

Create Your
90 DAY EMAIL
Nurture System



WWW.BOSS-MOM.COM

WELCOME

I am super-pumped to have you are about to create your evergreen nurture system. This one system will change your business. Seriously!

Way too many business owners feel the unnecessary stress of constantly trying to get new clients and get people to buy from them because they don't have a system that continually nurtures their email list and creating real-time content to send out each week is not only exhausting, but creates a disjointed journey that often leads to no sales.

I also see a lot of entrepreneurs not building a list at all because they have no idea what to do with them once they are there.

Well after you are done with your 90 Day Email Nurture System you are going to have everything you need to get pumped about building your list, get people to fall in love with you, and get more sales.

It's a win/win and I want wait to dive in. Oh I love an accidental rhyme.

Now I know writing emails can feel scary to some and too many of us have procrastinated out way into less revenue, so I will leave you with the famous words of Galaxy Quest. "Never Give Up, Never Surrender!" (I had an older brother so I am a total Sci Fi and fantasy fan)

Now, on to how it works!



Dana Malstaff
CEO & Founder of Boss Mom LLC



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Before we get started, let's get acquainted with how the 90-Day Email Nurture System works & why it's so effective!

The 90-Day Email Nurture System uses our proprietary Permission Sandwich Formula. The formula uses 6 types of emails, in a particular order, to help nurture your audience to trust, love, and buy from you. An **OVERVIEW** of the 6 types of emails & their sequence is shown below.

THE PERMISSION SANDWICH FORMULA

Permission	Gives your reader permission to feel, act, or be a certain way.
Clout	Shows that other people think you are important (ie. features or interviews).
Training	Training where you fill a gap or offer a hack (video or just email).
Recommendation	Recommends a product or service (where possible include affiliate links).
Ask*	Asks for a conversion (call, webinar, sale).
Feedback loop	Gather basic info (survey link or reply to question in email).

**For Ask emails, if you're selling a program, make sure people who already bought the program do not get the email.

WORKING THROUGH THE CONTENT

On the next two pages, you'll find a **CHECKLIST** of the best way to work through the lessons, generate your ideas, create your emails, and get them ready to nurture your audience!

Next, you'll find the **BRAINSTORM** pages, where you'll come up with your ideas for your email topics. Followed by a set of **WRITE** pages, which offer guidelines & examples to help you write for each email type. Do all your brainstorming before writing!

Finally, there's a **MONTHLY SYSTEM CALENDAR** to help you plan the sequence when it comes time to add the emails to the system that you use to nurture.

STEP 1: WATCH & BRAINSTORM

The 90 day email nurture system uses permission sandwiches, which is a completely new way of creating an evergreen nurture system. The best way to get started is to watch the training for each email type and fill out the brainstorm section before you decide on the flow of your emails. Your brainstorming will become a repository of great content to pull from so you can easily pick the right content in the right order to get the maximum benefit.

REPEAT FOR EACH OF THE 6 TYPES OF EMAILS BEFORE MOVING TO STEP 2!

STEP 2: MAP PERMISSION CYCLES

Each permission sandwich is like a cycle of content. The funny thing is that the permission emails are usually the hardest for people to brainstorm and write. To make this whole process easier, we suggest planning your topics for each cycle using your training email for that cycle. We will tell you more about how to do this in that section of the workbook.

STEP 3: DRAFT EMAILS (MONTH 1)

We suggest doing the first month of emails and getting that published and done before you move on. We want your nurture system up and running asap so you can start to reap the benefits and start seeing more conversions, authority, and love. Draft your emails first (if you don't have our email templates you can find out how to get them at the end of this workbook)

STEP 4: REVIEW & FINALIZE EMAILS

We suggest getting a second pair of eyes on your emails, it's just good practice. You can hire someone to review your emails (or even write your emails if you want) or you can find someone in the NTCS Society (if you are a member) to do a email review trade. Don't just review for grammar, ask yourself if each email fits the goal of that email type.

