

# Opt-in Email Nurture Sequence

**Opt-in Goal:** To give an ah-ha moment

**Opt-in Email Sequence Goal:** To get them to engage with your opt-in and begin to show them your personality and style

## How to use these templates

- Replace the (\_\_\_\_) with your own content relevant to your opt-in
  - Items highlighted in yellow mean that you should consider changing them to words that suite your personality and brand more
  - Examples are provided throughout to help give you options, use them as you like
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**Email 1 Goal:** Welcome (deliver content, what to expect, why you are good in this space)

**Subject Line:** Here is your (type of content) on (topic)

**Example:** Here is your free training on how I use Trello in my business

Hey [First Name],

(Write a few sentences telling them you are happy they are getting the training and why you think they will like it, or you can tell them about your style of teaching, or why this training is so important.)

**Example:** I am super excited that you got my training. I know that (training topic) can change your life. I just know it. I have tried to make the training as comprehensive as possible, but also simple and tactical. I usually take a very logical approach to things, so you will see that in how I (training topic). I hope you enjoy the training.

To help make getting to the training easy and seamless...here is what to do.

(give instructions on how they can get access to the content...a few examples are provided below)

**Example 1:** Simply click HERE to instantly download your workbook. Print it out, and jump right in. (hyperlink your workbook download to HERE)

**Example 2:** Click HERE and get instant access to the video training. (hyperlink the page with the training on it to HERE)

**Example 3:** (If you use Thinkific or another course tool) You were already automatically enrolled in the course, but we want to make sure you get there and start learning. [Click here to access the course](#)

If you run into any challenges, please just shoot us an email and we will help you get to where you need to go.

(close with a few sentences that calls out the fact that we download content we don't actually use or look at, and that the only way it can help is for them to use the recourse.)

**Example:** I totally get that things happen and life gets busy. I know there is more than one occasion where I downloaded a resource and then never looked at it or used it, but I am taking a guess that you are interested in (your topic) because you were willing to give me your email to get my training. The best way to get value from the training is to actually use it. So make sure you jump in and start using it now.

I can't wait to see what you think

(fun closing),  
(your name)

(Give them an option to take action with you in a ps)

**Example 1:** (if you offered a low cost 'Easy Yes' on the thank you page)

Ps. If you purchased my (product), then you will get an email with access so keep a look out. If you didn't get a chance to get them, then you can [click here](#) for one extra chance...believe me the time it will save you is worth the (\$price).

**Example 2:** (if you want them to get on a call with you)

Ps. Sometimes an email just isn't enough and you want to talk to real person to help you move forward. I totally get it. You can schedule a 15-minute call with me [HERE](#). (add hyperlink to your calendar)

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**Email 2 Goal:** Help Them engage with the content (story, top pain point, solution, tease next email, ps: connect & upsell)

**Subject Line:** Do you know (the topic) Yet?

**Example:** Do you know your Free to Paid Journey Yet?

Hey [First Name],

(remind them about the training they opted in for and that they should get it if they haven't already. Feel free to be a little funny or sarcastic here if that works for your personality.)

**Example:** So you have already hopped in and started working on your Free to Paid Journey workbook (if you didn't I'm squinting my eyes at you right now, not judging, but definitely giving you that look like you should jump in and get started. Download it [here](#))

(now tell them a story or lesson to get them engaged and help them get started)

**Example:** (story)

I love the phrase 'you had me at Trello' It makes me think about how new tools are a lot like new relationships. Sometimes we fall in love quick and get all excited about how pretty and shiny it looks, then after time we realize it isn't everything we thought it was, or maybe it just isn't as good a match as we thought. And then there are those times, when the more we get to know that particular tool, the more we fall in love. And that is how I feel about Trello. If you aren't quite there yet don't fret, I am here as a sort of virtual matchmaker to help you two get to know each other better.

**Example:** (help them get started)

I know that it can be hard to get started to this is a quick exercise to help...

I want you to think about what processes you manage in your business.

Do you...

- Run a blog or podcast
- Have coaching clients
- Sell products on your site or other sites
- Create coursework on your site or other sites ...well you get the idea.

Each one of these has a process that is most likely repeatable and Trello can help you standardize, and in some ways automate, how you manage each of these elements of your business.

If you hop over and view the training you can see how I do this in my business, and if you have already seen the training, then I bet your wheels are already turning

(now tell them to dive in and that they can get extra help by getting on a call with you)

The best way to get results is to dive in and see what works and where you have questions. I provided are a great place to start, and once you get going I bet you will really see the results.

Oh and if you are having a hard time thinking through things let me know. I love to help get your ideas flowing...just schedule a 15-minute call and we can see how I can be helpful with moving you forward.

(closing)

(name)

ps. (tell them to keep a look out for your email tomorrow)

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**Email 2 Goal:** Help Them engage with the content (story, top pain point, solution, tease next email, ps: connect & upsell) – you can make this one short or long both can work

**Subject Line:** Are you using (your tool)?

**Example:** Are you using any of those new tools?

(this is the short example)

Hey [First Name],

I just wanted to check in. After getting my (your opt-in) did you start (whatever you were teaching them)? I would love to hear what is working and what you might need a little more support with.

Just hit reply and let me know.

(name)

(This is a longer example)

Hey [First Name],

(mention something that you love, some kind of quirk or fun fact about you that makes you good at what you do)

Example: I love cartoons, Disney, and all things animated. And as you get to know me, you will find that I tend to make a lot of correlations and analogies...I just can't help myself. I see connections everywhere and I just have to share.

(now mention the resource they opted into)

Example: So you recently downloaded the (your opt-in) (if you didn't yet then download it here) and you jumped in and might have hit the ground running, or maybe you hit a few snags.

(now mention why we need this kind of training. What is it that is hard about looking this skill or tool?)

Example: The truth is that our value is something that we have to feel confident in at all times. Someone can tell you to double your prices, or just charge more, but unless you really feel like you are worth it, you won't change your prices easily...or you will change them and then never sell, or ask for the contract.

(tell them they are not the only one to feel that way)

Example: You are so not alone. We all have life experiences that shape who we are and how we think. Some of those experiences give us more confidence and some keep us from moving forward.

(now give them one thing they can do to help them move forward)

Example: If you are questioning your value or the value of what you offer or wondering why anyone would pay that... then I want you to sick back for a second and think about who loves

you. Yes, I want you to think about who loves you. Who looks at you with acceptance and joy. I bet your kids do, maybe your spouse, your parent, your close friends. If you take a look around and realize that love is a choice and those people are choosing to love you because you are worthy of love.

Being loved doesn't make you an expert at anything, but I do believe it gives you courage and confidence, and sometimes when it comes to charging the right amount for our services we need to sick back and gather confidence in our value by remembering that we are loved. I promise it's not as woo woo as you think. Brene Brown did a TED talk about vulnerability that talks about this very thing and it has been viewed close to 40 million times.

(you can be super tactical or get deep like I did, both can work.)

(tell them that you understand them)

I mention this, because I have been through it, and I know how important the mindset aspect of business and life can be.

(remind them to jump back in and do the work)

Example: So if you went through the workbook and found yourself a little bit nervous, then think about those who love you and see if it helps.

(fun closing)

Example: ok I am off to hug my kids,

(name)

(do a ps with a call to action)

ps. If you are finding that you are hesitant to make decisions about how to structure your programs let's hop on a 15-minute call and talk about it. [schedule one here.](#)

## EMAIL CATEGORY: Permission

**Purpose:** An email that gives your reader permission to feel, act, or be a certain way

**Structure:**

- Story based email
- These will feel like life lessons, but are different than teaching/training emails.
- **Beginning:** Set-up – start the story or metaphor
- **Middle:** Give the lesson – this is what you want to give them permission for
- **End:** Give an inspirational statement that leaves them feeling understood and motivated

**Can Do:**

- Add an outside link if it supplements the story (not as the primary item)
- Add in your personality tone
- Make it shorter or longer (ne less than 400 words and no more than 600 words)
- Take out the 2<sup>nd</sup> PS if you don't do calls

**Can't Do:**

- Make sure that it's not just an inspirational email. You need to be giving them permission for something specific.
- Make it all about you. The story may start with you, but the lesson is about them.
- Don't include a signature with your picture and a bunch of links at the bottom, these emails should feel like they are from a friend.

**Highlighted:**

- Yellow = change it to your tone (you can also leave it if you like it)
- Blue = enter the content that is spelled out

## Permission #1 Template (when you just want to give permission)

Hey [First Name],

Sometimes I [enter the emotion or situation that you are going to give them permission for].  
Yep, that's my truth bomb today. I'm not sure what brought you here, but just in case you were thinking I have it all figured out, let me share...

[Tell them a 3-4 sentence story that shows you have experienced exactly what you are giving them permission for.]

I tell you this because it's unavoidable to feel/be/experience [what you are giving them permission for] sometimes. [Give a statement about how life is unexpected and challenging and so that they know that it is normal to experience what they are experiencing]

AND THAT'S OK!!!

I believe that the sooner I acknowledge [thing you're giving permission], the sooner it will pass and I can get back to being good ol' productive me.

[give them one tip, resource, or more of your story to help them feel better (ie. blog post, podcast episode, or just write it in the email. Keep it to no more than 3-4 sentences)]

Ok that's all I got for you today...embrace your [whatever you want to give them permission for] and know that these moments will happen...own it....and it will help you keep on moving.

Oh and you should know now that no matter how successful you are, these moments will happen. We are all human and we [enter a few negative self talk words related to what they need permission for]...so make sure to surround yourself with people who will build you up and have your back.

A custom close that is authentic to you

Your Name

Ps. Let me know what causes you to be a [thing you are giving permission]? What challenges you the most? Reply to this email and share.

P.p.s If you already know you want some specific guidance in your business go schedule a 15 min chat with me. We have all sorts of resources here at [your company] and if I can't help then I know a LOT of ladies who do amazing things...odds are we can get you to where you want to go. Schedule a time by clicking here.

## Example 1: Give yourself permission to be a hot mess

Hey [First Name],

Sometimes I'm a hot mess. Yep, that's my truth bomb today. I'm not sure what brought you here, but just in case you were thinking I have it all figured out, let me share...

I am a hot mess at least a few times a month.

I tell you this because it's unavoidable to feel overwhelmed and a little stressed at times...life throws unexpected challenges our way and no matter how much we plan, things throw us off course sometimes.

AND THAT'S OK!!!!

I take the stance that the sooner I acknowledge I'm a hot mess, the sooner it will pass and I can get back to being good ol' productive me.

So to share a little bit more about me and help you kick into productive mode, I want you to listen to Episode 25 of the Boss Mom podcast.

It's 27 minutes of a late night rant I had back in 2016 on how to be productive in the in-between moments, and I will tell you now that it is truly a rant when I was stressed out, but it touches on some really important tactics to help you get past it. And it is still relevant today.

You can access it here.

