

Expand Your Influence in 3 Key Steps Evergreen Webinar

10 Email Promotional Swipe Copy Sequence

How to use this email sequence:

1. your **affiliate link** can be found in your [affiliate account](#);
2. enter your information in the areas in **GREEN** in each email (and then change the highlighter to none or white);
3. feel free to pick and choose which emails you send out and in what order, based on your list;
4. please feel free to tweak these emails if your audience responds better to slightly different language;
5. should you choose to re-promote our software again, we recommend waiting at least 2 months before sending this email sequence again, and mixing up the order you send them in.

Email #1:

Subject: The most valuable superpower you can ever develop is....

Dear **{Name}**,

You might be surprised by this answer...

The most valuable superpower you can possess is the power to INFLUENCE others!

When you can influence people, you can make amazing things happen in the world and do more good.

When you can get someone else to see your point of view or try a better way of doing things, everything shifts.

That's life-changing. For you and for them!

That's why I was so excited when I had a conversation about influence with my friend Jesse Doubek.

He's worked with big influencers like Brendan Burchard, Chalene Johnson and Sonia Choquette to rapidly increase their reach and sales.

He's also helped people who were just starting out to massively skyrocket their businesses! And he gave me three tips to share with you, so you can increase your influence.

1. **Build trust.** You do that by giving first. You have to **show your credibility** by producing **results and giving people the solutions** they need. Think of it like a great boxing strategy – give, give, give, give, give, ask. The way you educate your community and ask for sales matters to your followers. **This can't be a one-sided relationship that's only about you.** There's no trust in that.
2. **Be relatable.** Everyone knows how irritating it is when somebody talks to you like they know you and what you need when they so obviously don't. **It feels like they're selling to you, and that puts up a really big wall between you.** When you want to build your brand authority and expand your influence, you have to do everything you can to bring down that wall. You can only do that when you're being fully authentic and relatable and giving something of value.
3. **Be consistent.** We don't trust people who say one thing and do another, which makes sense **because there's no consistency in their behavior.** When you never know what's coming next you can't develop trust. **That means developing consistency in your content schedule, topics, and point of view.** Ranting about someone cutting you off in traffic on social media, when you're a kind, loving personal development brand, is a brand break that undermines your authority and credibility. **Everything you do needs to push your brand forward in a consistent way.**

Jesse says, "Take the time to develop your brand of influence. Determine the consistent rules your brand will follow. And above all, deliver value!"

I hope you got a lot of value out of this!

INSERT SIGN OFF

P.S. Watch for tomorrow's email, because **Jesse is sharing the three steps you need to take after this** to develop your influence even further!

P.P.S. Jesse has created a **Masterclass just for the people in our community!** It's called Expand Your Influence with 3 Key Results. **And you can watch it today!** **Just click here!**

Email #2

Subject: 3 ways to expand your influence and grow faster

Hello {Name},

Yesterday, I introduced you to my friend Jesse Doubek and gave you his **three tips for building your influence**.

Today, he's **showing us how to expand** it even further, so you can grow faster!

1. **Know your peeps!** *The only way you can **make a real connection** with your ideal clients and your community is to know who they are, what's holding them back, and what you can do to give them a solution for it. **That is a Golden Trifecta you need to nail down.***
2. **Nurture your relationships.** *Whether it's your clients, community, or brand advocates you have to continually nurture your relationship with them. How are you doing that right now? How are you providing value? You must have a strategy for it because nurturing them consistently will make them far more open to working with you and **it's also what you need to do to develop your raving fans!***
3. **Strategically promote your business.** *This is one place where a lot of businesses **fall down**. There are many ways to get exposure for your brand. Ads, events, and working with other influencers who complement what you do, are just a few of your options. **You have to make sure that your promotion is in line with your brand, your business goals, and what your ideal client wants from you.** If there is any breakdown in either one of these areas, your promotion is not going to be successful.*

I hope you can take these three things and **start to build a strategic plan** to grow your influence further.

And if you want to **get more of Jesse's insights**, I want to invite you to **a special presentation he's created just for our community!**

You are especially going to love this **if you've been struggling to get your marketing to work** for your business.

Save your seat for Expand Your Influence with 3 Key Results here!