STEP 5: LAY EMAILS INTO SYSTEM

It's time to add your emails into your email marketing tool. If you don't have one you can use our recommendations at the end of this workbook. We include a checklist to make sure you have all your bases covered to ensure your emails rock before you hit publish.

STEP 6: START GROWING YOUR LIST

It's time to get people into your email list and let your first month of content do it's job. If you are in the Nurture to Convert Society (NTCS) you should already have an opt-in with the needed pages and emails. Now is the time to get your buzz plan ready and start promoting (you can use our monthly social planning Trello board for this - find it on the dashboard)

STEP 7: WRITE, EDIT, PUBLISH MO 2 & 3

The 90 day email nurture system uses permission sandwiches, which is a completely new way of creating an evergreen nurture system. The best way to get started is to watch the training for each email type and fill out the brainstorm section before you decide on the flow of your emails. Your brainstorming will become a repository of great content to pull from so you can easily pick the right content in the right order to get the maximum benefit.

STEP 8: REVIEW EMAILS MONTHLY

The key to success is in the review and tweaking to get things to work better over time. Your emails work under the same principle. Each month take a look at your email open and click rates. Tweak any email that is under 20% open rate alter the subject line. For any email with a click rate under 2%, check to make sure you don't give too much away so they don't have to click, and check the placement of your links to make sure they can see it and click early on in the email.

If you have emails that are getting a super high open rate (ie over 40%+) check to see why they are super popular, so you can duplicate what's working. If a ton of your emails have super high open rates that means you are only inviting super warm traffic into your email list and it might be time to expand your marketing efforts to grow your list (are you consistently getting featured on podcasts, or started a Facebook Group Community).

Each month your emails will tell you more about your community and what they want to keep reviewing, tweaking, and growing.

FREQUENTLY ASKED QUESTIONS

WHAT IF I HAVE EXISTING EMAILS?

That's wonderful if you already have newsletter emails or other other content you have used before. We give criteria for each type of email so that you can review your existing emails and tweak them to fit our model. I also suggest you copy our Trello Board template and watch the training in that board to show you how to use it because there is a section that allows you to pull in existing content. We don't want you to start from scratch, we want you to get results and odds are you have some great content already we can incorporate into your nurture system.

WHAT IF I COME OUT WITH A NEW PRODUCT?

The great part about the nurture system is that you know exactly what kind of email is where. That means that if you come out with a new product that you really want to push going forward, you can simply change out your ask emails or your flash sale emails for this new product. It's easy to add new offers or tweak things.

WHAT IF I HAVE A WEEKLY NEWSLETTER?

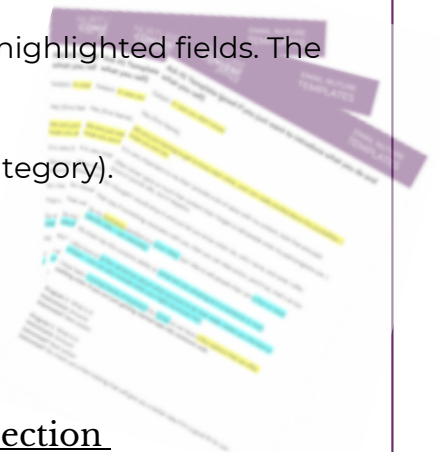
Well I personally would tell you that you don't need one and this system is better, WAY better. I have found that giving yourself space to send out a newsletter style update every so often is ok, but a weekly update isn't needed when you have this system. We promote all of the things you need to promote. Think about the freedom of not having to write weekly content anymore.

WHAT IF I DON'T LIKE WRITING EMAILS?

If you don't like writing emails, or just don't have the time, then you can grab out nurture email templates. You will have your 90 day nurture system up and running super fast.

They're plug and play templates – simply place your content in the highlighted fields. The template upgrade includes:

- 30+ templates for each of the 6 email categories (at least 3 per category).
- Flash sale training and templates for a 24-hour sale.
- Training on how to create a video sales letter & training videos.
- Bonus templates to help re-engage a cold audience.



