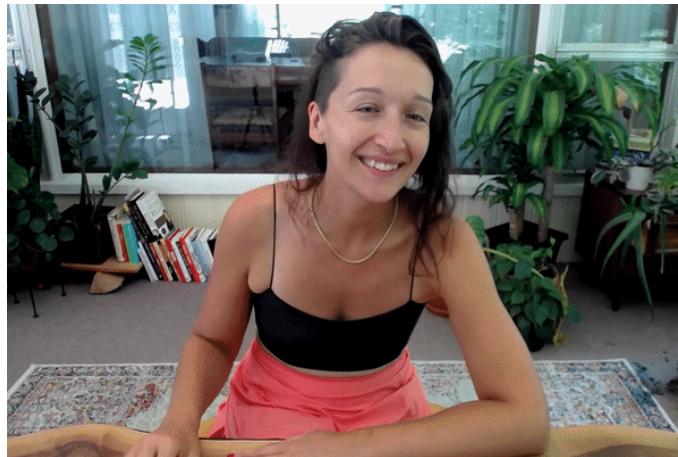




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Make Predictable Revenue Writing Emails People Genuinely Love To Read

Oh hey! Thanks for your interest in joining the Fall Cohort of Email Stars.



Email Stars is an intimate experience of working with me on your email marketing, your storytelling and your copywriting. This cohort features personal 1:1 support from me, direct feedback on your emails, and support in a small-group setting where there's plenty of time to get your questions answered and learn from what your peers are doing.

I've also **added an AI writing workshop**, because dayum, it is a powerful tool and one that can make your emails a lot more effective (tho probably not faster, it must be said). It's not a magical fix, but it's 100% a tool we all need to learn how to use in our marketing.

We kick off October 3. Unlike my 300-person Facebook groups of the past, this will be a cozy cohort of 20 people—meaning calls usually have between 12-18 attendees. You'll need at least 3 hours a week to attend the live calls, watch any recommended lessons and move your email marketing goals forward.

You can direct any questions to tarzan@tarzankay.com or hit "reply" on any email. I'll be taking calls to talk to prospective students if you'd like to chat with me personally first. If you already know you want to enroll, I invite you to [use this link to enroll directly](#).

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****NEWLY ADDED TRAINING FOR 2023****

AI-Powered Emails That Sound Like You, Only Better

Oct 26 @ 10am ET | *Replay Available*

Wondering how to write sales emails and broadcasts using ChatGPT as your junior copywriter? This round I'm bringing in one of my smartypants mastermind members, funnel strategist Nicole Edwards, to lead you in an AI writing workshop that will teach you...

- How to train ChatGPT to say what your potential customers need to hear
- 3 prompts to generate emails that sound like you, only better
- How to work around ChatGPT's limits (biased answers, incorrect statements, unnecessary wordiness)
- Copywriting tricks to transform bot banter into sizzling sales content

PLUS + 🔥 Hot-Seat Prompting 🔥 | You say what emails you want to write and we'll do it together on the spot!



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*"I have now written hundreds of client emails that sell, connect, tell stories. But honestly, the most important thing is **the joy I get out of writing emails** now. No medium beats email for me. The intimacy, just me and the inbox owner, with no crowd cheering, judging, eaves-dropping, is where I wanna be.*

How did Email Stars help? It gave me the training wheels, the frameworks I needed to...fool myself I knew what I was doing, and then...experiment, try new things, just keep writing emails.

***I go back to Email Stars regularly.** Pretty much every time I write a sequence. It's my starting point. My home base.*

~ Antoanela Safca, Copywriter

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How This Is Different From A Digital Course

Email Stars is a small-group *implementation program* that's open to alums AND new students. If you signed up in a previous year but didn't do much with the program (or you did EVERYTHING and want more), this is a chance for you to go a little deeper with me at your side.

For new students, module one is mandatory watching, but the rest of the training is optional. My recommendation is that you watch the 40% of course content that is most relevant to your business, but honestly, if you only watch one module, that's fine with me, and many alums have found that that's enough.

I want this to be **the fastest, most do-able way for you to make your email marketing profitable and fun**, using whatever you've got to build customer relationships and make consistent sales.

The vibe is colleague-to-colleague. I am here with you. I will help you. I will be available to you on Slack for your question, and **I will notice if you don't show up**. And I'll check in on you. Instead of just buying a course and hoping for the best, we're doing this together.