I can't wait to hear what you thought!

INSERT SIGN OFF

P.S. Sharing is caring! If **you know someone who could benefit from expanding their influence** to grow their business faster, send them to this link: **INSERT YOUR AFFILIATE URL**

They will love you for it!

Email #3

Subject: DON'T OPEN THIS EMAIL IF your business is making HUGE SALES

Hello {\$name},

There are 3 problems entrepreneurs face when it comes to monetizing their area of influence:

1. Either you have influence and a following, but you don't have a real business that brings in money.
2. Or you have a business, but you lack the influence you need to go big.
3. Or you have a great idea that you're sure will bring in the big bucks, but you don't have the following or the business structure to bring it to life.

Which are you?

Trying to figure out how to bring it all together is super tough. Especially when you've never done anything like this before.

But, I have something that will help you change all that. **And it's FREE!**

>>CLICK HERE TO SAVE YOUR SEAT FOR EXPAND YOUR INFLUENCE WITH 3 KEY RESULTS<<

My friend Jesse Doubek is sharing what he's learned helping his clients to go big!

Just to give you a little sample of the quality of the information you're going to get, here are three of Jesse's tips to solve those influence problems you might have in your business.

1. **You need an influencer's marketing strategy.** It's different from the traditional tactics most marketers push out, which is why it's hard for those marketing agencies to get traction for their influencer clients. To do it well, you have to **tailor the content to the specific niche**, using a keen focus on the issues the people in the community face. It's all about the **value you bring to the relationship as an influencer**, especially when it comes to the offers you make.
2. **You have to craft a message they want to hear.** We all know what it's like to listen to someone drone on about a topic or worse, push their opinion on you, telling you what to do. **A true influencer gives the audience the inside scoop with firsthand experience.** There's a real talent in creating that kind of message, but when you learn how to do it, you're golden...and your pockets will be too!
3. **You have to be able to repeat your success strategy over and over again.** No one wants to be a one-hit wonder. The only way you can build an actual

business on your influence is to **build a process that works as well, and as easily, as wash, rinse, repeat.**

That's how you make your business bring in real money. Consistently.

Want to learn even more?

[>>CLICK HERE TO SAVE YOUR SEAT FOR EXPAND YOUR INFLUENCE WITH 3 KEY RESULTS<<](#)

See you there!

INSERT SIGN OFF

P.S. This is a **FREE MASTERCLASS** where my friend Jesse is sharing what he did to accelerate the growth of big influencers like Brendan Burchard, Chalene Johnson, Sharon Lechter, and Sonia Choquette. [>>CLICK HERE TO SAVE YOUR SEAT FOR EXPAND YOUR INFLUENCE WITH 3 KEY RESULTS<<](#)

Email #4

Subject: The first step to take to build your empire...

Dear {Name},

I think every single one of us high achievers dreams about building an empire. A business that's so big and successful that our level of influence can only be described as epic.

And because it is, the impact we get to make on the world is monumental...while the dollar bills showing up in our bank accounts proves it!

It's a great dream...and even better, I have the first step you can take to make it happen.

Watch this **FREE Masterclass** from my friend Jesse Doubek:

Expand Your Influence with 3 Key Results

He's worked with some of the world's biggest influencers, like Brendan Burchard, Sonia Choquette, Sharon Lechter, and Chalene Johnson.

What he's sharing is going to help you level up your influence. FAST!

Expand Your Influence with 3 Key Results will help you jumpstart your success and make those dreams come true.

INSERT SIGN OFF

P.S. This is a **FREE MASTERCLASS**. It's going to help you reach more people and transform more lives. **>>CLICK HERE TO SAVE YOUR SEAT FOR EXPAND YOUR INFLUENCE WITH 3 KEY RESULTS<<**

Email #5

Subject: Building brand authority, so you can scale

Dear {Name}.

Your brand authority is a key part of expanding your reach as an entrepreneur.

The **more authority you have in your niche, the more people you will attract** and the more potential you create to grow your business.

Of course, you have to **build your brand authority** first before they will come.