Go check out the templates in the AWESOME TEMPLATES section

PERMISSION BRAINSTORM

Permission is all about telling your audience that they have found the community (or person) that understands who they are and thinks they are brave (not crazy) for loving what they love, or acting the way they act. Most online marketers don't teach this (let alone do it), but it's one of the most powerful ways to build loyalty fast. This isn't about giving your audience permission to change it's about giving them permission to be who they are.. As Seth Godin says; "show them that people like us do things like this."

WHAT DOES YOUR AUDIENCE FEEL GUILTY ABOUT?

WHAT DO THEY DO THAT PEOPLE DON'T UNDERSTAND OR ACCEPT?

YOU ARE NOT CRAZY, YOU ARE BRAVE WHEN YOU



EXAMPLES

- You're not crazy if you want to start a business when you have little kids
- You're not crazy if you get paid to teach a skill that you are bad at executing for yourself (ie a web designer that has an outdated site)
- You're not crazy if you don't want to be on social media all the time
- You're not crazy if you want to homeschool your kids (or opposite - send your kids to school)
- You're not crazy if you want a divorce (or opposite - save your marriage)
- You're not crazy if you are angry that your body is getting older

These are just a few examples from different businesses to help you get your creative juices flow.

AUTHORITY BRAINSTORM

Clout is all about getting your audience to see that you are worth listening to and you are surrounded by people (or brands) they respect. Clout emails aren't about teaching them anything, it's about establishing yourself as an authority. The best way to do this is to tell the story of how you got featured, or came up with that content, or raise up the clout of the brand that featured you. Use the prompts below to help you brainstorm out topic ideas. If you don't have a lot of features then go with your past experiences first and work to build up features to replace later.

STORIES THAT SHOW YOUR STRENGTHS

PLACES YOU'VE BEEN FEATURED

BEST TESTIMONIALS / CASE STUDIES

TOP 6 (BLOG/YOUTUBE/PODCAST) CONTENT



YOU GO FIRST!

If you currently have an authority platform where you regularly post new content then make sure to highlight that in month one. Get them to view (subscribe) in the first month, and then we can dig into outside clout later.

TRAINING BRAINSTORM

Now is your time to train. There are two kinds of training that you will alternate between: filling a gap and giving a hack. These can be text-only, but ideally they'll link to a video training (10 minutes or less). The goal is to give your audience a quick win with either an aha moment about how they think about a topic or an easy tactic they can implement that day. Remember that the goal isn't to condition them to feel like you give away all your content for free, but to make them want more.

FILLS A GAP (CHANGES THE WAY THEY THINK)

AUDIENCE BELIEFS YOU NEED TO CHANGE

TOP TRAINING IDEAS

GIVE A HACK (EASY TO EXECUTE TACTIC/STRATEGY)

QUESTIONS YOUR AUDIENCE ASKS

TOP TRAINING IDEAS



EXAMPLES

Fill a Gap: Get past limiting beliefs about \$, value, time, etc.

Give a Hack: One quick fix, how to use a tool, a high level process, one thing not to do, etc.

RECOMMEND BRAINSTORM

Recommend emails do two things (plus a bonus). First, they show your audience that you want to share things outside of just your own content. Second, they give an inside look into who you are and what you love (ie. what gets your stamp of approval). And as a bonus, you get to make affiliate income for items that have affiliate programs (ie. amazon, peoples products, etc)

BOOKS/MOVIES YOU LOVE

TOOLS/PRODUCTS YOU LOVE

PEOPLE YOU LOVE

IDEAS YOU LOVE



BE STRATEGIC

Make sure that you are not recommending people that do too close to what you do, you don't want to send someone to their nurture system. instead talk about things that compliment what you do. Make sure you pick books and ideas that reinforce your beliefs about how the world works or simple shows a little slice inside your life. It's ok to be jump off the business path every so often and share a book or tool you love for life in general or for women (if that's your audience). We want them to feel like they know you.