Ok that's all I got for you today...embrace your hot messedness (I might have just made that word up) and know that these moments will happen...own it....and it will help you keep on moving.

Oh and you should know now that no matter how successful you get, you will always have hot mess moments and hot mess days. We are all human and we will question ourselves, question our decisions, question our worth...so make sure to surround yourself with people who will build you up and have your back.

It's not just about finding people with good content, it's about finding your tribe, and I hope that hanging out with me and all the Boss Moms makes you feel a little more understood, a little more confident, and a little more awesome.

From my hot mess heart to yours....now go out and kick some butt today.

Dana



Ps. Let me know what causes you to be a hot mess in your business and family life? What challenges you the most? Reply to this email and share.

P.p.s If you already know you want some specific guidance in your business go schedule a 15 min fitting call. We have all sorts of resources here at Boss Mom and if I can't help then I know a LOT of ladies who do amazing things...odds are we can get you to where you want to go. Schedule a time by clicking here.

## Permission #2 Template (for when you want to use a metaphor)

Hey [First Name],

Ok, I know this might seem like a strange title, but I like to take what happens in **life** and see how it applies to **business**. And my life, and I'm sure yours, is full of awesome content.

[Enter a short story that is really a metaphor to set up the lesson you want to teach. The story should be at least 100 words and no more than 250.]

Here's the lesson...[give the one sentence lesson using the metaphor] ...**it's just a fact of life**. [use descriptive words to describe the emotions or experience, still in the context of the metaphor\*]

**It dawned on me**, [tell them how the metaphor applies to life in a few words].

[Now in a few sentences dive deeper into explaining how the metaphor applies.]

[You can add in a link to a resource that you have made (not something someone else made) if it applies]

Look, everyone one is going to [lesson you are teaching] [use the same descriptive words from \* to describe the emotions or experience this time in the context of life and not the metaphor]

**Don't fight the [main lesson]!**

If you do it will end up [describe what life is like if they don't take action or accept the life lesson you are teaching]

I'm not saying you have to [you can include a fun statement using the metaphor that implies they could go too far. This is optional depending on whether you want to include humor]

A custom close that is authentic to you  
Your Name

## **Example 2: Potty training your business...and when you might need some laxative.**

Hey [First Name],

Ok, I know this might seem like a strange title, but I like to take what happens in life and see how it applies to business. And my life, and I'm sure yours, is full of awesome content.

So my son was sick. He got better, but then wouldn't poop. **At the end of day two, he kept crying saying he didn't want to poop because he was scared it would hurt. He was holding it in, even though it already hurt, he was worried it would hurt more to actually let it out.**

Finally, on Sunday night, he turned to me and said, 'ok mommy, I want medicine for my butt.'" And that is when I went to the store and got kids stool softener. (Crazy the words that become normal when you 're a mom, right?) I get home and he curls up on his side and holds daddy's hand and we give him the medicine...it's not a fun experience.

A few minutes later he is in my arms pooping like never before, and for like 20 minutes.

Here's the lesson...everyone poops...it's just a fact of life. It's not pretty, it's not elegant, it might be embarrassing depending on who's around, but it's something that everyone does.

**It dawned on me that this is exactly what happens with mistakes and risk in business.**

We hold our ideas, our passions, and our dreams in, because we are scared it might hurt to fail, fall, or flounder. I talk about this in the [Boss Mom book](#). That we are going to skin our knees in business, there is just no way around it. And this analogy works too.

Look, everyone one and every business is going to fall and make mistakes. It's not pretty, it's not elegant, it might be embarrassing depending on who's around, but it's something that everyone does. It's just like pooping.

### **Don't fight the poop!**

If you do it will end up hurting, and building up until you are stressed out, crying, not eating, and miserable. Just let yourself poop in your business....ie. make mistakes.

I'm not saying you have to go so far as to leaving the door open and letting everyone hang out while you make mistakes in your business :) discretion is ok...but make sure you don't keep yourself from taking risks and doing great things in your business because of fear. Just don't do it.

Ok that's my rant. - Dana

## Permission #3 Template (for when a statement or situation gives permission)

Hey there awesome-sauce,

I'm feeling a little bit **sassy** today, I hope you won't hold it against me.

So I [tell them the thing that you did or experiences that you want to share]

In the middle of [the activity or situation] [the thing that happened or was said]

Do you ever hear that one **statement** that changes the way you think about things?

She/he was talking about [the topic] which is about [what the statement was meant to mean], but I heard it as a statement about [what you heard it to mean]

So like any good [your profession], I had to share it with you.

Because, when you discover something **cool**, who else would you share it with than your **awesome community**, right?

**OK so here is my ah-ha moment....**

[tell them what they are doing now, and what you are giving them permission to do. Only one sentence each, keep it concise]

**What does that mean?**

It means, [now you can go into more detail about what it means and how to apply it. Somewhere between 50-150 words of explanation]

So here it is, if you are [what they are doing now that's wrong] then I want you to [tell them what you are giving them permission to do]

Remember that [state the lesson again in one sentence]

Well, that **was my rant for the day!**

Now, go to work on [the thing you are giving them permission to do]

**Custom sign off (different from others, be creative)**

**Name**

Ps. After reading this did you just realize something you are doing in your **business or daily life** that does not serve you? I would love to hear...just reply and let me know.

### **Example 3: I don't need your momentum, I just need your control**

Hey there awesome-sauce,

I'm feeling a little bit sassy today, I hope you won't hold it against me.

So I joined a Pilates Reformer studio a while back, you know the one with the machines and was sweating it out trying to pretend that I wasn't completely exhausted. (by the way, I love a good Groupon)

Anywho, in the middle of some painful exercise that I was failing at miserably, the instructor said...

**"I don't need your momentum, I just need your control."**

Do you ever hear that one statement that changes the way you think about things?

She was talking about the whole premise of pilates, which is more about slow and steady control to build flexibility and strength, but I heard it as a statement about life.

So like any good online entrepreneur, I had to rush home and write an email about it. Because, when you discover something cool, who else would you share it with than your awesome community, right? (hint, hint...you should be sharing cool stories and tips with your community...listen to my podcast episode about this [here.](#))

**OK so here is my ah-ha moment....**

We push ourselves to do things now because we think that we need to create momentum, but that's not how you build a STRONG & FLEXIBLE brand...or life.

**You build a business and home that can withstand all life's challenges by being steady, slow, and in control.**

What does that mean?

**It means that our businesses and families operate the same way our bodies do...from the inside out.**

We concentrate on making our core, or center, stronger so that it supports everything else in our body.

When it comes to running your business or home, you have to take the same approach.

We work on our business core by spending time understanding where we want our business to go, creating strong business goals, and purposeful action plans.

We build a strong home core, by continually assessing our relationships and ensuring that we are surrounding ourselves with people that support and 'get' us. And then purposefully engaging with the people we care about so that they know we care. (to get inspiration for this, listen to an amazing interview with Simon Sinek...it really spoke to me...check it out [here.](#))

So there it is... if you are rushing to 'keep that momentum going' then I want you to stop for a moment and make sure that you are taking the time to build that core.

Remember that I don't need your momentum, I just need your control.

And control comes from knowing where you want to go and making sure everything you do is helping you get there.

Well, that is my rant for the day.

Now go work on your core....business, home, body...whatever you need in your life right now.

Did I mention I heart your face?

Well, I do. Talk soon,

Dana

Ps. After reading this did you just realize something you are doing in your business or daily life that does not serve you? I would love to hear...just reply and let me know.

## EMAIL CATEGORY: Clout / Authority

**Purpose:** An email where you build authority by showing that other people think you are important, or that you have created great content (ie. features or interviews)

**Structure:**

- Can be story based or content based.
- The goal is for your reader to start feeling like you are a go to person for a certain topic or way of living.
- If you are doing client stories they will feel like teaching emails and that's ok.
- **Beginning:** Set-up – start with the fact that you are excited about something
- **Middle:** Give the episode, post, or client story
- **End:** restate what the topic is about and maybe one thing they will learn

**Can Do:**

- Add an outside link to an interview or blog post
- Add in your personality tone
- Make it shorter or longer (no less than 400 words and no more than 600 words)
- Use client stories if you haven't been featured...but try to get on podcasts so you have more content for clout emails.
- Include a link to call you if it's a client story email.

**Can't Do:**

- Make sure your emails are inclusive. It's not about you being better than anyone because you were featured or got results. It's about sharing awesome content and results with your audience.
- Don't include a signature with your picture and a bunch of links at the bottom, these emails should feel like they are from a friend.

**Highlighted:**

- Yellow = change it to your tone (you can also leave it if you like it)
- Blue = enter the content that is spelled out

## Clout #1 Template (good to showcase your own podcast or book)

Hey [First Name],

I have a treat for you today.  
Now close your eyes....keep them closed...no peaking.  
Ok you can open them...

I interviewed [enter name] about [enter topic] and I have the episode right here for you to have a listen.

[\(link to episode\)](#)

I know, I know you are wondering if you actually needed to close your eyes for this surprise... the answer is yes. **(editing note: if you don't like the humor edit to feel right for you)**

We need a little extra playfulness in our lives these days.

As [name the kind of group you are speaking too] we [say something that your group does that is negative and relates to podcast topic – see example below]  
This episode is all about [give a sentence about the topic]

Sounds dreamy doesn't it?

Well, it doesn't have to be a dream and this episode is a good place to start.

We talked about [one specific point from the episode]

We talked about [one specific point from the episode]

Oh and we [one specific point from the episode]

Go have a listen [HERE](#) and tell me what you think.

See you soon,  
[name]

## Clout #1 Example (good to showcase your own podcast or book)

Subject: Bear Hug me lady

Hey [First Name],

I have a treat for you today.  
Now close your eyes....keep them closed...no peaking.  
Ok you can open them...

I interviewed Amy Porterfield about course creation and I have the episode right here for you to have a listen.

(link to episode)

I know, I know you are wondering if you actually needed to close your eyes for this surprise... the answer is yes.

We need a little extra playfulness in our lives these days.

As Boss Moms we put a lot on our plates and time fills up really fast...like lightning fast. This episode is all about how to create content that helps you break free from the chains of money for time, and shows you a world where you can actually increase your income without increasing your workload.

Sounds dreamy doesn't it?

Well, it doesn't have to be a dream and this episode is a good place to start.

We talked about some deep fundamentals that might help shift your mindset when it comes to course creation.

We talked about some great course creation tactics.

Oh and we laughed and had all sorts of fun.

Go have a listen HERE and tell me what you think.

See you soon,  
Dana



## Clout #2 Template (good to showcase being featured on a podcast)

Hey [First Name],

One of my favorite things to do is talk about [give the topic you plan to talk about]

We all [what do people do that leaves them wishing they knew more about your topic]

This is one of those times.

I was just featured on the [podcast name] with [podcast host] and I was epic.