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What's Included In Your Purchase

- **Email Stars digital program**, including all bonuses ([details here](#))
- **1 x 60-minute 1:1 session with Tarzan** to establish goals, hash out your next offers, figure out which modules to watch, and create a plan for getting ROI
- **6 x 75-minute live email copywriting sessions**, we review *student emails* live each week as a group (you can opt-out if you don't want yours reviewed live), and use the rest of the time for Q&A and co-writing time. Dates are included below.
 - First call is to review the program agreement, make sure you understand your responsibilities and mine, and how to get support and members will introduce themselves so you get to meet and make connections
 - After that, the call format is 25 minutes for email reviews, 25 minutes for Q+A, and 25 minutes for co-writing with a prompt. This format may be adjusted to suit the needs of the group.
- **6 x of your emails reviewed by me + my review partner Tracy Duru**. You'll have a window of opportunity each week to submit an email or landing page for review, based on whatever module you're working through that week.
 - Watch a sample email review ([Sample 1](#))
 - NOTE: No make-up reviews - if you forget to submit or miss the deadline you don't get a review that week. That's how I hold you accountable and it's also how I manage my workload.
- **3 x 90-minute implementation sessions**, where you show up and aim to complete a specific task (ex. a short welcome sequence or cart open email)—each session will have a theme and there won't be teaching. I'll be there to answer questions and help in a breakout room if you get stuck.

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- **Slack channel for group communication**, where you'll be able to DM me your questions, wins, whatever you feel like. I'll be on Slack 4 days a week for our 6 weeks together.

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Choose a payment plan or full pay on [the checkout page](#) —>

The Cost

Payment plans available, no markup

NEW STUDENTS: \$2000 USD, or 4-pay payment plan @ \$500 USD x 4 months

There is no extended payment plan for this round. If this investment is a major stretch and/or you're not sure you have enough subscribers/clients to get return on investment, I recommend you [talk to me before purchasing](#).

The Refund Policy

14-day money-back guarantee from date of purchase, no homework required

There are limited spots — if you buy it and refund, you're taking someone else's place. More importantly what you're actually buying is not a digital course; it's my time. For these reasons, I am going to hold to a 14-day refund policy and will most likely not make exceptions.





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"The biggest thing that Email Stars has given me is confidence. Confidence that I can do this 'email' thing. Confidence that I can write emails that people actually like to read. I remember Tarzan's words every time I sit down to write. 'Write what's true.' And that, to me, is priceless."

~ Roshni Dominic, Sex and Pleasure Coach

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Choose a payment plan or full pay on [the checkout page](#) —>

This Is A Great Choice For You If...

- You are a copywriter who writes emails for clients who sell digital courses, services or coaching

or

- You have an email list of at least 500 subscribers
- You sell services, digital products or coaching
- You're running a business that consistently generates at least some revenue
- You are able to devote three hours per week to your email marketing for six weeks starting in March

Don't Spend Your Money On This If...

- You don't have an email list (unless you're a copywriter)
- You started your business recently and you're not sure what you're selling or who you're selling to yet—Email Stars is not a beginner program

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*"For the longest time, I used to think "I don't know if my emails are any good - people don't reply and say stuff!". So I used to be super irregular. After I joined Tarzan's Email Stars last year - I started emailing every week and just sticking with it. **People started booking lots of calls. And on the calls, they gush about how much they love my emails!** They thank me for showing up and say 'giirl, your marketing is 🔥'. Thanks for getting me emailing regularly, Tarzan - that in itself was worth the full price of the program many times over!"*

-Satya Purna, Business & Mindset Coach

What I'm Expecting From You

- You watch module one of the program, and any other modules I recommend for your business
- You submit one email each week for review
- You show up to calls prepared with a clear ask/topic/question to get the best use of my time and insight
- You ask questions in Slack, and allow me 48 hours to reply
- You come to me directly if at any point you are feeling unsafe or unsupported in your experience of the program, and agree that we will resolve that together
- You take responsibility for your level of commitment and know that what you get out of this program will be a direct reflection of the way we both show up

What You Can Expect From Me

- I will not run any major promotions for the duration of this program — these 20 students will have my full attention

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- I'll send you an email each week to check in, tell you what to work on, where we're meeting and when
- You'll see me on Slack four days per week; if you message me I will get back to you within 48 hours from Monday to Thursday
- I will show up to live calls in a calm, regulated place and be fully present with you for the time that we are together
- I want to know your name, your business, and what really matters to you in your life and business right now—you are more than just a number to me

The Call Schedule

- You'll get a link to book **our 60-minute 1:1 call** within a week of the program start date. I recommend you book that session early so that we can establish goals. This gives me a chance to understand who you are and how I can best support you throughout the program.
- **Live email copywriting calls** happen on Tuesdays at 7am PST / 10am EST / 3pm GMT! If you're in North America, the exact dates for these calls are **October 3, October 10, October 17, October 24, October 31, November 7.**
- **Implementation calls** are 90 minutes and happen on Fridays at 9am PST / 12pm EST / 5pm GMT on October 6, October 20 and November 3. You'll be able to add an Email Stars course calendar to your calendar when you join.
- **Email submissions will be due every Friday**, and I will have one week to review your email and send it back to you. The deadline will be enforced in order to hold you accountable, and manage my workload. I guarantee that at least half of your submissions will be reviewed by me personally.