ASK BRAINSTORM

While you are going to be asking your audience all the time to take the next step with you through what I like to call 'inline mentions' within all the other emails, the ask emails and flash sale emails are your time to be bold and ASK outright for them to take action. (more on the inline mentions later). So let's map out your offers. Your low priced offer/s will be your flash sales and your larger offers are most often your Ask emails. It's good to think about anything you might want to do that's timed, (maybe has a waitlist) and things you want to do in the future.)

EASY YES (LOW OFFER)

HIGH OFFER (COACHING, SERVICES)

TIMED OFFERS

FUTURE OFFERS



EXAMPLES

- Get on a call with you (if you don't have an existing sales funnel).
- Join your webinar or training that leads to your product (if you DO have an existing sales funnel).
- Buy a low-priced product.
- Reply with the the reason they haven't already joined your program.

FEEDBACK BRAINSTORM

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.

IDENTIFYING INFO

Do you want to know their birthday, address, gender, business type, etc. Write down what kinds of identifying info you might want.

TRIAGE QUESTIONS

Information that will help you know what product to offer. I.e. stage in their journey, biggest challenge, etc.

PREFERENCES/ DESIRES

Questions to help find out how they take in info, purchase habits, kinds of programs, etc.



HELPS YOU HELP THEM

Make sure to mix it up with surveys and simply asking them to reply. A great way to make stronger connections and make your email system deliverability better is to get people to reply to emails. Feedback loop emails are a great way to learn about your audience.

TOPIC / KEY MESSAGE

1.	PERMISSION	DAY 1	
2.	CLOUT	DAY 3	
3.	TRAINING	DAY 5	
4.	RECOMMENDATION	DAY 8	
5.	ASK	DAY 10	
6.	FEEDBACK LOOP	DAY 13	
7.	PERMISSION	DAY 16	
8.	CLOUT	DAY 19	
9.	TRAINING	DAY 22	
10.	RECOMMENDATION	DAY 25	
11.	FLASH SALE	DAY 29 7:00AM	
12.	FLASH SALE	DAY 29 2:00PM	
14.	FLASH SALE	DAY 29 8:00PM	

TOPIC / KEY MESSAGE		
1.	PERMISSION	DAY 1
2.	CLOUT	DAY 3
3.	TRAINING	DAY 5
4.	RECOMMENDATION	DAY 8
5.	ASK	DAY 10
6.	FEEDBACK LOOP	DAY 13
7.	PERMISSION	DAY 16
8.	CLOUT	DAY 19
9.	TRAINING	DAY 22
10.	RECOMMENDATION	DAY 25
11.	FLASH SALE	DAY 29 7:00AM
12.	FLASH SALE	DAY 29 2:00PM
14.	FLASH SALE	DAY 29 8:00PM

TOPIC / KEY MESSAGE		
1.	PERMISSION	DAY 1
2.	CLOUT	DAY 3
3.	TRAINING	DAY 5
4.	RECOMMENDATION	DAY 8
5.	ASK	DAY 10
6.	FEEDBACK LOOP	DAY 13
7.	PERMISSION	DAY 16
8.	CLOUT	DAY 19
9.	TRAINING	DAY 22
10.	RECOMMENDATION	DAY 25
11.	FLASH SALE	DAY 29 7:00AM
12.	FLASH SALE	DAY 29 2:00PM
14.	FLASH SALE	DAY 29 8:00PM

PURPOSE

Permission emails are arguably the most important emails because they show your audience they belong. You will usually get the most reply emails from permission emails.

Permission emails are not about giving your reader permission to do something, nor are you asking them to give you permission to sell to them. Permission emails are about giving them permission to be who they already are...but currently feel guilty or secretive about.