[CLICK TO LISTEN TO SEE THE SHOW NOTES AND LISTEN](#)

Or [CLICK TO GO STRAIGHT TO ITUNES TO LISTEN](#)

In this episode I got vulnerable and shared a few stories about how I [topic that you shared that was personal].

We talked tactics as much as we talked about life, and I felt like I not only got to share my story with a new audience, but to be heard and accepted. **(editing note: Alter this as needed depending on what you talked about)**

I loved this episode and I really love [first name of host] show too so go subscribe, listen to my episode, and then be forever changed by the wonderful interviews she does with awesome people.

And let me know what you think about the episode.

Just hit reply and share....or post on social media and tag me.

I love to share when people tag me and then it's a win/win for both of us.

High five,  
[name]

Ps. Do you have a favorite podcast? My virtual assistant is always pitching me on different podcasts and I would love to be on your favorite show...let me know.

## **Clout #2 Example (good to showcase being featured on a podcast)**

Subject: This interview was epic

Hey [First Name],

One of my favorite things to do is talk about the things that I love and share my passions and knowledge with the world.

We all do that on social media and hope that people listen, but sometimes we get a chance to hop on a podcast show or a stage and get our voice heard to a whole new audience. This is one of those times.

I was just featured on the Whiskey and Work Podcast with Kelsey Murphy and I was epic.

[CLICK TO LISTEN TO SEE THE SHOW NOTES AND LISTEN](#)

[Or CLICK TO GO STRAIGHT TO iTUNES TO LISTEN](#)

In this episode I got vulnerable and shared a few stories about how I built Boss Mom that brought me to tears.

We talked tactics as much as we talked about life, and I felt like I not only got to share my story with a new audience, but to be heard and accepted.

I loved this episode and I really love Kelsey's show too so go subscribe, listen to my episode, and then be forever changed by the wonderful interviews she does with awesome people.

And let me know what you think about the episode.

Just hit reply and share....or post on social media and tag me.

I love to share when people tag me and then it's a win/win for both of us.

High five,

Dana

Ps. Do you have a favorite podcast? My virtual assistant is always pitching me on different podcasts and I would love to be on your favorite show...let me know.

## Clout #3 Template (good to showcase a client story with lesson)

Hey [First Name],

There is so much in our daily lives to learn from. I constantly feel like I am learning new lessons, tactics, tools to help me move forward.

I was recently talking to a client and they shared their experience and I wanted to share it here with you.

This client...let's call her **Meg** (note all names have been changed to protect their identity)...was scared that **[a fear your ideal client has]**.

You know that one where **[describe an example of the fear]** see example

She really wanted to **[state the desired outcome]**, but it just felt like **[name a big frustration]**.

She **[what action did they initially take- this is what they did that wasn't enough without you]** and thought that would be her **golden ticket** to **[what is the desired outcome]**, but **[what happened that just wasn't enough or didn't work as planned]**. She would **[say what did work]**, but nothing that was **consistent or big enough**.

She started to question whether she should give up on **[name the thing they were trying to do or accomplish]** ...and that's when we met.

All she wanted was **[name the financial, emotional, or big result they ultimately want]**

The great thing is that she didn't need to **start over or create something new**...she just needed to **[say one high level tactic that you know worked for your client]**

She took my advice and **[what advice did they take]** and **within [time period]** she was able to **[name the thing they got or did]**

She celebrated and then she did the one thing that makes all the difference... she **[name the big thing that people do with you that gets results – see example]**.

She **[say one thing they did]** and guess what.... She **[name the financial or emotional result that you want people to know]**

It wasn't always easy, but she stuck with it...she didn't give up on [name the thing they did consistently or didn't give up on]...just like we don't give up on people we love...your programs have feelings too and they want you to commit and stick around and nurture them the way you would your kids.

So what's the lesson? [give a sentence or two about the teachable moment]

There are too many [talk about the people or programs that are living without the result your ideal client wants -see example]...I don't want that to be you.

[sign off],  
[name]

Ps. If you are in the boat where you really aren't sure what to [name what they need help with], then let's hop on a call to see if and how I can help. [give link to hop on call]

### **Clout #3 Example (good to showcase a client story with lesson)**

Subject: Someone did this and it worked...

Hey [First Name],

There is so much in our daily lives to learn from. I constantly feel like I am learning new lessons, tactics, tools to help me move forward.

I was recently talking to a client and they shared their experience and I wanted to share it here with you.

This client...let's call her Meg (note all names have been changed to protect their identity)...was scared that she might have to go back to her job.

You know that one where you have less freedom and flexibility.

She really wanted to make her business work, but it just felt like she was always so close to really making great money and then it always just fell short.

She created a course to and thought that would be her golden ticket to more money with less work, but each time she launched it she could never make a ton of sales. She would get a few sales here or there, but nothing that was consistent or big enough.

She started to question whether she should give up on the course and try something else...and that's when we met.

All she wanted was a \$5k month to really prove she could make this business a full time thing.

The great thing is that she didn't need to create something new...she just needed to tweak what she had, and create space to market it more than before.

She took my advice and made the tweaks to her pages, emails, and marketing and within a few months she was able to pull in \$5k from the course.

She celebrated and then she did the one thing that makes all the difference... she didn't stop and move on to the next project. She jumped back in to see how she could improve her marketing and her promotions even more.

She kept refining and testing the same system that led to her course and guess what.... She had a 10k month, and then a 12k month.

It wasn't always easy, but she stuck with it...she didn't give up on her course...just like we don't give up on people we love...your programs have feelings too and they want you to commit and stick around and nurture them the way you would your kids.

So what's the lesson? When things don't work the way you want...don't abandon your content... tweak it until it works... get a coach or mentor to help you figure out what to tweak if you aren't sure... just stick with it.

There are too many abandoned courses and programs that had 7 figure potential that were never realized... I don't want that to be you.

I heart your face,  
Dana

Ps. If you are in the boat where you really aren't sure what to create in the first place, or don't know what you would tweak to make your programs sell, then let's hop on a 15 minute call to see if and how I can help. [www.boss-mom.com/fitting](http://www.boss-mom.com/fitting)

## EMAIL CATEGORY: Training

**Purpose:** An email that gives a simple training that fills a gap or offers a hack.

**Structure:**

- Short to medium sized email that preferably links to a training video page or walks them through how to do something small and tangible.
- This is different than a life lesson. This is something they can get quick results from. Something that shows you know what you are doing, and are an expert in your field.
- **Beginning:** Set-up – tell them about why the training is needed or why you are doing it
- **Middle:** Give the training – either in the email or with an image that links to the video
- **End:** Make sure it's clear what they should take away and do next (Call To Action)

**Can Do:**

- Add in your personality tone
- Make it shorter or longer (At least 150 words and no more than 600 words)
- When training is done within the email it can be as long as 1,000 words.
- Be witty and intriguing. You want to draw them in to the training right now.
- If you want you can include a signature with your picture and a bunch of links at the bottom.

**Can't Do:**

- Make sure that it's not just an inspirational email. You need to be giving tangible training.
- Make it all about you. The story may start with you, but the training is about them.
- Don't add a PS to get on a call with you unless it's the training without the video. The CTA to get on a call or do something will be on the page.

**Highlighted:**

- Yellow = change it to your tone (you can also leave it if you like it)
- Blue = enter the content that is spelled out

## Training #1 Template (when you are using a video)

Hey [First Name],

A few intro options (pick one)

I get asked a lot...

The last time I did...

I constantly see...

You know what really grinds my gears...

In my opinion...

I recently got amazing feedback about...

### Option 1: Be snarky and tease them a little bit about what you want to teach them (see email example 1.1)

In my opinion [state the thing that doesn't happen enough]

[Mention that it's a super important topic]

The topic is all about gaining [tell them the results if they put the training into action]

To show you what I mean I made a video to [remind them what the training will be about]

Go check it out here or by clicking the image below

[add a screen shot of the video – you should be in motion not looking perfect]

Custom sign off,  
Name

Ps. [A funny quirk or idea that is playful but also shared a little bit about you.]

### Training Example #1.1: Put Down Your Computer...and Do This

Hey [First Name],

In my opinion we don't do this kind of thing enough, and I am even guilty of it sometimes.

Oh did you want me to tell you what it is?

I hope so because I'm about to either change your life, or make you feel really great about something you already do.

Either way, this is a super important email on a super important topic.

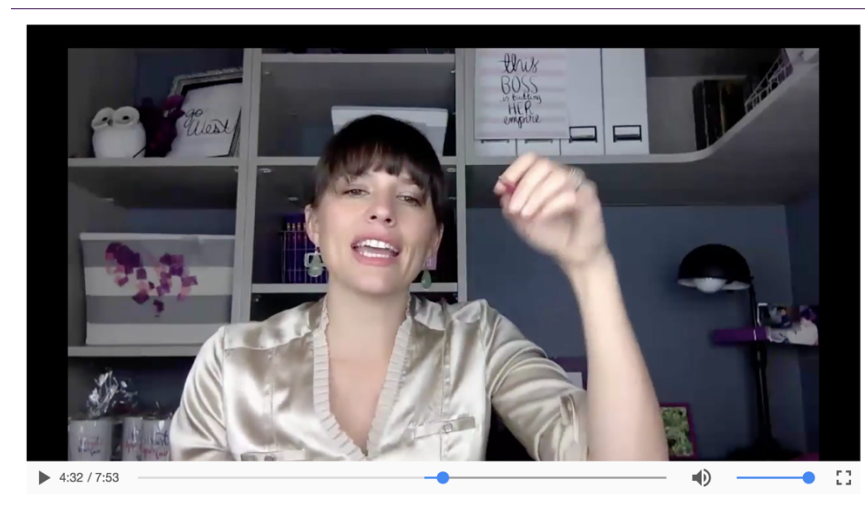
The topic is all about how to get more clarity, focus, and creativity with a pencil and paper.

I know we spend all of our time on our computers and I know there are some great digital tools out there to help us brainstorm, but I am about to show you a few simple tactics that will take you from staring at a blank screen feeling lost and overwhelmed, to focused and rockin life & business.

To make life easier, I made a video to show you exactly how to leverage your pencil instead of your computer to move your business forward.

Hop over and have a watch...I think you might find that it inspires you to do things a bit differently going forward....or it will confirm that you are already rockin it.

Check it out [here](#) or by clicking the image below.



A lover of pencils,  
Dana

ps. does anyone else's right hand get cold when you're sitting at your computer all day? Maybe it's the way my hand lays on the mouse that makes the blood rush from my hand...I don't know,



but I pretty much always have a fingerless glove on my right hand in my office. Strange i know, but it works.

## Option 2: Straightforward and to the point. (see email example 1.2)

Hey [First Name],

I get asked a lot about [enter the thing you get asked about]

The easy answer is [give a super high level answer that will need more explaining]

But in addition to that little gem of advice that is often easier said than done, I have some tactical ways to really [the topic you are teaching].

So I thought I would share them with you...and since I know I can produce content so much quicker with video...I recorded the best ways [topic you are training].

