Marketing Templates
for the “3 Golden Questions To Ask New Clients”

EMAIL TEMPLATES

The "Fresh Insight" Email

Subject Line: "I had to share what [New Client Name] told me yesterday..."

Hey [First Name],

Yesterday, during a welcome call with a new [Program Name] member, something they said stopped me in my tracks.

[New Client Name] told me: "[Insert exact quote about why they joined]"

It hit me because I hear this same feeling from so many people I talk to. That moment when [expand on the pain point/realization].

If this resonates with you too, I want you to know two things:

1. You're not alone in feeling this way
2. There is a way forward

[New Client Name] took their first step yesterday by joining [Program Name], and here's what they're most excited about: [insert their specific hoped-for transformation]

If you've been feeling the same way, let's talk.

[Program Name] is currently open for enrollment, and I'd love to explore if it's the right fit for you too.

[Call to Action]

[Signature]

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The "Breaking Point" Email:

Subject: "The moment [New Client Name] knew something had to change..."

Hey [First Name],

I just got off a call with [New Client Name], who joined [Program Name] today, and they shared the exact moment they knew they needed to make a change:

"[Insert their breaking point story]"

Sound familiar?

Here's what [New Client Name] discovered that finally made them ready to transform [pain point]:

- [Insight 1 from their story]

- [Insight 2 from their story]

- [Insight 3 from their story]

If you're nodding along, you might be exactly where [New Client Name] was just yesterday.

[Program Name] is currently helping people just like you to [desired transformation].

[Call to Action]

[Signature]

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SOCIAL MEDIA POST TEMPLATES

Yesterday, I asked [New Client Name] why they finally decided to join [Program Name]. Their answer might surprise you...

"[Their quote about the breaking point]"

Does this sound familiar?

- [Pain point they mentioned]
- [Obstacle they faced]
- [Fear they overcame]

If you're ready for [transformation they're seeking], [Program Name] is currently open for enrollment. Comment below if you'd like more details.

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I love these conversations with new [Program Name] members...

Today, [New Client Name] told me they joined because:

'[Their exact words about why they joined]'

This hit home because so many of us [expand on common experience].

If you've been feeling this way too, know that:

1. It's not just you
2. It doesn't have to stay this way
3. There is a clear path forward

[Program Name] is currently open for new members who are ready to [desired transformation].

DM me or comment 'ready' to learn more.

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SALES PAGES TEMPLATES

Opening Section

You know that feeling when [common pain point]?

That's exactly how [New Client Name] felt before joining [Program Name] this week.

In their words: "[Quote about their struggles]"

But here's what they discovered...

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“Why Now Section” Section

Why Join [Program Name] Now?

Here's what our new members said:

[Name 1]: "[Their urgency quote]"

[Name 2]: "[Their timing quote]"

[Name 3]: "[Their motivation quote]"

Their stories might sound familiar if you're...

[List 3 common scenarios they mentioned]

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