For example, at Boss Mom we give you permission to be a hot mess and still be super smart. (ie. you can't cry out your intelligence)...since most of our audience feels like they have to hide that being a mom and entrepreneur is an emotional journey...we make them feel like they don't have to hide that fack...because at Boss Mom we all feel that way.

Another example is North Face telling their extreme sports following that they aren't crazy, they are brave. They tell you to stop hanging out with people that think you are crazy for climbing that rock, or mountain, and stick with the community that thinks it's brave. It's genius and it works.

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 (no less than 300 words & no more than 600 words)
- Add a PS that tells them to connect with you or reply you

CAN'T DO

- Make sure that it's not just an inspirational email. You need to be giving them permission for something specific.
- Don't try to solve their problems. We tend to give them permission and then still try to solve the challenge. This just negates the power of giving them permission.
- Don't 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.

EXAMPLE: 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](#).

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, interviews, personal connections, case studies). My favorites are features or your best content from your own authority platform like a podcast, YouTube channel, blog, or book.

STRUCTURE

- Can be story based or content based.
- The goal is for your reader to start feeling like you are the go to person for a certain topic or way of living.
- If you are doing client stories make it less about teaching and more about how far they have come
- Beginning: Set-up – start the the fact that you are excited about something, how you connected or got on their show, how you came up with the content idea, or why this person that featured you (or your past client) is so awesome.
- 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 300 words & 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 while showing them that you are the kind of person who runs in circles they respect and does clout worthy things.
- 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.

EXAMPLE: 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

PURPOSE

There are two kinds of training that you will alternate between: filling a gap and giving a hack. These can be text-only, but ideally they'll link to a video training (10 minutes or less). The goal is to give your audience a quick win with either an aha moment about how they think about a topic or an easy tactic they can implement that day. Remember that the goal isn't to condition them to feel like you give away all your content for free, but to make them want more.

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.

EXAMPLE: 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.

(insert image)

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,

PURPOSE

Recommend emails do two things (plus a bonus). First, they show your audience that you want to share things outside of just your own content. Second, they give an inside look into who you are and what you love (ie. what gets your stamp of approval). And as a bonus, you get to make affiliate income for items that have affiliate programs (ie. amazon, peoples products, etc)

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 40 words & 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 there 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)

EXAMPLE: IF YOU ARE RECOMMENDING A PRODUCT

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?

1. 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)
2. 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)
3. Their sales pages are clean and simple (and if you want you can use outside sales pages that simply lead to your course)
4. 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.

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](#).

PURPOSE

While you are going to be asking your audience all the time to take the next step with you through what I like to call 'inline mentions' within all the other emails, the ask emails and flash sale emails are your time to be bold and ASK outright for them to take action. (more on the inline mentions later). So let's map out your offers. Your low priced offer/s will be your flash sales and your larger offers are most often your Ask emails. It's good to think about anything you might want to do that's timed, (maybe has a waitlist) and things you want to do in the future.)

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 if it's about getting on a call with you then sell them on being able to address the problem they feel that you can solve. If you are selling a product then sell them on the benefits of getting it now.
- Beginning: Set up the frustration they are feeling now and the transformation they want
- Middle: Tell them the benefits and the results they can get
- End: Remind them to take the action and include the needed links

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
- Talk about more than one product if you are outlining all your offerings, but we recommend trying to keep it to one product at a time.
- Talk about the frustrations and transformations that your audience are feeling and want.
- Tell them about the benefits (not features)

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
- Assume they know about the product and all it's benefits
- Assume that they know they need it right now, they still need to be convinced

EXAMPLE: LEADS TO A CALL

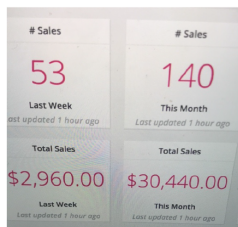
Subject: What I saw blew my mind

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, 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 steady 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.

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.

EXAMPLE: TELL US YOUR SPECIAL DAY SO WE CAN 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.

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. Pick any day you want as your personal special day. This is a day that is like your nonbirthday... maybe that time of your when you know you need a little extra love... you pick the day and we will show you some love on that day.