[go on a little side tangent that let's them know about who you are that is relevant to your ideal person and what you give them permission to do, be, or act – a few sentences long]

Ok back to the topic at hand. I think these tactics are useful for [tell them a few places they will be able to use this training and new knowledge.]

So without further ado....[check out the video here](#), or click on the image below

[add a screen shot of the video – you should be in motion not looking perfect]

Oh and just as a completely random side note, **you rock!** Just in case someone didn't tell you that today, or lately, **you rock!**

We should all be living our lives in a pursuit of [a core value of your audience]

[a few motivational sentences that make them feel empowered and excited to take action after they watch the video. – the point is that we want them to watch it now, and get excited about the possibilities]

Now go [watch the video](#) so you can make it happen **even quicker and even more effectively.**

Custom sign off  
Name

## Training Example #1.2: What was that, you wanted to know how to leverage events and take action?

Hey [First Name],

I get asked a lot about how I am able to connect with speakers at events so quickly, and how I can leave an event and almost immediately jump into implementation mode.

The easiest answer is that I never attend anything without an intention. I always know what I want to get out of the event...or at least a pretty good idea.

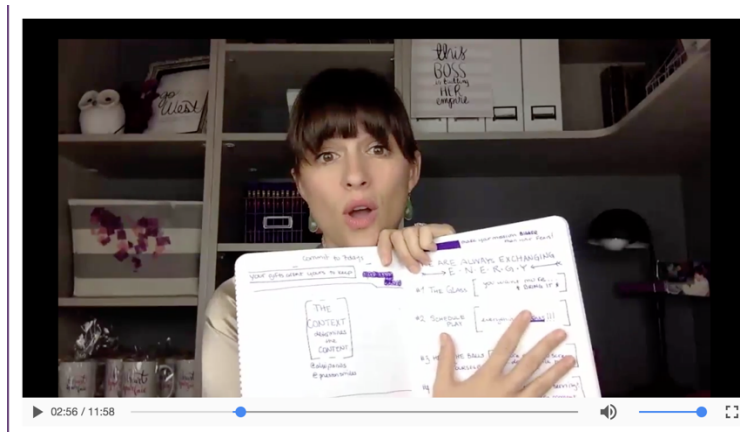
But in addition to that little gem of advice that is often easier said than done, I have some tactical ways to really leverage an event.

So I thought I would share them with you...and since I know I can produce content so much quicker with video...I recorded the best ways to leverage events.

And I showered and everything just for you...ok actually I showered for a podcast interview, but was smart about it and blocked time after the interview to record 7 videos for various purposes. That way I knew I would be all energized from the interview and could use that to fuel me to actually get the recordings done. (It totally worked) And then I went to a friends house to hold her new baby and rendered all the videos while we hung out. I'm not gonna lie, I was pretty excited about my ability to effectively multitask that day.

I think these tactics are useful for webinars too, but since I believe that we should go to at least one live event a year to help our business grow (I just went to Thrive)...and the Boss Mom Retreat is coming up in January...I am focusing on live events.

So without further ado....[check out the video here](#), or click on the image below.



Oh and just as a completely random side note, you rock! Just in case someone didn't tell you that today, or lately, you rock!

We should all be living our lives in a pursuit of knowledge and connection, and you are doing just that. So even if your business isn't off the ground yet, or you made money but spent it all building your business and are sitting there wondering why you feel like you haven't made anything, or you know exactly what you want but feel frustrated that you just don't have enough extra time to make it all happen....I have totally been there. Every single successful entrepreneur has, and anyone who tells you differently I would run away from, because it is in the learning that we become clear on our path, what we want, and how to get it.

So just in case you needed to hear it today....you rock! Keep on truckin because it will happen for you, I just know it, and jumping in and learning from people you enjoy (I'm making a totally unfounded assumption that we could be friends) means you are on the right track. And if you are already basking in the awesomeness of success, then high five and a virtual hug.

Ok that was my rant...now go [watch the video](#) so you can make it happen even quicker and even more effectively.

I'm in the struggle right there with you,

Dana

**Option 3: Short and sweet, I realized something and had to share (see email example 1.3)**

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Hey [First Name],

After I did [client work, event, interview, something that happened that implies you have things doing on] I got amazing feedback that [the topic you are going to talk on is important and needed or super helpful]

People who were feeling like [how they feel now – the frustrations] were now excited and reinvigorated to [the transformation you want them to have].

I was so blown away by the feedback that I wanted to share the same ideas and tactics with you.

I share [give them a few bullet points of what you talk about – make them intriguing and don't give away too much]

I hope you enjoy it. [Click here](#) to watch or click the image below.

[add a screen shot of the video – you should be in motion not looking perfect]

And let me know if anything really gets your wheels turning in this training by clicking reply.

Custom sign off,  
name

ps. The longer you wait to watch the video the longer it will be before you see the change you want. So go watch the training now. [CLICK HERE](#).

## **Training Example #1.3: What kind of business are you building? (watch this)**

Hey [First Name],

After I did the 7 figure business breakdown talk at the last Boss Mom Retreat I got amazing feedback from attendees that it helped change the way you thought about how you were running and growing your business.

People who were feeling like maybe they just weren't going to figure out how to get their business really running and growing were now reinvigorated and excited about the future of their business.

When I decided to share this training with you I realized that in order to really help you embrace this way of thinking, you had to know a few more things about me, the market, and your business structure.

So I decided to include additional training and it had to start with breaking down the Boss Mom Brand so that you can see how I built my business.

I share what works, what didn't, and how you can take my journey and leverage it to your advantage.

This was a really fun one to film and I hope you enjoy it... [WATCH THE VIDEO HERE.](#)

Make sure you stay until the end...I have something special.

## **Video 2: The Boss Mom Brand Breakdown**



And let me know if anything really gets your wheels turning in this training by clicking reply.

See you tomorrow,

Dana

ps. The next video is released tomorrow morning so keep an eye out.

## Training #2 Template (if you are going to do the training in the email and not as a video)

Hey [First Name],

A few intro options (pick one)

I get asked a lot...

The last time I did...

I constantly see...

You know what really grinds my gears...

In my opinion...

I recently got amazing feedback about...

Hey [First Name],

In my opinion [state the thing that doesn't happen enough]

[Mention that it's a super important topic]

The topic is all about gaining [tell them the results if they put the training into action]

[tell them a little bit about your opinion on the topic you are about to speak to. What is the frustrations that people face.]

So here is the meat and potatoes of what I want you to know...

[give a statement of the main idea you want them to take away]

[then give them a numbered set of steps to take to get there.]

You know me...or are getting to know me...so you should know I'm [state something about you that is strong and about action/reflection that is relevant to your brand] But I used to make this mistake sometimes to. That's ok!

As long as we use these steps to get back on track then we can make change for the good of our lives and businesses.

[give a few motivational statements that they can do it and that you want to support them during their journey. This is a good time to state that they can get on a call with you to talk more, or join an online community if you have one.]

**I hope this helped in some small way.**

[remind them what action to take now]

Custom sin off,  
Name

Ps. This kind of topic is my jam and what I do every day with clients. If you want to dive deeper so that you can get results faster let's chat. I love to hear about what's working, and not working, for you right now and a quick 15 minute call is a great way to respect both of our time, and still have a chance to get to know each other. [Grab a spot here.](#)

## **Training Example #2: Sometimes you just don't feel like it....then what?**

Hey [First Name],

There's a lot going on in the world today...in the broad sense, and in your own world too. For the most part, there will always be a lot going on....there are too many moving parts to our lives and the rest of the world to ever pretend that daily life will be simple. But that's ok. I think we should embrace the messy parts and just expect to get dirty.

I'll get super honest with you. I spent a lot of my life trying to not rock the boat. I know, that doesn't sound like me, right? But it was, and in some ways it still is.

I don't like to argue, I like everyone to get along, and a lot of the time that meant that I just wouldn't say what I was really thinking so that everyone would just stay happy.

**But we all know that's not how 'happy' works.**

And when we aren't really happy then we start to lose energy, feel deflated, question our direction, and feel plain ol' demotivated. yuck, just typing it out makes me sad.

I have found myself in this position so many times. Yep, I seem happy most of the time now, but that's because I have figured out how to do what I love...and the second I stop really wanting to live in my own life (or any part of it) then I stop for a minute and try to think about where I am not being honest with myself, or verbalizing how I really feel.

Now I want to be clear that sometimes we just feel a little lazy, or have an urge to binge on Netflix because the new season of the Flash was just released (seriously I have to schedule it in or I won't sleep)...that's not the 'I just don't feel like it' I'm talking about. You will know when it's something you used to enjoy or know it's really valuable to you and your family or business, but you just don't feel like making it happen. You want to...but the motivation is just not there.

**As Super Why would say...that's a really big problem** (and yes I totally just dropped a cartoon reference....my son is obsessed)

It's a problem because it's not just about finding happiness and all things woo woo (I have no idea how that should be spelled)...not being motivated can make it hard to make money, sign clients, stay in a happy marriage, enjoy your kids, eat healthy, and on and on.

**In my opinion, being motivated is one of the most important factors to success in any part of our lives...and when that motivation is gone...I get scared.**

I get scared that everything I want in life will pass me by. I get scared that I will lose momentum and miss opportunities. I get scared that I will fall into a black hole and maybe never feel motivated again. aaaaaaahhhhhh! all scary stuff.

## **SO LET'S GET BACK TO BEING MOTIVATED**

**If you have ever had this happen to you...and you just 'don't feel like it', then I encourage you to try the following.**

1. Write out what it is you don't feel like doing
2. List 3 reasons you don't want to do it
3. Now look at those 3 reasons and ask yourself if you are really being honest and if those are REALLY the reason (don't skip this step)
4. Write out at least one thing you could do to get yourself motivated again (ie. some self-love, a tough conversation, a new activity, etc)
5. Schedule a time in your calendar to do that one thing that will help you move forward.
6. Repeat as needed



**You know me...or are getting to know me...so you should know I'm an action taker. But I fall into this state of apathy in my life too sometimes, and I know it can be a place where success and thriving go to die...and I don't want that for you. So before you dismiss this exercise...just take a moment to make sure you are motivated in all the right ways, and if not, then do the 5 steps above and see if it helps.**

And if it unleashes something in your life where you feel like you need more support...then reply to this email, or hop over to the [Boss Moms Facebook group](#) and we will support you there in any way that we can.

I know life can be hard...it's not always rainbows and unicorns...so I want to make sure we aren't just talking about all things business in this community. Because if we are really honest...our personal life can wreak havoc on our business life. So let's not pretend that all we need is to know what tool to use, or good social media strategies...we need more than that. We need connection, support, self-honesty, courage, empathy, motivation, and so so so much more.

So hopefully this little email can help in some small way to keep you going and help you reach out to connect if that is what you need.

Did I mention I heart your face?

