

EMAIL #1 SWIPE - The Nibble Email

Objective: Awareness and bringing the product back front of mind

[Topic based storytelling around the problem your product solves, or pain point that your ideal customer is struggling with...and how your product helps that in a broad sense]

👉 [One action step that will help them, i.e. a teaser module on the product they're a hot lead for that gives them a little win]

👉 [Another action step that relates to something in the paid product, like a new module, bonus, feature element, workshop, etc that will also help them with the problem/pain point...be SURE to link to the product!!!!]

👉 [Where they can get more support around the problem/pain point that isn't related to the product...so a post on social media, a blog post, etc so that you're supporting them whether they are ready to buy or not]

[Recap the storytelling in a little nutshell, with a powerful "we can do this" message to end it.]

EMAIL #1 EXAMPLE

I'm not talking about a LITERAL wall here...more the proverbial "wall" that you hit when you run out of energy, or get stuck on a decision, task or mindset hurdle.

While it's not a *real* wall in the physical sense, it isn't a good feeling. And I think we've all been there, multiple times. Sometimes the answer to bust past your wall into smooth sailing territory is fairly obvious, other times it isn't.

But I do know that too much input -- things that require you to think, learn or do -- can sap your energy, and increase those walls that you might encounter.

Sometimes they're necessary things, but often times they aren't. It's just the NOISE of our hyperconnected world. *Do this, no this, now this, try this, decide this.* #HeadSpinning

As a platform that you use for your business, we want to help decrease the noise so you can focus on the tasks, decisions and forward movement that

really matters. Which is why Ira (*who normally sends these weekly emails*) and I have been discussing an evolution to the emails we send.

👉 **Starting in July, instead of weekly link-fest email, we'll send a monthly topic focused email with relevant links and resources around that topic.** So you can expect next month, ONE awesome resource email allllll around the topic of types of offers that don't use a lot of your energy + systems that free up your time. [You can see an example of what we're thinking here.](#)

👉 **And later this month, we'll also be introducing a co-working call session each week (*in addition to our weekly office hours call*), where you can show up and get help as you work on your MV, real time.** [Check out a replay here.](#)

👉 **Plus, if you're on Facebook, there are few more helpful groups than our user community, The Collaborative, to get past those hurdles.** Whether it's "*I'm trying to decide on my launch strategy!*" or "*What email tool should I use?*", you can get all kinds of fabulous support there. Don't be a stranger, [ask your questions here](#) and blast past your wall.

Our goal is to make things easier for you, %FIRSTNAME%, and you have our promise that we'll keep focusing on that -- today, tomorrow and beyond.

Here's to busting thru the walls keeping you stuck, and getting results!

EMAIL #2 SWIPE - The FAQ Email

Objective: Answer common questions to reduce buying friction

I know [connection builder, like "deciding how to get support around SEO for your business and what you want it to look like] is definitely one of those "*ahh, another thing to think about!!*" decisions.

What you REALLY want to focus on is [their desired outcome].

So here are some quick commonly asked FAQs to help you with your decision, so you can move on to the more important things in your day!

👉 **FAQ**
FAQ answer

👉 FAQ

FAQ answer

👉 FAQ

FAQ answer

👉 FAQ

FAQ answer

[Close out the FAQ with a hit reply type call to action, CTA, to get other questions answered, or link to a public social media post where they can ask questions.]

EMAIL #2 EXAMPLE

I know the free plan product limit going into effect for ALL free plans as of Wed, June 30th at 3PM EST is definitely one of those *"ahh, another thing to think about!!"* decisions.

What you REALLY want to focus on is getting more clients in, and supporting the clients you already have.

So here are some quick commonly asked FAQs to help you with your decision, so you can move on to the more important things in your day!

👉 **HOW WILL THIS PLAN CHANGE IMPACT ME?**

As of end of this month -- Wed, June 30th at 3PM EST -- all free plans will be capped at 3 active products (*that includes visible/invisible products*). You'll still be able to have an unlimited number of inactive products that you can create, edit and optimize. If your free plan account has more than 3 active products in it as of 3PM EST on June 30th, your products will be locked until you either upgrade to a paid plan, or bring your active products to 3 or fewer. *All paid plans will continue to have access to unlimited products, and our paid plan prices are remaining the same.*

👉 **HOW DO I KNOW HOW MANY ACTIVE PRODUCTS I HAVE?**

Easy. [Log into your MV admin](#), and at the top left, click on the button that shows your plan type. It'll open a drop down that shows how many users you have, how many active products and how much storage you're using.

👉 **WHAT PLAN SHOULD I SWITCH TO?**

All paid plans include unlimited products, so if you've been making the free plan work for you thus far and just need more products, I'd recommend our Starter plan which is \$19/mth or \$190/year USD.

👉 **WHAT IF I'M NOT SURE I WANT TO UPGRADE?**

No problem. You still have until end of this month -- Wed, June 30th at 3PM EST -- to upgrade or bring your free plan to 3 or fewer active products, but we know sometimes you need even more time than that. Which is why we've created a free month coupon code for you -- **MORETIME** on any of our monthly paid plans -- so you can [upgrade to any monthly plan with that code](#) and give yourself another free month of breathing room to decide.

Have other questions that I didn't answer? Hit reply and let me know!

EMAIL #3 SWIPE - The Short 'n Sweet Email

Objective: Give them one last chance to make the purchase decision. Discount at end of swipe is optional.

As a [descriptor of who your product is for...i.e. person short on time that wants to lose weight] we know the [clarity around any urgency you might have, like a cart close, bonus expiring or early bird discount going away] might create an "AHHH! What should I do?!" feeling.

[CTA link -- could be a FB post, IG story, podcast episode, blog post etc that will help them self support and potentially also get access to you. This could also be a link to a FB bot that will help them answer their own questions, or some other more interactive opportunity. Get creative!]

Please hit reply and ask if you have additional questions that aren't covered in the above [i.e. blog/IG post/etc]! We're here to help. And remember if/when you want to [i.e. purchase/etc], you can use code **[X for Y benefit]**. *You can [purchase right here, link to product].*

EMAIL #3 EXAMPLE

As a free plan user, we know the upcoming change to our free plan later this month on Wed, June 30th at 3PM EST might create an "AHHH! What should I do?!" feeling.

[I wrote up a FAQ article with more answers, if the above didn't cover it, for you to prepare.](#)

Please hit reply and ask if you have additional questions that aren't covered in the above article! We're here to help. And remember if/when you want to upgrade, you can use code **MORETIME** on any of our monthly plans for a free first month. *You can upgrade inside your account [right here](#).*

And that's a wrap! Set these up as an automated sequence (being sure to sort out people that purchase after becoming a hot lead, and if you aren't sure how to do that, reach out to your email tool customer service for advice) or send them manually. Send one, or send all three. It's up to you!