Marketing Templates
for the “Myths, Mistakes and Misconceptions”

EMAIL TEMPLATES

The "Myth-Busting" Email

Subject Line: "The expensive myth that kept me stuck for years..."

Hey [First Name],

I need to share something that's been on my mind since my call with [Client Name] yesterday.

They told me about a myth they believed for years: "[Insert specific myth they believed]"

And here's why this stopped me in my tracks - I used to believe the exact same thing. In fact, this myth keeps so many [ideal clients] stuck because:

1. [Reason why this myth is so believable]
2. [Why it's so hard to question this myth]
3. [The real cost of believing this myth]

But here's what [Client Name] discovered yesterday that changed everything: [Insert their realization]

If you've been believing this too, I want you to know something important...

[Share the truth and the possibility it opens up]

[Client Name] took their first step towards [desired outcome] by joining [Program Name] yesterday. Here's what they're most excited about: [Insert their specific hope/goal]

If you're ready to break free from this myth too, let's talk.

[Call to Action]

[Signature]

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The "Common Mistake" Email

Subject: "Are you making this costly [niche] mistake?"

Hey [First Name],

Today, during a welcome call with [New Client Name], they shared something that might sound familiar:

"[Insert quote about the mistake they were making]"

This is such a common mistake I see in [niche], and here's why it happens:

- [Reason 1 why people make this mistake]
- [Reason 2 why people make this mistake]
- [Reason 3 why people make this mistake]

The good news? [New Client Name] just discovered a better way:

[Share their realization or new approach]

If you recognize yourself in this story, you're not alone. In fact, this is exactly why I created [Program Name].

[Call to Action]

[Signature]

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The "Question Everything" Email

Subject: "The [niche] 'rules' you need to break"

Hey [First Name],

Let's talk about the "rules" in [industry/niche] that everyone follows without questioning:

Rule #1: "[Common misconception]"

Reality: [Truth and why it works better]

Rule #2: "[Common misconception]"

Reality: [Truth and why it works better]

Rule #3: "[Common misconception]"

Reality: [Truth and why it works better]

I see so many [ideal clients] following these "rules" and wondering why they're not getting results.

Here's what happens when you break free:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

Inside [Program Name], we focus on what actually works, not what everyone else is doing.

[Call to Action]

[Signature]

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The "Personal Story" Email

Subject: "The [niche] mistake that cost me [time/money/results]"

Hey [First Name],

Can I share a personal story?

For years, I believed [myth/misconception]. In fact, I was convinced that [explain the belief and why you held it].

This belief cost me:

- [Consequence 1]
- [Consequence 2]
- [Consequence 3]

Until one day, I discovered [share the breakthrough moment]

That's when everything changed.

I learned that [share the truth], and it transformed my approach to [topic].

Now, I help my clients skip the years of struggle by showing them:

- [Key learning 1]
- [Key learning 2]
- [Key learning 3]

If you're ready to avoid this costly mistake, I'd love to help.

[Call to Action]

[Signature]

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SOCIAL MEDIA POST TEMPLATES

The biggest myth in [niche]:

"[Common myth]"

Why we believe it:

👉 [Reason 1]

👉 [Reason 2]

👉 [Reason 3]

The truth? [Share the reality]

One of my new clients discovered this yesterday and said: "[Their quote about realizing the truth]"

Ready to break free from this myth? Comment "truth" below to learn how.

Are you making this mistake in your [niche]?

Mistake: [Common mistake]

What you're doing: [Describe the mistake]

What works instead: [Share the solution]

I just helped a new client overcome this exact mistake in [Program Name].

Their words: "[Quote about their realization]"

Ready to stop making mistakes in [your topic/niche]?

DM me "ready" to learn more.

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VIDEO SCRIPT TEMPLATE

The "Myth vs Reality" Video Script (2-3 minutes)

Hook: "The biggest myth about [topic] is costing you [desired outcome]. Let me show you why..."

Introduction (20 seconds):

- State the common myth
- Mention how widespread it is
- Tease the truth

The Myth (30 seconds):

- Explain why people believe it
- Share common examples
- Describe its impact

The Reality (45 seconds):

- Reveal the truth
- Provide evidence/examples
- Share what's actually possible

The Solution (30 seconds):

- Present your approach
- Quick win they can implement
- Mention your program/offer

Call to Action (15 seconds):

- What to do next
- How to learn more
- Engagement prompt

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Example: The Biggest Myth About Aging That's Holding You Back (2.5 minute script)

Hook (10 seconds):

"The biggest myth about aging is that it's all downhill after 40. This belief is not just wrong – it's actually preventing you from experiencing your best years. Let me show you why..."

Introduction (20 seconds):

"Everywhere you look, there's this message that aging means decline. We see it in marketing, in media, even in how people talk about birthdays. And this belief is so widespread that most people accept it without question. But here's what the latest research actually shows..."

The Myth (30 seconds):

"We've all heard these statements:

- 'It's harder to stay fit as you age'
- 'You can't learn new skills later in life'
- 'Memory naturally declines with age'

And because we hear them so often, we start to expect these declines. We attribute every ache to 'getting older' and believe we can't start new adventures because we've 'missed our chance.' This mindset actually creates a self-fulfilling prophecy."

The Reality (45 seconds):

"But here's what the science really shows: Many aspects of life can actually improve with age. Research from Harvard shows that:

- Problem-solving abilities peak in your 50s
- Emotional intelligence continues to grow throughout life
- Creative achievements often happen in later years
- Physical performance can improve well into your 60s and beyond

In fact, studies show that negative beliefs about aging are more damaging than aging itself. When people shed these limiting beliefs, they experience better health outcomes, stronger cognitive performance, and more life satisfaction."

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The Solution (30 seconds):

"The key is to shift from viewing aging as decline to seeing it as development. Here's a simple way to start:

- Challenge each 'I'm too old' thought
- Look for role models who are thriving at every age
- Focus on what you're gaining with time, not what you're losing

In my [Program Name], we help people unlock this new phase of potential instead of just accepting limitations."

Call to Action (15 seconds):

"Ready to rewrite your aging story? I'm hosting a free workshop next week called 'Ageless Potential' where I'll share the three secrets to thriving at any age.

Comment 'THRIVE' below for details, and let's break free from these aging myths together."

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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...

_____

“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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