Dana

Ps. This kind of topic is my jam and what I do every day with clients. If you want to dive deeper so that you can get results faster let's chat. I love to hear about what's working, and not working, for you right now and a quick 15 minute call is a great way to respect both of our time, and still have a chance to get to know each other. Grab a spot here.

## EMAIL CATEGORY: Recommendations / Affiliates

**Purpose:** An email that recommends a product or service (where possible include affiliate links)

**Structure:**

- Can be story based or a straight forward recommendation
- The goal is for your reader to get to know what you love, and to show them that you also want to give them resources and ideas outside of your own products and services.
- **Beginning:** Set-up – what is the topic that's relevant to the tool/program
- **Middle:** Tell them about the resource, include a link, and tell them why you love it
- **End:** Remind them to go get it now

**Can Do:**

- Add an outside link to the thing that you are recommending
- Tell them at the bottom if it's an affiliate link
- Add in your personality tone
- Make it shorter or longer (no less than 400 words and no more than 600 words)
- Give them specific reasons why YOU love what you are recommending

**Can't Do:**

- Recommend a bunch of stuff... you have plenty of time to tell them about other things you love...keep it simple unless they are a few items that go together.
- Make it all about you. You will tell them about why you like it, but make it more about how it will benefit them.
- Forget to tell them that you are using an affiliate link (if you are using one)

**Highlighted:**

- Yellow = change it to your tone (you can also leave it if you like it)
- Blue = enter the content that is spelled out

## Recommendation #1 Template (good if you are recommending a product that aligns with your business)

Hey [First Name],

Every day I have to make decisions in my business/family/life (pick one) that take up my resources.

My time.

My energy.

My money.

I have to choose what will be an effective tool to help me reach my goals.

It's not always easy, and sometimes I invest in things that don't pan out.

Luckily, my loss is your gain.

I get to be the one who tries different things and then tells you what really works so you can get where you are going faster.

Your welcome.

And thank you... for trusting me.

I [what do you do where you need this tool] ... in fact I [give a number or amount of time you have been doing this particular thing]

So when I say I have tested a ton of platforms you know I'm that I am serious.

And I am going to make a recommendation based on my knowledge and experience...and I'll tell you the pros and cons too.

If you are going to [the thing they want to do] make courses then you want to use [the tool you recommend]

It's a tool/platform made for [whom].

### So why do I think it's so good?

1. Reason why you like it
2. Reason why you like it
3. Reason why you like it

4. Reason why you like it

**(editing note: You can add or take away bullets but try to have between 3-6)**

Mention that there are other tools/platforms they could choose from that have [name a feature that sounds good on the surface] but that's why I like it.

When I finally moved over to [name of tool/platform], it [talk about the feature that really matters]

Now the only time I would not recommend [name of tool] [If there is any situation where you would not recommend this tool mention it here]

But if you [name a few criteria where it would be a good fit], then this is going to be a great platform.

And I can give you [if you can give them a discount or free for a period of time].... Just [CLICK HERE](#) to test it out and see what you think.

Let me know if you have any questions... I love talking about [topic].

Cheers to passive income,  
Dana

Ps. If you want to [topic], but have no idea what to get started then let's hop on a 15 min call and see if I can help. [CLICK HERE TO SCHEDULE](#).

## **Recommendation #1 Example (good if you are recommending a product that aligns with your business)**

Hey [First Name],

Every day I have to make decisions in my business that take up my resources.

My time.

My energy.

My money.

I have to choose what will be an effective tool to help me reach my goals.

It's not always easy, and sometimes I invest in things that don't pan out.

Luckily, my loss is your gain.

I get to be the one who tries different things and then tells you what really works so you can get where you are going faster.

Your welcome.

And thank you.... for trusting me to be a part of your journey.

I make courses... in fact I have made over 27 courses over the years that I have had my business and have had over 20k paying students. How crazy is that?

So when I say I have tested a ton of platforms you know I'm that I am serious.

And I am going to make a recommendation based on my knowledge and experience...and I'll tell you the pros and cons too.

If you are going to make courses then you want to use Thinkific.

It's a platform made for course creators.

### **So why do I think it's so good?**

5. It's simple and easy. (I have tried a ton of platforms that took forever to learn and had way to many options and moving parts. It kept me from getting my courses up and selling)
6. The videos, audio files, and documents are all hosted in Thinkific. (I don't have to work in multiple platforms, it's all in one place)
7. Their sales pages are clean and simple (and if you want you can use outside sales pages that simply lead to your course)

8. Their customer service is amazing. (I know their CEO, Greg Smith, he is a Boss Dad and at Thinkific they actually care about you and your experience.

There are other platforms out there and Thinkific might not have all off the same crazy flexibility as some of the other options, but that's why I like it.

When I finally moved over to Thinkific a few years ago, it cut the time it took me to get a course up by 2/3...that wasn't a typo...I once put up 4 hours of content in a course in 30 minutes. Videos were uploaded, content in, sales page done. How crazy is that.

Now the only time I would not recommend Thinkific...or any other subscription based platform is if you only plan to make one course...like ever. If that's the case then build the course on your website so you don't have to keep paying a monthly fee.

But if you have opt-ins, small courses, maybe a bigger course, a membership site, or a group program, then this is going to be a great platform.

And I can give you a whole month for free.... Just [CLICK HERE](#) to test is out and see what you think.

They have amazing training so it's easy to dive right in.

Let me know if you have any questions... I love talking about courses and this platform.

Cheers to passive income,  
Dana

Ps. If you want to make a course, but have no idea what to create then let's hop on a 15 min call and see if I can help. [CLICK HERE TO SCHEDULE](#).

## Recommendation #2 Template (good if you are recommending a service that's not provided by you)

Hey [First Name],

Have you ever heard the phrase 'jack of all trades and master of none'?

Well it's not a compliment, and while I would like to think that all of us entrepreneurs are pretty good at a lot of things, the really successful ones pick the few things they can really do well and let go of everything else. (editing note: you just want to set the stage for the fact that you aren't an expert in everything and that's ok)

Here's the thing.

You might still need help in some of the areas that I don't have a ton of skills.

Luckily, you don't have to try and figure out who has the answer...because I love to recommend and connect people.

For instance, I have a ton of clients and community members who need support and training for [topic]. It's a great [talk about the importance or value of the topic].

The thing is that I am not a [topic] expert...but you know you is...[name of person you are recommending].

I know her personally...[mention how you know them and why you trust them]

And let me tell you something...goodness is that girl smart. She is super blunt and hilarious...and a genius when it comes to [topic].

She has a really wonderful free resource to get you started

**Name of Resource 1 – CLICK HERE TO GET ACCESS**

How do you know if it's the right time to start leveraging [topic]?

If you [tell them how they know if it's a good time – give some criteria] then you need a [topic] strategy.

Go grab that free resource and tell [name of person] I said hi.

Dana

Ps. The links above are affiliate links. That means that if you decide to buy one of [name of person] programs at some point...I get some love for sending you over. Please know that I only recommend people and things I love and believe in.

## **Recommendation #2 Example (good if you are recommending a service that's not provided by you)**

Hey [First Name],

Have you ever heard the phrase 'jack of all trades and master of none'?

Well it's not a compliment, and while I would like to think that all of us entrepreneurs are pretty good at a lot of things, the really successful ones pick the few things they can really do well and let go of everything else.

Here's the thing.

You might still need help in some of the areas that I don't have a ton of skills.

Luckily, you don't have to try and figure out who has the answer...because I love to recommend and connect people.

For instance, I have a ton of clients and community members who need support and training for Pinterest. It's a great platform and an important marketing strategy for a ton of businesses...especially the ones that cater to women.

The thing is that I am not a Pinterest expert...but you know you is...Monica Froese.

I know her personally...she has gone through my Boss Mom Academy, engaged in the community for years, spoke at my last event, and is someone I consider a friend.

And let me tell you something...goodness is that girl smart. She is super blunt and hilarious...and a genius when it comes to Pinterest.

She has two really wonderful free resources to get you started depending on your needs.

Name of Resource 1 – [CLICK HERE TO GET ACCESS](#)

Name of resource 2 – [CLICK HERE OT GET ACCESS](#)

How do you know if it's the right time to start leveraging Pinterest?



If you have programs or services you sell and you have content to lead people to (ie. blog posts, opt-ins, or sales pages) then you need a Pinterest strategy.

Go grab those free resources and tell Monica I said hi.

Dana

Ps. The links above are affiliate links. That means that if you decide to buy one of Monica's programs at some point...I get some love for sending you over. Please know that I only recommend people and things I love and believe in.

### **Recommendation #3 Template (good if you are recommending a product that you love, but has nothing to do with your business)**

Hey [First Name],

I like to buy books for my kids that I not only enjoy, but speak about something that resonates with me and my belief system. **(editing note: If you are recommending something that isn't for your kids, but for you, then simply take out the part about making choices)**

In fact, if the kids get a book that I just can't stand...it mysteriously goes missing within a week.

I didn't go through almost 10 months of baby growing...twice...only to not impose my will upon my kids. I get to be the mom... and that means sometimes I get to make the choices....sometimes. 😊 **(editing note: edit this to be in your voice, get creative)**

So what books do I love to read to my kids. Well I have a few favorites that you might also end up loving.

1. **Book Name** (make link to Amazon) – Why you love the book
2. **Book Name** (make link to Amazon) – Why you love the book
3. **Book Name** (make link to Amazon) – Why you love the book

**(editing note: You can have from 1 – 4 books)**

Of course there are other books I like too, but these three have stood the test of time and I continue to love them not only for their good writing and illustrations, but for what they teach my kids.

Feel free to grab a copy of one or all of them. And they make perfect gifts too.

Ok back to work for me.  
See you soon,

Dana

Ps. The links bring you to my influencer page where there are other books and goodies that I love so feel free to look around.

### **Recommendation #3 Example (good if you are recommending a product that you love, but has nothing to do with your business)**

Hey [First Name],

I like to buy books for my kids that I not only enjoy, but speak about something that resonates with me and my belief system.

In fact, if the kids get a book that I just can't stand...it mysteriously goes missing within a week.

I didn't go through almost 10 months of baby growing...twice...only to not impose my will upon my kids. I get to be the mom... and that means sometimes I get to make the choices....sometimes. 😊

So what books do I love to read to my kids. Well I have a few favorites that you might also end up loving.

4. **You Can Never Run Out of Love** (make link to Amazon) – this book is a totally gem. It talks about all of the things you can run out of in a really cute and fun way and also talks about how there is always more love and the more you give the more you have. It is a really important life lesson that I want my kids to believe with all their hearts.
5. **Giraffes Can't Dance** (make link to Amazon) – this one is great because Gerald can't dance and everyone makes fun of him at the Jungle Dance so he leaves and ends up finding rhythm by listening to the wind and the trees. The big thing here is that the kids learn that bullying is bad and that we are all special and important when given the space to flourish. Love it.
6. **Without You Book** (make link to Amazon) – The kids have memorized this one and I can't get enough. The first half of the book gives these adorable examples of missing you like 'I was a bean without a bag, a tail without a wag.' And then the second half are examples of life with you. Like 'I brought the boat, you brought the sea'. This book is so wonderful. It's playful and endearing.

