

This folder contains email and social media swipe copy for you to use however you'd like to promote the launch of the Crochetpreneur Business Academy on the backend of the Crochet Business Summit.

We have 5.5 days to promote (**Mar 5, 5:15pm Eastern - Mar 12, 11:59pm Eastern**).

Take what's here and use it however you see fit. I've included email templates with suggested subject lines and send dates along with a few options for you to include in the p.s. of any weekly emails you send.

Tweak this copy so it sounds like you! Copy and paste it into AI to add your own voice or your own success story to the copy. Add your normal greeting and sign-off and update the copy with your own personality.

Last, be sure to **update all links in the emails with your "Crochetpreneur Business Academy Annual Enrollment" affiliate link** so you can get commissions on any sales that come through people you refer.

You can find your affiliate link by logging in to Thrivecart, selecting your affiliate account, selecting "Crochetpreneur", and "Crochetpreneur Business Academy Annual Enrollment".

Use the "Webinar Registration" where indicated in the swipe copy and the "Sales Page" link everywhere else.

Suggested sending schedule

1. **Doors Open:** Mar 7 (**after 6pm Eastern**)
2. **Mid-Launch:** Mar 9-10
3. **Last Day (Morning):** Mar 12
4. **Last Day (Evening):** Mar 12

Here's some copy for when you want to add a simple PS to your regular emails:
Optional PS Share any time