Here's what you need to work out to level it up:

1. **Who are your RAVING FANS?** Why do they love what you offer? What makes them resonate with your point of view? How do you make their lives better or easier? Zero in there, to find the real value that you offer. That's key to putting yourself in an exclusive niche.... which is step #2.
2. **What's your EXCLUSIVE NICHE.** When you want **more money, sales, clients and freedom**, you have to find a niche where you stand alone. That **moves you from a commodity** that people want for the cheapest price, **to an exclusivity they are willing to pay a premium price to get.** I know where I want to be. How about you?
3. **Automate, automate, AUTOMATE!** The only way you're going to truly **get the freedom** you want from your business and **a more effective way** to make sales is to figure out how you can **automate your marketing**. That might mean creating **an automated funnel** to use over and over again or hiring **a savvy marketing team** to do it for you. But it's that automation that will help you scale because you don't have to do it all on your own.

The three points seem quite simple and yet when you start digging into them you realize there are many levels you can use to build your brand authority.

That's why I want to invite you to a **FREE MASTERCLASS** my friend Jesse Doubek created just for our community.

>>Save Your FREE Seat Here<<

In this **EXCLUSIVE Masterclass**, you're going to learn how to:

- ✓ Engage your audience and get them to buy
- ✓ Create a proven process that you can use over and over again
- ✓ How you can make people hungry for your offer

✓ And an easy way to automate your marketing

This is going to **accelerate your growth**, just like it did for Brendan Burchard, Chalene Johnson, Sharon Lechter and Sonia Choquette. **Jesse Doubek is the man who's been behind those influencers' brands**, and he's sharing how **you can Expand Your Influence** too.

>>Save Your FREE Seat Here<<

INSERT SIGN OFF

P.S. Sharing is caring! If **you know someone who could benefit from expanding their influence** to grow their business faster, send them to this link: **INSERT YOUR AFFILIATE URL**

Email #6

Subject: He learned a HARD lesson when he lost it all....

Hey {Name},

Every influencer dreams of meteoric fame. Rising to the top so fast that it's awe-inspiring. That happened for my friend Jesse Doubek...

And then everything crashed...

Nobody dreams about that part. He sure didn't.

It was a hard lesson to live through but on the bright side, he learned **that diversification is the name of the game** when you want **meteoric success** AND the ability to stay there! And he's sharing the best ways you can do that.

I know you've seen my emails about the [Expand Your Influence with 3 Key Results](#)

I just want you to know that Jesse has a bigger mission and why I'm ready to help him with it.

He and I both want to be one of those influencers who **make a MASSIVE impact** on the world. Think Elon Musk, Steve Jobs or Oprah Winfrey kind of change.

We both want to lift up as many business owners as we can because that will **create a FORCE of positive shifts** in more areas than we could ever do alone.

Even though we know little about improving credit scores, developing spiritual lives, improving marriages, or how to up your home-chef skills, **we get to help people learn those things by helping entrepreneurs**, like you, do what you do best.

That seems like a pretty solid fast track to get on.

I hope you will join me in watching [Expand Your Influence with 3 Key Results](#)

See you there.

INSERT SIGN OFF

P.S. We want to help you **make your big vision become a reality FASTER!** Save your seat for [Expand Your Influence with 3 Key Results](#) and get the steps to skyrocket your growth!

Email #7

Subject: Most marketers disagree with me on this one

Hey {Name},

I'm going to go against the grain with this email.

Most people out there will tell you to build your audience up first, use low ticket offers to engage them, and then slowly work your way up to high ticket offers.

But that's not the way I see it.

In my opinion, the problem with that particular method, while it does work well for some people, is that **it doesn't give you enough income** to build your business quickly, as a budding influencer.

Making 1000 sales at \$10 each **takes time and energy, especially if you don't already have a big list** that's waiting to snap up what you're selling.

But selling 10 products at \$1000 **each is a much easier goal to reach, and it will give you more capital** to work with in a shorter period of time.

That becomes **easier to do when you use the same strategies** as big wigs like Brendan Burchard, Chalene Johnson, Sharon Lechter, and Sonia Choquette. Jesse Doubek has worked on those brands and it's one of the reasons he's known as one of the greatest marketers of our time.

And Jesse has created a Masterclass just for our community!

In **Expand Your Influence with 3 Key Results**, you're going to learn how to:

- ✓ Engage your audience and get them to buy
- ✓ Create a proven process that you can use over and over again
- ✓ And how you can make people hungry for your offer!