Of course there are other books I like too, but these three have stood the test of time and I continue to love them not only for their good writing and illustrations, but for what they teach my kids.

Feel free to grab a copy of one or all of them. And they make perfect gifts too.

Ok back to work for me.

See you soon,

Dana

Ps. The links bring you to my influencer page where there are other books and goodies that I love so feel free to look around.

## EMAIL CATEGORY: Ask

**Purpose:** An email that asks them to get on a call or take a step towards working with you

**Structure:**

- Some will be short and to the point, others longer and more inclusive
- The goal is for your reader to know what you offer and how they can move the relationship forward.
- **Beginning:** set the stage
- **Middle:** if it's the right time or right fit
- **End:** Remind them to take the action

**Can Do:**

- Add an outside link to the scheduler or webinar that you want them to say yes to.
- Make sure you actually ask them to talk with you or take an alternate action

**Can't Do:**

- If it's a short email then don't use a link. Short emails with one link usually get sent to the promotions box. Instead, ask them to reply
- Be pushy or condescending, this is still about how you can be helpful to them
- Forget to tell them what action you want them to take

**Highlighted:**

- Yellow = change it to your tone (you can also leave it if you like it)
- Blue = enter the content that is spelled out

## Ask #1 Template (good if you just want to introduce what you do and what you sell)

Subject: In case you didn't know

Hey [First Name],

We are just starting to get to know each other, and I am really excited about the possibilities. I hope you are too.

It is very important to me that I provide a lot of value with my content, both free and paid.

Often times I give so much free content that I forget to tell people what my paid programs are. I know it sounds silly, but it happens.

So I thought I would drop in and just let you know what I do, who I serve, and what I offer.

That way if something resonates with you, then you can take action, and if not, that's ok too.

So my businessy position is a [your title], but I like to tell people that I am a [fun or more specific title – see example].

My brain has this uncanny ability to [what are you amazing at in a sentence or two]

I also love to [a few sentences about what you love to do that really makes you the best or unique – you can also include what you might be known for]

I have been running [name of business] for [time] so we have a few options that we offer.  
(editing note: if you are just getting started take this sentence out)

**Program 1:** What is it

**Investment:** Amount

**Interested?** Next action

**Program 1:** What is it

**Investment:** Amount

**Interested?** Next action

**Interested?** Go check out a free training that will give you a better idea if it's a good fit for you

**(2-4 options tops)**

We have other **goodies** that we offer too, but these are our core programs and I just wanted to make sure you knew they were there.

**I have gotten women who said they wish they had known about a program I had earlier, or that they added the Academy to their goals list.**

So it's always good to share.

That's it from me...I hope you have an amazing rest of your day.

Sign off,

Name

## Ask #1 Example (good if you just want to introduce what you do and what you sell)

Subject: In case you didn't know

Hey [First Name],

We are just starting to get to know each other, and I am really excited about the possibilities. I hope you are too.

It is very important to me that I provide a lot of value with my content, both free and paid.

Often times I give so much free content that I forget to tell people what my paid programs are. I know it sounds silly, but it happens.

So I thought I would drop in and just let you know what I do, who I serve, and what I offer.

That way if something resonates with you, then you can take action, and if not, that's ok too.

So my business position is a business and content strategist, but I like to tell people that I am a blind spot reducer and brainstorm unicorn.

My brain has this uncanny ability to see how all of the parts fit together and my brain works quick so I can help clients move through decisions and strategy quickly...so we can get to the creating and selling part.

I also love to test everything I can get my hands on because I am always up for changing things up if I find a resource or process that works better than what I have now. That means I have worked in a lot of fields, used a lot of resources, and come with a ton of knowledge to help my clients make the most effective decisions in their business to move to the next level.

My clients mainly hire me to map out marketing and program structure, and lately I have become known for organic community building.

I have been running Boss Mom for a while now so we have a few options that we offer.

**One-on-One Mapping Intensives (virtual & in-person):** This includes a short time of intense work to map out an ongoing program or marketing strategy for your business. This is great if you feel stuck on where to go next with your business.

**Investment:** These are worth \$5k for a full day with me, or 9 calls virtually and I only take 2 of these clients a month.

**Interested?** Book a 15 minute fitting call [HERE](#)

**Boss Mom Vault:** This is our marketing and sales membership site. It's a monthly membership with no long term commitment. We have close to 20 courses in there on all sorts of topics including how to run 15 & 30 minute calls, how to build a mastermind, how to start a podcast, and more.

**Investment:** You can get it as low as \$47 a month depending on when you hop in.

**Interested?** Check out all the details [HERE](#)

**Raising Your Business:** This is my premium course program that is everything you really need to get your business selling and creating consistent income. It includes a really robust course on everything from building the right business model, to creating your first sales funnel and everything in between. Plus it comes with a year of monthly AMA group calls and an already engaged private community.

**Investment:** \$1997

**Interested?** Go check out a free training that will give you a better idea if it's a good fit for you

**Boss Mom Academy:** This is my group program that I have been running for several years now. This is the perfect place to get community and connection with other ladies who are in action mode. You get one-on-one time with me as well as weekly calls with the group and a ton of other support...including access to exclusive in-person events we have across the country. We have had lots of ladies go through the program and come out with six figure+ businesses.

**Investment:** \$8k for the 6 month program

**Interested?** Hop on a Boss Mom Academy Fitting call (30 min) and we can see if it would be a good fit for you. [CLICK HERE](#) to schedule

We have other goodies that we offer too, but these are our core programs and I just wanted to make sure you knew they were there.

I have gotten women who said they wish they had known about a program I had earlier, or that they added the Academy to their goals list.

So it's always good to share.

That's it from me...I hope you have an amazing rest of your day.

High five,  
Dana



**Ask #2 Template (good to be blunt and short to get them on a call or to a webinar) – only send this to people who have not booked a call or attended the webinar**

Subject: Quick question

Option 1:

Hey [First Name],

I just wanted to check in and see if you planned on scheduling a 15 minute call with me soon?

Dana

Option 2:

Hey [First Name],

I just wanted to check in and see if you planned on attending my latest webinar training?

Dana

NOTE: Do not include a link. You want them to reply and ask for a link or ask for more details. This is a great way to get engagement. It is short for a reason, and this email works wonders.

## Ask #3 Template (good if you have solid results you can show – leads to call)

Subject: What I saw blew my mind

Hey [First Name],

I remember when I first got started and the idea of [what was a \$ or goal that seemed big] sounded like a crazy dream.

(Talk about what it was like when you got started) I remember when I would get a \$400 pay day and it felt amazing. Let' be honest, it WAS amazing. I had started my own business (and right when I was pregnant too). Building my business one step at a time was an amazing experience.

I ran into all sorts of road blocks and sometimes things worked and sometimes they didn't, but I stuck with it and things started to grow.

After about a year and a half of stead growth I woke up to this dashboard.

(image of your result...could be \$ or could be a # followers, downloads, email list, # clients, etc)

I know right, it blew my mind. I had blown past the impossible and had created a whole new world for myself.

Then I realized I was doing it for other ladies too. Sometimes it was to help them [mention a big goal], and sometimes it was to help them [mention a smaller goal]'

I realized that I had changed my life, and was changing other lives too.

I still have so much more to build and wake up every single day in awe of how [company name or brand] has grown, but I don't want to forget those early days when those small wins were so precious.

Now, if you are at the point where you really want to [the action you want them to be ready to take] then schedule a 15 minute call and we can see if and how I can be helpful.

We have some amazing programs at [company name], for all levels, and I would love to be a part of your journey.

[CLICK HERE TO SCHEDULE A CALL](#) (add schedule link)

Talk soon,  
Name

Ps. I included a picture so that you could see that I am honest about my results... I never guarantee that I can get you the same results that I have gotten, but I sure as heck try, and I take your success very seriously.

Pps. If you have questions just reply and let me know. I am here.

### **Ask #3 Example (good if you have solid results you can show – leads to call)**

Subject: What I saw blew my mind

Hey [First Name],

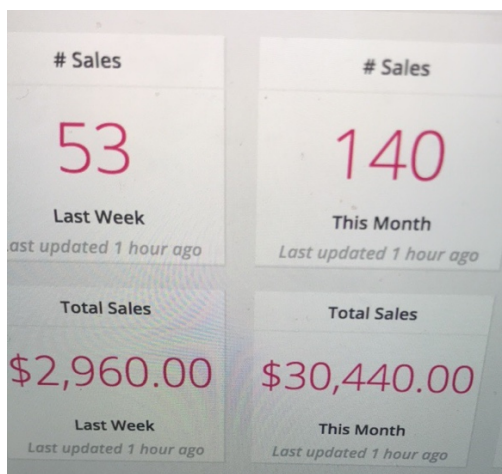
I remember when I first got started and the idea of 10k in revenue a month sounded like a crazy dream.

I remember when I would get a \$400 pay day and it felt amazing. Let' be honest, tt WAS amazing.

I had started my own business (and right when I was pregnant too). Building my business one step at a time was an amazing experience.

I ran into all sorts of road blocks and sometimes things worked and sometimes they didn't, but I stuck with it and things started to grow.

After about a year and a half of stead growth I woke up to this dashboard.



I know right, it blew my mind. I had blown past the impossible and had created a whole new world for myself.

Then I realized I was doing it for other ladies too. Sometimes it was to help them reach 6 figures, and sometimes it was to help them ensure they were creating a business that could be profitable, but not take over their life.

I realized that I had changed my life, and was changing other lives too.

I still have so much more to build and wake up every single day in awe of how the Boss Mom brand has grown, but I don't want to forget those early days when those small wins were so precious.

Now, if you are at the point where you really want to take your business to the next level then schedule a 15 minute call and we can see if and how I can be helpful.

We have some amazing programs at Boss Mom, for all levels, and I would love to be a part of your journey.

[CLICK HERE TO SCHEDULE A CALL](#)

Talk soon,  
Dana

Ps. I included a picture so that you could see that I am honest about my results... I never guarantee that I can get you the same results that I have gotten, but I sure as heck try, and I take your success very seriously.

Pps. If you have questions just reply and let me know. I am here.

## **EMAIL CATEGORY: Feedback Loop**

### **PURPOSE**

The feedback loop emails do two things for you. First, they show your audience that you value their opinion. Second, you get feedback from your ideal client that helps you actually run your business. It's a win/win. You may not use this information in the beginning, but as you grow your list and systems you will be able to use this info to customize their experience.

### **STRUCTURE**

If you are leading them to a survey then you need to frame the email like you need their help. They need to be compelled to answer the survey not because they are getting something out of it, but because they feel needed and heard.

Beginning: Set up why you need the information and want the help

Middle: Tell them what to do, ie. reply to email with answer or click to answer questions.