And that's it. Quick and easy.

[CLICK HERE TO TELL ME THE GOOD STUFF](#)

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.

PURPOSE

At the end of each month, you should do a one-day flash sale. There are rare occasions where I would suggest skipping this sale. If you don't have an easy yes offer then I suggest you make one. Use flash sale emails to offer discounts or bonuses on your signature offer. If you want to mix it up, or don't have a signature offer yet, then templates, scripts, or something that makes their life easier is a great option. Don't worry about having a timer, your 3 emails in one day will work like its own countdown. This helps show your audience you actively sell things, and it will help you build a nice base for your audience.

STRUCTURE

- These 3 emails are for a one day (not 24 hour) flash sale. 7am, 2pm, 7pm.
- The goal is for your reader to jump on an 'easy yes' or get an exciting discount/bonus for your signature program and get into more of your content.
- In order to make the Flash Sale seem enticing, you want to offer some sort of discount or bonus they can get if they purchase by the end of the day.
- **Morning**: Introduce the sale, the big frustration, and how your product makes their life easier.
- **Afternoon**: All the benefits, and 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
- You can keep offering the same flash sale each month to people who haven't bought it yet.
- If you have multiple small products you can sell different ones, but don't spend time creating new things to sell for the flash sale.
- Make sure they know the benefits of getting it now and why it will make their life easier
- Talk about their frustrations and how this solves those frustrations

CAN'T DO

- 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
- Just talk about the features and not the benefits
- Forget to send out all 3 emails (3 in one day may sound like a lot but it's for a sale so it's ok)

EXAMPLE: MORNING EMAIL – 7AM

Subject: Bing, Bang, BOOM... The vault is on sale for \$27 today only
(note this is an example from when the NTCS was called the Vault...this sale no longer exists)

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

Print this sheet out for each month of your email nurture system so you can track your progress and make sure you don't forget anything.

	Outlined	Drafted	Reviewed	Final Copy	Uploaded	Links Added	DONE!	NOTES!
1. PERMISSION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. CLOUT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. TRAINING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. RECOMMENDATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. ASK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. FEEDBACK LOOP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. PERMISSION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
8. CLOUT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. TRAINING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. RECOMMENDATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11. FLASH SALE 7AM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12. FLASH SALE 2PM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
13. FLASH SALE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

GOALS

Goal date to have this month of nurture emails done and loaded: _____

Reward you will give yourself once you finish: _____

Is there anything that could keep you from reaching your goal? (If so, what)

What will hold you accountable to stay on track and hit your goal?

Make sure to review your nurture system each month for conversion rates so you can tweak where needed and make it even better. Plan to check your system each quarter to see if any content needs to be updated with newer content (ie. new clout or offers) Your email open rate should be over 20% and your click rates should be 2% or higher Use the tool below to track and make tweaks.

	Open Rate	Clickthrough Rate	Ideas for tweaks if needed
1. PERMISSION	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. CLOUT	<input type="text"/>	<input type="text"/>	<input type="text"/>
3. TRAINING	<input type="text"/>	<input type="text"/>	<input type="text"/>
4. RECOMMENDATION	<input type="text"/>	<input type="text"/>	<input type="text"/>
5. ASK	<input type="text"/>	<input type="text"/>	<input type="text"/>
6. FEEDBACK LOOP	<input type="text"/>	<input type="text"/>	<input type="text"/>
7. PERMISSION	<input type="text"/>	<input type="text"/>	<input type="text"/>
8. CLOUT	<input type="text"/>	<input type="text"/>	<input type="text"/>
9. TRAINING	<input type="text"/>	<input type="text"/>	<input type="text"/>
10. RECOMMENDATION	<input type="text"/>	<input type="text"/>	<input type="text"/>
11. FLASH SALE 7AM	<input type="text"/>	<input type="text"/>	<input type="text"/>
12. FLASH SALE 2PM	<input type="text"/>	<input type="text"/>	<input type="text"/>
13. FLASH SALE	<input type="text"/>	<input type="text"/>	<input type="text"/>

WHAT'S NEXT

If click rate low test out different subject lines.

