity is gone.

Here’s the thing: you don’t have to keep waiting for the “perfect time” or the “perfect idea.” That’s what this workshop is for. In just 3 hours, you’ll move from procrastination to a plan, from stuck to clarity, and from hesitation to action.

But only if you act **now.**

After tonight, the Black Friday Sale ends, and so does this opportunity. Don’t let this be one of those “I wish I had” moments.

CTA: Click here to claim your spot before it’s too late → [LINK]

This is your last chance to say YES to your gifts, your clients, and your business.

Don’t wait another minute—time is running out!

– [Your Name]