End: Thank them and tell them how important they are to you.

### **CAN DO**

- Ask them to click a survey link or just reply back with an answer depending on what you want them to do
- Remind them that your goal is to help them and they are the best person to help you do that
- Tell them that you want to make sure they have an amazing experience and that you need their help to do that
- Be funny or inspiring (whichever is more you)

### **CAN'T DO**

- If it's a short email then don't use a link. Short emails with one link usually get sent to the promotions box. Instead, ask them to reply. If you are going to include a link make sure it's at least 300 words.
- Be pushy or condescending, this is still about how you can be helpful to them
- Forget to tell them what action you want them to take
- Ask them to do too many things or answer too many questions. (it should only take a minute to answer)
- Forget to tell them you need them and their help, and how valuable they are.

## Feedback Loop #1: (ask for birthday and address)

**Note:** Only ask for birthday and address if your email marketing system allows you to add a birthday and/or address fields – this can be used to send your audience a birthday sale if you want or ship promo items

Subject: Tell us your special day so we can help you celebrate

Hey [First Name],

I love to celebrate the little things. I think that our lives as moms and entrepreneurs get bogged down with all of the logistics of life and sometimes the people that love us the most forget that we need to be appreciated and acknowledged for the little things we do.

I can't change the fact that life gets busy and those around you might forget to say something nice, give you a hug, or tell you that you're awesome. I am sure they love you, but that's not my area of expertise. I'm not a relationship coach...I'm a (enter what you do).

What I can do is tell you right now that you have a big beautiful brain and I think that you are a wonderful person doing wonderful things in this world (or about to).

I can also send you real mail and celebrate you on special days.

So this is what I want you to do.

1. Click the link below
2. Give me your address because I just might mail you something cool sometime.
3. Tell me your birthday (we might do something special that day) 🥰
4. (enter any additional demographic info you want on the form – keep it short)

And that's it. Quick and easy. 💖

[CLICK HERE TO TELL ME THE GOOD STUFF](#) (link to your page where they can enter their info...usually a form directly from your email marketing system)

Hugs,

Dana

ps. We won't ask you this again so if you don't want to share that's ok...if you do take the few minutes to tell us your info so you don't forget.

## Feedback Loop #2: (more general survey)

Subject: I would like to get to know you more

Hey [First Name],

(business name) is about (what you do / purpose / problem you solve).

Since you're here getting emails from me I'm going to make the assumption that something about my content or me made you feel like it was a good fit.

First off, thanks for putting your trust in me. I don't take that lightly!  
Second, I would like to get to know you better.

In order to do that I have a quick survey with a few questions about you and your business.

These questions only take a few minutes and it helps me ensure I am providing the best content for your needs.

[TAKE THE 2 MIN SURVEY HERE](#) (Note: link them to a Typeform/Google Form)

I look forward to getting to know you more.

[CLICK HERE TO TAKE THE SURVEY](#)

[Your Name](#)

ps. We won't ask you this again so if you don't want to share that's ok...if you do, take the few minutes to tell us your info now so you don't forget.

### Feedback Loop #3: (non-survey market research - frustration)

Subject option 1: I need help making a decision

Subject option 2: Tell me your story

Subject option 3: What is keeping you up at night?

Hey [name],

I don't know about you, but at the end of the day I am exhausted from all of the decisions that need to be made.

And I'm just talking about today...

... what should I feed my kids for breakfast

... what to wear

... what to do

... what to eat

And those are just the few basic ones. We actually make hundreds of micro decisions each day and so when it comes to my business I like to make my life a little easier and ask for help.

That's where you come in.

I want to really understand what keeps you up at night when it comes to (enter your business industry / topic – ie raising babies and a business at the same time, or losing weight, etc.)

The more I know about you the more I can help ensure I am providing the best content and support for you in the future.

So here is my question....

OPTION 1: What is the hardest part of (result they are trying to get)

OPTION 2: Why did you decide to start getting my emails now? Was it something in particular happening in your life?

OPTION 3: What frustrates you the most when it comes to (problem they have that are going to solve)

Note: You can enter any question you want to know more about

You can just hit reply and let me know as little or as much as you are willing to share.

I can't wait to hear back from you,

(name)



## EMAIL CATEGORY: Flash Sale

**Purpose:** A set of emails that sell a product at discount for a single day

**Structure:**

- These 3 emails are for a one day (not 24 hour) flash sale.
- The goal is for your reader to jump on an 'easy yes' and get into more of your content
- **Morning:** Introduce the sale, the big frustration, and how your product makes their life easier
- **Afternoon:** All the benefits, features, and reiterate how it makes their life easier
- **Night:** Testimonials, case study, or some way to show them it works and is valuable

**Can Do:**

- Sell something that makes their life easier. Less 'how to' and more templates
- Get excited about the sale and be clear that it's only a one day thing
- Make the sale real... the price you offer isn't offered anywhere else

**Can't Do:**

- Sell something expensive. If you do you won't get conversions...stick to smaller course or programs. Something under \$97 (ie. \$17, \$27, 447, \$77, \$97)
- Base it around a date driven holiday...this is an evergreen flash sale so that won't work.
- Be pushy or condescending, this is still about how you can be helpful to them
- Forget to tell them what action you want them to take

**Highlighted:**

- Yellow = change it to your tone (you can also leave it if you like it)
- Blue = enter the content that is spelled out

## Flash Sale #1 Template (7 am morning)

**Subject:** Flash Sale: % off of my (item on sale) today only

Hey [First Name]

Do you know what this today is? Today is just another day but you bet your bottom we're going to celebrate it anyway.

**Who says we have to wait for a holiday to party. I think we should find random times in our lives to dance, sing, and help other people achieve their goals.**

So, today only, we are opening up the [item you are putting on sale], [explain what it is], to you for just [price]. That's a \_\_\_% discount...how awesome is that?

[tell them why you created the thing you created. Was it popular demand, did you use it for yourself and it worked?]

There's just something about being able to offer our community unbelievable tools that I've poured my heart and soul into that lights me up!

This was created out of a tried and true need...

----> [outline one way this solves a problem for your audience (ie. saves time, increased following, etc.)]

----> [outline one way this solves a problem for your audience (ie. saves time, increased following, etc.)]

So what does this mean for you... right here, right now?

It means that if you join today, you can get access [name of product] for ONLY \$\_\_\_ ----> **YEP, Sign Me UP!**

Normally, it's \$\_\_\_ but we like to drop the price like it's hot every once in a blue moon.

Take a peek at what's inside...

(include an image or screenshot of the product)

This is the real deal if you're serious about making a splash in your business this year.

You get grandfathered in at \$27/ month and you can leave at any time... Unbelievable resources, templates, and training. You know what to do -----> [TAKE ME THERE](#)

If you have any questions about the [\[product\]](#) just hit reply and let me know.

Can't wait to see you inside.

ok go grab it,

Dana

Ps. Here is a nifty timer so you know how long you have until this price goes away. 😊

[\(enter timer\)](#)

## Flash Sale #1 Example: Morning Email – 7am

**Subject:** Bing, Bang, BOOM... The vault is on sale for \$27 today only

Hey [First Name]

Do you know what this today is? Today is just another day but you bet your bottom we're going to celebrate it anyway.

**Who says we have to wait for a holiday to party. I think we should find random times in our lives to dance, sing, and help other people achieve their goals.**

So, today only, we are opening up the Vault, our marketing and sales membership site, to you for just \$27 a month. That's a 50% discount and you get grandfathered in...how awesome is that?

Why the vault? Well you know how much I love the idea of the Disney Vault, right? The best of the best Disney gems tucked safely behind those cinematic doors to only grace us with their presence from time to time.

Seriously... it makes my heart flutter. Always has. Always will.

So, OF COURSE, I had to make a [Boss Mom Vault](#) with all of my precious programs, resources, courses and templates in there too!

And I can't believe I'm saying this but... I think I love the BM Vault EVEN MORE than Disney's!  
<<---- No hard feelings.

There's just something about being able to offer our community unbelievable tools that I've poured my heart and soul into in the last 4 years that lights me up!

Every course was created out of a tried and true need...

----> Every resource has helped countless women towards their "ah ha" moments...

----> And each program I've put out has helped to change other Boss Mom lives + businesses for the better!

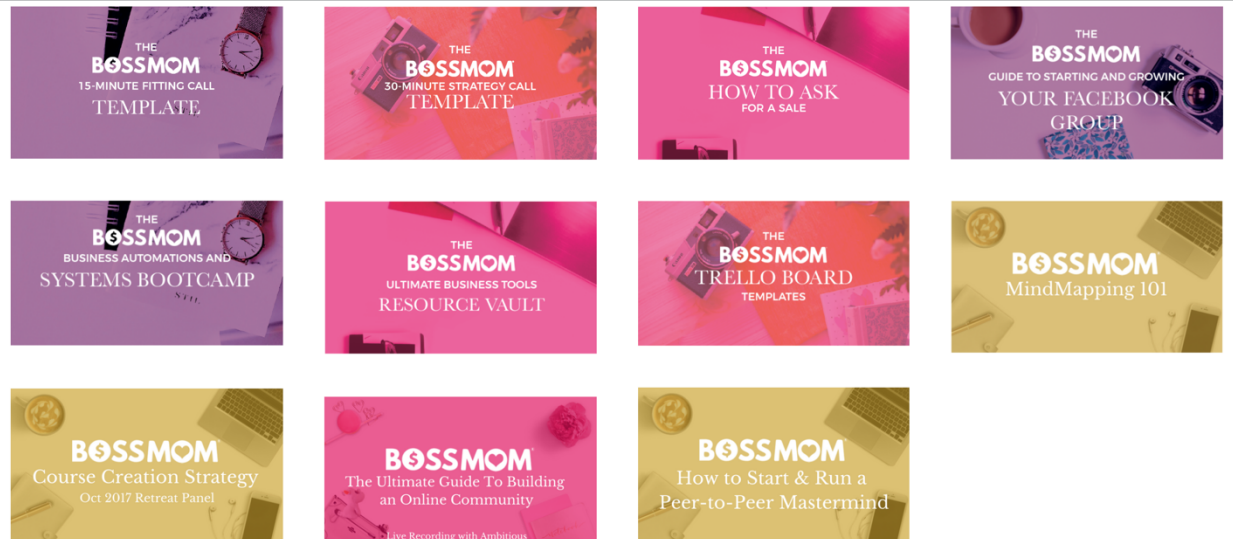
And now, they're all locked safely behind one big, beautiful vault just waiting for YOU. Truth be told, it feels like being able to invite you into my secret fort... even if we are 2,000 miles apart.

So what does this mean for you... right here, right now?

It means that if you join today, you can get access to the Boss Mom Vault for ONLY \$27/ month  
----> [YEP, Sign Me UP!](#)

Normally, it's \$47/ month but we like to drop the price like it's hot every once in a blue moon.

