

3 Email Outlines

For Baby Sleep Coach

Readme

Hi Nicole, I did some research on your website and your testimonial.

And I focused on the pain point of your audience which is “baby not able to sleep throughout the night and wakes up multiple times in the night”

I've also written these emails in a conversational tone with “You” and “I”, so your audience is able to connect to your brand and messaging easily.

Plus when they sign up to your Build Your Own Sleep Plan, they will feel like the course is specifically made for them.

Which in turn, makes them want to write positive testimonials for you.

In Email #1, I've introduced you as an expert in baby sleep.

I've also use Christine's testimonial as a social proof that your course 100% works.

This way your audience are compelled to click the link to your website.

Email #2 focuses on the fact that baby sleep is important.

Also if they take care of their baby's sleep they can also improve their sleep at the same time.

Here I've also emphasised that antenatal classes lack information in this area and you have that missing knowledge with proven solutions to this problem.

Email #3 just builds upon the frustrated emotion of Email #2.

So this will be a gentle emotional push to click the link and resolve their emotions.

I've taken a few situations from your testimonial and have collected them in my research document for you.

So feel free to send the emails out to your email list. A gap of 1-2 days is ideal and it is proven that short (<5 minutes reads) are more effective in getting sales than drawn out long emails that cover all the objections.

Email #1

Subject Line: Get the sleep that your baby and YOU deserve

Hi <name>,

Are you tired of spending endless hours rocking your baby, trying out different techniques to get them to sleep but with little success?

Do you feel exhausted and in desperate need of getting some sleep?
Despite spending endless hours rocking your baby, trying out different techniques to get your baby to sleep but with little to no success?

I understand your pain firsthand and have the perfect solution for you.

My name is Nicole. I'm an expert sleep consultant, who has helped countless parents just like you transform their sleeping habits.

With support, you too can experience the relief that Christine felt. Just like Christine, you too can enjoy a good night's sleep and get your sanity back.

In just one week, Christine's baby was sleeping through the night in his cot without any rocking or dummies. And you can too! With Nicole's expert guidance, you'll have all the support you need to overcome any obstacles and get the sleep you deserve.

This course comes with a supportive Facebook group where you'll have access to Nicole and other parents who have gone through the same journey. You'll never have to face these challenges alone.

Don't believe that anything can work? Christine didn't either, but she was pleasantly surprised. And so can you!

Take the first step towards getting the sleep your baby and you deserve. Click the link below and sign up for our sleeping course today!

<link>

<signature>

Email #2

Subject line: Well rested baby makes happy parents

Hey <name>,

Do you find yourself waking up in the middle of the night to the sound of your baby crying?

Do you feel like you've tried everything to get your baby to sleep, but nothing seems to work?

Worry not. You're not alone.

As a loving parent, it's natural to want the best for your baby, but unfortunately, antenatal classes don't always provide the practical knowledge and skills needed for baby sleep.

I believe this could be the solution for you.

This new package will provide you with the knowledge and skills you need to transform your restless baby into a sleeping angel. With our proven techniques, not only will your baby's sleep improve, but the entire household will be able to enjoy a good night's rest.

So, what are you waiting for? Click here to get the know-how that you and your family desperately need.

Say goodbye to sleepless nights and hello to peaceful and restful sleep.

<link>

<signature>

Email #3

Subject line : Exhausted and unsure where to start?

Having a new member of your family brings immense joy and happiness, but the lack of sleep can quickly turn that joy into exhaustion.

I understand the feeling of being up every hour of the night, worrying about the quality of your baby's sleep, and feeling the physical and emotional toll it takes on you.

Imagine a scenario where you don't have to feed your baby to put them back to sleep. Being able to gently soothe your baby back to sleep and watching them sleep peacefully through the entire night.

This new proven course on baby sleep can help you turn this dream into a reality. With my support, you'll finally be able to get the sleep you deserve and restore your sanity.

So, click here to sign up for this course and start enjoying uninterrupted and restful sleep with your baby.

<link>

<signature>