That's going to make it a heck of a lot easier to make those 10 sales of \$1000!

SAVE YOUR SEAT NOW!

See you there!

INSERT SIGN OFF

P.S. This is a **FREE MASTERCLASS** where Jesse is sharing what he did to accelerate the growth of big influencers like Brendan Burchard, Chalene Johnson, Sharon Lechter and Sonia Choquette. **>>CLICK HERE TO SAVE YOUR SEAT FOR EXPAND YOUR INFLUENCE WITH 3 KEY RESULTS<<**

Email #8

Subject: The techniques to get them to buy

Hey {\$name},

Have you experienced this?

You create the perfect offer for your ideal client.

You know the content is AMAZING and it's exactly what they need!

Then you launch it out to the world...and...

Not one sale. Zilch. Zippo.

It's frustrating beyond words!

But there is a reason they're not picking up what you're putting down.

Get it in this FREE MASTERCLASS!

My friend, Jesse Doubek has worked with big influencers like Brendan Burchard, Chalene Johnson, Sharon Lechter, and Sonia Choquette. He's helped them accelerate their growth and he's showing you how he did it.

Expand Your Influence with 3 Key Results is going to reveal what you can do to reach more people with your amazing offers.

>>Grab Your FREE Seat<<

It's going to be a game-changer!

See you there!

YOUR SIGN OFF

P.S. **This is exclusive for people I know and people you know.** If you want to spread the love and help out a fellow entrepreneur, **send them this link:** **INSERT AFFILIATE LINK URL** Let's get **more people making positive change** with their brand of influence!

Email #9

Subject: The secret to rapid business growth

Hey {Name},

There have definitely been times when I've wondered what the heck the secret is to get people interested in what I have to offer.

I spent a lot of time spinning my wheels and losing money because I was using the trial-and-error method.

What I really wanted then was a magic wand I could wave and BAM! I'd be an overnight success.

But...that's not a reality. **You can get a shortcut to get you there faster though.**

My friend, Jesse Doubek has helped people like bestselling authors Brendan Burchard, Chalene Johnson, Sharon Lechter, and Sonia Choquette. He's sharing his secrets for rapid growth in an exclusive FREE Masterclass:

Expand Your Influence with 3 Key Results

>>Grab Your FREE Seat<<

I loved everything Jesse had to say when we talked about this masterclass and I'm excited he's doing this for us!

When you come out, you're going to get:

- ✓ Ways to attract the people you want to work with.
- ✓ What you need to do to make people hungry for your offer.
- ✓ And the techniques to move people through your sales process to the purchase!

This is exactly what you need to **reach more people with your offers** and make your big impact on the world.

>>Save Your Spot Now<<

YOUR SIGN OFF

P.S. When you **nail the three things** that Jesse is sharing in this **FREE MASTERCLASS**, you'll practically have a license to print money while you **transform lives!** >>Get In Now!<< It's going to be AMAZING!

Email #10

Subject: Expand Your Influence with one easy step

Hey {Name},

If you're an influencer you're always looking for ways to reach more people with your brand of amazingness.

That's the name of the game if you want to **win and make your big impact** on the world.

I want to give you a straight line to get the info you need to **make that happen – FASTER** – in one easy step.

Register for:

Expand Your Influence with 3 Key Results

>>Grab Your FREE Seat Here<<

In this FREE Masterclass, you're going to learn how to:

- ✓ Engage your audience and get them to buy
- ✓ Create a proven process that you can use over and over again
- ✓ And how you can make people really hungry for your offer!

This is going to accelerate your growth, just like it did for Brendan Burchard, Chalene Johnson, Sharon Lechter and Sonia Choquette.

Jesse Doubek is the man who's been behind those influencer's brands. He's also helped **start-ups become profitable right out of the gate**, and he's sharing how you can Expand Your Influence too.

This is exclusive for my friends (and yours too). All you have to do is **click this link to get in now FOR FREE!**

I want every influencer I know to learn how they can make a bigger impact!

Can't wait to hear what you think!

YOUR SIGN OFF

P.S. **This is your last chance to get in.** **>>Grab Your FREE Seat Now.<<** It's going to be awesome!