If click rates low test out moving link higher in email and make sure you don't give so much away in the email they don't feel the need to click

Don't stop at 90 days - 7 figure businesses have a whole year of evergreen content. So make it a plan to keep using the permission sandwiches and watch your revenue grow.

PAGE CONTENT

Use the spaces on this page to draft the content for your training video page.

1. Headline

This [topic of training] lesson will [how are they going to feel after watching the training?]

VIDEO

Your training video content planner will appear next on the page.



3. Tell them how to get it

If you are (this kind of person) that doesn't want to (thing they don't want to do-EP) and you want to (thing they want) then (Hop on a call/check out the sales page)

4. Button Text

Button text should be what they would say to themselves, such as:

**I want _____ now! or I want instant access! I or I'm ready!
or Schedule my call!!!**

TRAINING VIDEO FORMAT

Ideally under 5 minutes

Video should be on a page of it's own (unless you are trying to grow a YouTube channel)

Link to schedule a call or check out a sales page

How to structure the video

Welcome them...

Frustration: What is the problem that they have?

How can you pour lemon on the paper cut?

Solution: What is it that they want to experience?

Set the stage: Tell them what you're going to teach them.
(Be as specific as possible)

Then you state: I have the solution for you...

Fill the gap - Change the way they think

Give a hack - The exact steps to do a specific thing

Tell them, do this and it's going to ___ (Give a hack)

Think this and it's going to ___ (Fill a gap)

End by stating:

If you are (this kind of person) that doesn't want to (thing they don't want to do-EP) and you want to (thing they want) then (Hop on a call/check out the sales page)

PAGE CONTENT

Use the spaces on the next two pages to draft the text for each section of your thank you / easy yes sales page.

1. Headline

Yay! Your _____ is on its way!

[checklist, road map, guide, template, etc.]

2. Direct them to video

If you want to _____,

[grow business, lose weight, make passive income, etc.]

then check out the video below, so I can show you _____.

[how I did it; the next step, etc.]

Your video sales letter will appear next on the page. The structure for this video is outlined on page 4.



3. Tell them how to get it

Grab _____ for just \$27 on this page only and

[name of easy yes]

[tell them a result]

4. Button Text

Button text should be what they would say to themselves, such as:

I want _____ now! or I want instant access! I or I'm ready!

5. Tell them what they get

What's included:

[or "What you get:" etc.]

6. Show them what they get

Pick one

Thumbnails (use PowerPoint)



Mock up (use placeit.net)



Screen Shot



7. List the benefits

[Sentence about how awesome it is]....

it will help you....



8. Add a bio & your image



Bio should be specific to what you're selling!

[HEADLINE] **Who is** _____ [your name]

and why should I trust her

[on my business journey; to help me
-----; etc.]



Use image to tell a story!
(not a headshot)



9. Repeat button/text

Button text should be what they would say to themselves, such as:

I want _____ **now!** **or I want instant access!** **I** **or** **I'm ready!**

VIDEO SALES LETTER FORMAT

Use the spaces below to outline what you'll say in the video sales letter for your thank you/easy yes page

1. Thank you

Thank them for getting the opt-in.

2. Jump into their frustration

3. Let them know they're in the right place

Use identifiers (e.g., "You're the kind of person who....")

4. Let them know you're the right person

- Don't say what you do. Say whom you help. **["If you don't know me, my name is _____ and I help_____"]**
- Tell a story about why you care about this product and what you want for them.
- **"All you have to do is click below. It's only \$27."**
- Don't talk about how it should cost more, but you just want to help. Instead show them how they are already spending that \$ on less important items. **["\$27 is the same cost of a bag of diapers."]**
- End with something motivating! Remind them they are valuable and that you care.