A Note About Tech Support

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Please note that technical support is no longer included in the Email Stars experience. I can't tell you how to integrate ConvertKit with Zapier / Acuity / Tinder / Whatever, or how to edit the margins in your email service provider. You'll have to find your own answers when it comes to managing the tech side of your email marketing. I have *some* answers, but tech support is largely outside my wheelhouse and will not be offered as part of **Email Stars**.

Frequently Asked Questions

[Is there a minimum number of subscribers I should have for this to work?](#)

[When do I have to show up?](#)

[How much time will it take?](#)

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Is there a minimum number of subscribers I should have for this to work?

The fewer subscribers you have, the longer it will take to get return on investment from this program. I recommend that you have at least 500 email subscribers, especially if your products are inexpensive (say, \$500 or less). If you're selling a product or service that costs \$2K+, fewer than 500 subscribers is okay since you'd only need one sale to recoup your investment. If you're in doubt, [talk to me first](#).

For copywriters, it's fine if you do not have an email list.



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When do I have to show up?

Live email copywriting calls happen on Tuesdays at 7am PST / 10pm EST / 3pm GMT. If you're in North America, the exact dates for these calls are October 3, October 10, October 17, October 24, October 31, November 7.

Implementation calls are an optional extra (and highly recommended) and happen on Fridays at 9am PST / 12pm EST / 5pm GMT on October 6, October 20 and November 3. You'll be able to add an Email Stars course calendar to your calendar when you join.

How much time will it take?

You'll need at least 3 hours of focused attention each week to watch a few videos, attend calls and implement what you're learning. If you're super short on time right now and you don't foresee the next few months being any different, wait for a future round to sign up. This program is typically offered three times per year.

Do you teach list growth?

This isn't a list-building program but students ask me about it all the time. My team and I created a bonus last year called [List For Life: Our Best Strategies for Growing Your Email List](#). It's a beautiful 10-page PDF that shows you everything we've done that worked, what didn't work, and how my team and I got the email list to 15K subscribers.

Are there any types of businesses you DON'T accept in Email Stars?

In most cases, we really don't have to agree on things in order to work together, but I have some non-negotiables. I don't work with multi-level marketing companies, and I also will not be taking businesses that focus on intentional weight loss or promote diet culture. Health At Any Size practitioners are welcome. If you're not sure your business is a fit, then please [book a call to chat with me](#).



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Will this work if I'm not a course creator?

Absolutely. **Email Stars alumni are a mix of copywriters, coaches, course creators and service providers.** We get the occasional product-based business but that is outside my area of expertise and I would recommend looking for a program that's geared toward that type of business.

If you're a service provider, at least 70% of the content will be relevant to your business and, as I've stated, you probably don't need to watch that much to get what you need to make your email marketing work.

Will this work for B2C?

Yes. The 20-person group will most likely be a mix of students who are selling B2B, B2C and B2E.

What's covered in the program?

[Click for a full outline](#) of what you'll learn and what you'll be working on each week. Here's the summary of what's covered:

Module 1: NURTURE EMAILS, TAGGING AND SEGMENTATION

Module 2: LONG-TERM LIST HYGIENE

Module 3: WRITING YOUR WELCOME SEQUENCE

Module 4: WEBINAR ESSENTIALS, APPLY FUNNELS AND BOOK A CALL

Module 5: PLANNING AND WRITING A PROMO SEQUENCE

Module 6: ONBOARDING CUSTOMERS

Each week you'll be able to submit an email based on whatever module you're working on. For example, if you want to start right away with promo emails you could do that. Weekly submissions is just one way we stay accountable to each other. I'll review your email, and that will be totally private, just for you and delivered via Loom video review.

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I already have so many courses. How is this different?

If you are a compulsive course buyer and have a ton of stuff you didn't really need on your computer, first off, it's probably not your fault. Online marketing is often too heavy on persuasion and causes us to buy things we don't need. The enrollment period for this program is six weeks because I want you to have time and agency to make the right decision.

The [Email Stars curriculum](#) on its own is a digital course, but unlike previous rounds, this experience is with a much smaller group, includes personal attention from me, and has some new layers of built-in accountability. If you can't show up for the live calls and you won't take the time to participate on Slack, write emails and submit them for review, save your money and do not buy this.

Are the modules dripped out?

No. You'll get access to the entire program immediately.