Take a peek at what's inside...



This is the real deal if you're serious about making a splash in your business this year.

You get grandfathered in at \$27/ month and you can leave at any time... Unbelievable resources, templates, and training. You know what to do -----> [TAKE ME THERE](#)

If you have any questions about the Vault just hit reply and let me know.

Can't wait to see you inside.

ok go grab it,

Dana

Ps. Here is a nifty timer so you know how long you have until this price goes away. ☺

(enter timer)

## Flash Sale #2 Template (2 pm afternoon)

**Subject:** This could make your life a lot easier

Hey [First Name],

Life can be hard sometimes. I remember when we were kids and the biggest decision we had to make was which toy to play on at the playground.

Then one day life started to get more complicated.

We started to have to make harder and harder decisions that could affect us in the long term.

Then we had to worry about making money

Then we became parents and had to worry about raising good children...and keeping safe.

Then we started a business and began to worry about a million other things like revenue, profits, hiring, firing, social media, passive income, influence... the list goes on.

Throw in getting sick (you and everyone else in the house), injuries, wounded relationships, limiting beliefs, and silly assumptions.

AND did I mention life can be hard sometimes?

**I know life isn't always what we expected, and I know that little wins are the key to building up momentum and success...not just money success, but the feeling like we are doing wonderful things in this world.**

I have grown to believe that these little wins happen when [they use the tactic you are selling]

[include a few sentences that explains why this thing is important]

So what does this have to do with making your life easier?

Well, I don't want you to have to wonder around trying to find the right resource to help you [the goal they want to achieve]

**How do we choose that right resource?**

Well it helps to go to someone you trust, who explains things in a way that makes sense to you, has had experience with the topic, and can get you answers quick.

Now what if there was someone you trusted, that has the knowledge, had the experience, and had [course, training, workshop, etc] that you could dip into and find only the training or tool you needed right when you needed it.

And what if this [course, training, workshop, etc] was at your fingertips, so you could access it anytime you needed it?

That would be pretty amazing wouldn't it.

Well, the [name of thing you are selling] is here!  
And you can get it today for just \$\_\_

That's a \_\_% savings!

(image that clearly states discount)

Why would I do that you ask?

[tell them why you really want them to be able to have access to what you are selling]

This deal is only happening today though, so you have to take action right this second because at the end of the day the opportunity will be gone.

Go check the [name of thing you are selling] out right now

Here is to making your life just a little easier this week!

[name]

P.S. In case you're like me sometimes and just skipped to the end of the letter, here's the recap:

For just a \$\_\_ I'm giving you [name of what you are selling], our [explain what it is and who it's for]

*All you pay today is a measly \$\_\_*

This is a very limited offer...like it's only happening today kinda offer.

Click here to get instant access. It will tell you everything you get so you can be sure it's got what you need. You won't regret it.

## Flash Sale #2 Example: Afternoon Email – 2 pm

**Subject:** This could make your life a lot easier

Hey [First Name],

Life can be hard sometimes. I remember when we were kids and the biggest decision we had to make was which toy to play on at the playground.

Then one day life started to get more complicated.

We started to feel emotions we didn't understand.

We started to have to make harder and harder decisions that could affect us in the long term.

We started having to really consider other people in our plans and choices

Then we had to worry about making money

Then we became parents and had to worry about raising good children...and keeping safe.

Then we started a business and began to worry about a million other things like revenue, profits, hiring, firing, social media, passive income, influence... the list goes on.

Throw in getting sick (you and everyone else in the house), injuries, wounded relationships, limiting beliefs, and silly assumptions.

AND did I mention life can be hard sometimes?

**I know life isn't always what we expected, and I know that little wins are the key to building up momentum and success...not just money success, but the feeling like we are doing wonderful things in this world.**

I have grown to believe that these little wins happen when we use what's called 'just in time learning' or JITL.

JITL means that you only take in information as you need it and you shut everything else out.

So instead of listening to whatever is new and shiny, we sit down and really think about what we need that day or week to get us closer to our goal and then we only look for and take in the top resource that teach us that one thing.

**How do we choose that top resource?**



Well it helps to go to someone you trust, who explains things in a way that makes sense to you, has had experience with the topic, and can get you answers quick.

**Now what if there was someone you trusted, that has the knowledge, had the experience, and had a vault of content that you could dip into and find only the training or tool you needed right when you needed it.**

And what if this vault was at your fingertips, so you could access it anytime you needed it?

That would be pretty amazing wouldn't it.

**Well, the vault is here!**

**The Boss Mom Vault that is and you can test drive it right now for just \$1.**

**(image that clearly states they can try it for \$1)**

Yep I am so confident that you are going to love it that I am willing to let you take a peek inside and start leveraging all the knowledge and hacks that it has to offer for just a \$1.

Why would I do that you ask?

Well, I have been where you have been and I know how it feels to want something but to be nervous to invest because we aren't sure it's going to get us the results we want.

I want you to boldly jump in, see how much value the Boss Mom Vault can bring to your business without the risk.

This deal is only happening today though, so you have to take action right this second because at the end of the day the opportunity will be gone.

**Go check the Boss Mom Vault out right now and test drive it for just a \$1**

Here is to making your life just a little easier this week!

Dana

P.S. In case you're like me sometimes and just skipped to the end of the letter, here's the recap:

**For just a \$1 I'm giving you a chance to access the Boss Mom Vault, our jam packed sales and marketing membership site for the budding Boss Mom. We are talking short courses, templates, and hacks to help you grow your following, grow your influence, and get more clients.**

*All you pay today is a measly \$1*

**This is a very limited offer...like it's only happening today kinda offer.**

**[Click here and claim your copy now.](#) It will tell you everything you get so you can be sure it's got what you need.**

**You won't regret it.**

Dana

## Flash Sale #3 Template: Evening Email – 7 pm

**Subject:** Only a few hours left & a pic to help you decide

Hey [First Name],

I know it's after normal business hours so I will keep this short and sweet.

The [item you are selling] is closing in a few hours. (see timer below for the exact time)

I'm just gonna give you an image to help you make a final decision to get [the name of product]

(image of the course – something that shows the templates, or examples of item)

Here is everything you get and what it does:

[bullet points with the benefits and functions of what they get]

So it's now or never...ok not never, but the price won't be this good.

So get [product name] now for \_\_% off

(link to sales page)

See you there,

[name]

## Flash Sale #3 Example: Evening Email – 7 pm

**Subject:** Only a few hours left & a pic to help you decide

Hey [First Name],

I know it's after normal business hours so I will keep this short and sweet.

The Boss Mom Vault is closing in a few hours. (see timer below for the exact time)

I'm just gonna give you an image to help you make a final decision to join the vault.

(image of all of the courses)

Here are the courses we have in there so far, and we are adding more each month with all sorts of marketing and sales hacks you can implement quickly.

So it's now or never...ok not never, but the price won't be this good.

So get it now...there's no risk, you can cancel anytime.

(link to sales page)

See you there,

Dana

## **Date Driven Example: You can use this example to see how a date driven Flash Sale might work.**

**SUBJECT:** Thank you for laboring your business & babies...here is your push gift

Hey [First Name],

The day is here. The day we celebrate workers and their dedication and accomplishments.

The holiday actually has a bit of a sad history because it was really the result of poor working conditions and almost non-existent workers rights. When the workers rose up and decided to declare that they would take the conditions no longer, the government awarded a holiday to celebrate workers.

When I look at you and the rest of the Boss Mom community, it lights me up to see how far we have come when it comes to owning our own path and ensuring that we live a journey that we love and only hang out with people who make us feel valued and loved.

I know that there are still so many out there that don't have some of the freedoms and blessings that we have, but we can build our businesses and resources up so that we can contribute to those people and causes and make a change in whatever way is important to each of us.

That is why I am so passionate about helping Boss Moms grow businesses because I know how powerful we can all be and I want you to spread your love and gifts out into the world.

So today is not just a celebration of your work. It is a celebration of all that you have labored for in your life. For your children, your knowledge, your family, your business, and everything else.

Today is a true celebration of labor...and when it comes to having babies we all know that it can take longer than one day to bring something to life so we plan to have our little labor day party for three days, cause that's how we roll.

We wanted to help ensure you create amazing offerings for your community, that actually help you grow your business.

So for this labor day, our push gift to you is that we pulled 50 pages out of my larger Raising Your Business course workbook that shows you how to break down four different types of offerings for your business and helps you create a map so you can launch programs that work. We are calling it the [Boss Mom Guide to Mapping Your Offerings](#) and it's only \$17 from now until September 6th at 11:59 pm EST.

Click the image to find out more and get in on the party.



It is super valuable, can be used over and over again, and after the 6th it will go back into the Boss Mom Vault and won't be seen again as a stand alone workbook.

So go get it....it's our push gift to you. And it's totally worth every penny and tons more.

Thank you for all that you do, and for all that you will do in the future.

Heart your face,

Dana

Ps. To all you skimmers...I'm totally one too. Go get the Boss Mom guide to mapping out your offerings workbook right now for \$17. Only available until the 6th. [Get it here.](#)

**SUBJECT:** Labor Day Sale... Don't push so hard, I have something that can help

Hey[First Name],

I remember always seeing people in movies being told to push when they were in labor. And the woman would always be super angry and pissed off, yelling at everyone.

I tried to find a funny labor GIF, but so many of them were completely strange that I abandoned the idea and you will just have to use your imagination.

Here's the thing. You don't have to push so hard to give birth to amazing offerings in your business. I know that sounds easier said than done, but it all starts with a strategic way of mapping out your programs, courses, packages, and products that make all the difference.

We are on day 2 of 3 during our Labor Day Push Party and we are all about helping you take a step back and not push so darn hard to make your business work.

[Go get our Guide to Mapping Your Offerings now for just \\$17.](#)

Go check it out. It will only take a few minutes and if I can't convince you that this will really help your business then don't get it and instead reply to this email and tell me what you need and I'll see what I can do. The point is that no matter where you are at in your business, this workbook is helpful. Either it will help you map out your first program or your next, and since we have five different kinds of programs to think through we got you covered.

Come on...it's only \$17. You know you want to. [Go get it here.](#)

Tomorrow is the last day and you don't want to wait until the last minute do you?

Let's get our offerings on,

Dana

Ps. What program do you want to create next in your business...reply and let me know, I love to hear what everyone wants to build.

PPS. I have included a countdown timer to give you that feeling like time is running out....because it is. :)

**SUBJECT:** And then the push party was no more

Hey [First Name],

You got a few hours left to get the Boss Mom Guide to Mapping Out Your Offerings for \$17 and then it's gone.

Like poof....what the what...where did it go? It's gone. It's gone.

And I don't want you to end up like this because you missed it.

[via GIPHY](#) (click to see the image I used)

[So click here](#) and get it :) You know you want to. And if you don't then this is the last email where I will mention it, and I would love for you to reply and tell me what you really need in your business right now.

Either way I heart you,

Dana