

Mission 12

- 1. Pick a base email strategy to test from the template document,**
- 2. Brainstorm a list of 15 subject lines to test,**
- 3. Write one email body message inspired by the strategy you picked to use during your first subject line tests**

Base strategy: High Probability Selling, Looking for a partner in the X niche.

Niche: Wedding Planner.

List of subject lines:

1. No deposit, No vendor!
2. Wedding & Selling Principles
3. Remarkable Content
4. Expert advice for a perfect day
5. Your audience NEEDS you
6. Fresh approach to "Wedding Planning"
7. One-of-a-kind skills!
8. You are a Problem Solver
9. Very creative content
10. Congrats for your awareness!
11. Impressive the way you think
12. Greatest tips on "Wedding Planning"
13. The Wedding Planning Guru
14. Hey there, Wedding Planning Pro
15. The art of Wedding Planning

Ways I could help her:

- Writing for their portfolio wedding stories. (They have great pics, but it has very little written history, could improve that).
- Gather more testimonials
- The feedback she writes in her business instagram page has poor feedback given by the people. That could improve.
- I can write on instagram, your page, or other places to promote the ultimate wedding planning checklist.
- I could write on your web page about the international events, also upload feedback and photos.
- Write on twitter to promote
- I can help you write more to promote your newsletter, and also improve the ultimate wedding checklist
- I can help you create free value content for your newsletter web page.

Email Body Message:

Short One:

SL: Your audience NEEDS you

Hi Wura,

I found your video "10 COMMON MISTAKES BRIDES MAKE" on YouTube and got hooked on your content. Your principle of "no deposit, no vendor" really resonated with me, and I appreciate the value you bring to your audience.

I've compared your brand to others in the industry and found some formulas that could drive more traffic to your social platforms and increase your sales. I'd love to share these with you and help implement them with zero risk.

If you're interested, simply reply with "Yes", and I'll provide more details.

Best,
Diego Fuentes

P.S. "I do not wish to be the cause of any lady discomfort. Especially not yours" - Benedict Bridgerton

Long One:
SL: Your audience NEEDS you

Hi Wura, my name is Diego

Usually, my sisters and I help organize every big event in our family.

For my cousin's wedding we were researching so we could create something remarkable.

A good research weapon is YouTube,

The algorithm allows the research of content to be more precise and accurate than other social media platforms.

And you, as a professional, know that's how I ended up watching your video "*10 COMMON MISTAKES BRIDES MAKE*".

I got hyper-drilled into your content. And as I was having a good time, I would like to highlight some work you made.

In general, your content is great,

The principle I identified with the most was: "*no deposit, no vendor*".

Watching someone giving their audience quality content nowadays is hard to find;

Usually, a bunch of leads increases sales!

Returning to the point; this principle is important, and it's ordinarily taught in sales;

Being on the other side of the window, the way I learned it was: "*Always be willing to walk away*".

You teaching this, that's a clear sign that you aren't only a professional at:

"Wedding Planning, Blogging, & Managing International Events".

But it also shows you have a good audience because you know important principles and you apply them well.

I'm going to be 100% honest with you Wura.

I like the way you think, you are a person with values, and I took some time to compare your brand with others,

And I found different formulas of posts on social media, newsletters in websites,

These are driving thousands of people into the Event & Wedding Planning industry.

Implementing these formulas could include you in the algorithm,

so more traffic goes to your social platforms and consequently increases your sales.

It'll be interesting testing these hot formulas in your brand, of course with zero risk at all.

I know you are a busy person, so if you are interested, reply "Yes", and I'll tell you more about what I have in mind.

-Diego Fuentes

P.S. "I do not wish to be the cause of any lady discomfort. Especially not yours" - Benedict Bridgerton.