When will this program be offered again, and what will the price be?

Most likely January, at the same price.

Is there a DIY edition for less money?

Yes. Once enrollment closes on this small-group cohort there will be an option to enroll in the DIY self-study version for \$1000 USD.

I'm sold! How do I enroll?

[Here's your enrollment link.](#)



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The Email Stars Curriculum

Module 1: WEEKLY EMAILS THAT WORK

Watching this module is mandatory

You'll learn:

- How to format your emails so more people read them → will all-new training on accessibility for all subscribers
- A process for mapping your email to create passive sales (yes, it's possible but you've got to be strategic!)
- The trick to leveraging segmentation & tagging to hyper-personalize your emails
- The three categories of subject lines that will make sure more of your emails get opened and clicked
- How to write your weekly newsletter—and where to get endless ideas!
- The nuances - and the legal aspects - of getting consent, and how to continuously renew consent from your subscribers
- How to diligently keep up with your list (if you want them to buy from you...)

**SWIPES* Subject lines and 87 newsletter prompts with bridge phrases for transitioning to the sale*

Module 2: LONG-TERM LIST HYGIENE

Watching this module is highly recommended, especially if you have never scrubbed your email list and/or do not have a consistent process for that

You'll learn:

- How to identify cold subscribers—plus the under-utilized next step
- The cure for the double opt-in & scrubbing non-GDPR/CASL compliant emails
- The no. 1 reason to be GDPR-compliant — hint: it's not about getting fined \$250K!
- An automated process for continuously scrubbing disengaged subscribers



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from your email list, including how we got our “rescue rate” from 3% to 10%

**SWIPES* List-scrub sequence and re-engagement emails*

Module 3: WRITING YOUR WELCOME SEQUENCE

Watching this module is recommended if you have not revisited your welcome emails in the last 12 months

You'll learn:

- When + how to write a welcome sequences that actually sells
- The core rules to creating an engaged “newsletter segment” that gets excited replies flooding your inbox
- The 2-Hour Welcome Sequence—yes, it can be that easy!
- A time-saving way to manage your welcome sequence(s) when you have many points of entry onto your email list

**SWIPES* Welcome sequence & compliance swipes*

Module 4: WEBINAR ESSENTIALS, APPLY FUNNELS AND BOOK A CALL

In this module you can pick and choose the lessons that are application to your business, or skip it and use this week to catch up

You'll learn:

- How to increase the percentage of people who actually show-up to you webinar (we'll tell you exactly what to say)
- Strategies for subscribers who didn't show-up, didn't register for your event, or didn't click your links
- How to methodically write rockstar “Apply” sequences (for live events or 1:1 work)
- The ins-and-outs of smooth book a call sequences that basically act like a personal assistant for you



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**SWIPES* Show-up emails, webinar invitations, book a call invites and more*

Module 5: THE SALES SEQUENCE

[Watching this module is highly recommended](#)

You'll learn:

- How to plan your an enticing promo sequence, including where & when to add upsells and downsells
- A simple way to cut down on your writing time
- A walkthrough of how to handle those who didn't buy, including downsells & feedback forms
- How to affiliate launch (great for service providers who want to add a revenue stream)
- Abandoned Cart Sequences—how to handle them as a product-based business vs. how to handle them as a course-based business

**SWIPES* Promo sequences for evergreen launches, live launches & affiliate promotions*

Module 6: ONBOARDING CUSTOMERS

[Watch this module only if you sell digital courses or information products](#)

You'll learn:

- How to remove the headache of student onboarding—the many scenarios to plan for & write emails for
- The surprising ways to delight new customers in ways they don't expect—just do what we do, we'll give you a template
- Our spidey-tricks for cutting down on refunds (and keeping customers happier!)

**SWIPES* Onboarding sequence*



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Where You'll Get Personal Attention From Me

- **1 x 60-minute 1:1 session with Tarzan**
- **6 x live email copy-coworking sessions** (including intro call)
- **6 x of *your* emails reviewed by Tarzan + her team**
- **Slack channel for group/private communication**

Bonuses + Features Included In Your Purchase

- **Private Podcast Version of Email Stars**—for easy on-the-go listening from your favorite podcast app
- **List For Life: Our Best Strategies for Growing Your Email List** (10–page PDF)
- **How to Tell Engaging Stories In Your Emails**—a video masterclass
- **The Email Swipe Library** (a searchable database of every email sequence and swipe email in the whole program)
- **Bonus resources based on the needs of the group** (ex. A swipe file of bullet point starter phrases or podcast pitch samples)

Email Stars begins Oct 3, 2023

[Enroll here in Email Stars](#)

Deadline to enroll is Friday, September 29 or until all spots are filled—whichever comes first