

Email #1

SUBJECT LINE: Are you still doing things the hard way?

SUBJECT LINE: Can I show you something?

SUBJECT LINE: I've created a monster!

BODY:

Hey {NAME},

Sometimes, I'm shocked at how many people are running their {INSERT goal appropriate to your audience - "online course," "online business," "coaching program," etc.} the hard way.

Then I remember that I used to be the exact same way.

Let me paint you a picture:

15 different tech tools, all stitched together like Frankenstein's monster...

{INSERT 1-2 sentences about your business before Kajabi, or customize the following} A mishmash of integrations and plugins...

A gaggle of different support teams to call...

A spreadsheet full of different logins...

And of course, a huge digital pile of monthly bills.

That was my status quo... until I found Kajabi.

Here's the thing: A lot of platforms promise all-in-one. Kajabi actually delivers it.

{INSERT 2-3 sentences about how Kajabi changed your business, or customize the following} There are no tech breakdowns, no messy integrations – everything just works together.

See what I mean by clicking here: {Insert Partner Campaign Link}

Full transparency: As you might imagine, the above link is an affiliate link, and if you sign up, I make a commission as a Kajabi Partner. {INSERT 1 sentence about your affiliate standards or customize the following} I only ever recommend products that I know, love, and use personally to this day. Kajabi is 100% that.

Your Signoff

PS: If you're unsure whether Kajabi is for you and have questions, I'm here! Reply to this email and ask away.

Email #2

SUBJECT LINE: This isn't for everyone

SUBJECT LINE: Here's how to tell when you're ready

Hey {NAME},

As I've mentioned before, I've been using Kajabi to power {BRAND/BUSINESS NAME} for a while now.

Here's why it's the right tool for me: {INSERT 1-2 sentences about what Kajabi has done for your business/what you like best about Kajabi, or customize the following} There's just no better tool out there for bringing all of the moving gears in an online business (website, email, funnels, courses, etc.) under one roof, and getting rid of the tech challenges that stand in the way.

But I'll be the first to tell you that there are no one-size-fits-all solutions in online business.

And since we're friends, and because Kajabi has made such a measurable impact on *my* business, I'd like to help you figure out if it can do the same for you.

So here's three telltale signs you're ready to benefit from what Kajabi has to offer:

1. **You're looking to make a serious profit from what you teach.** Whether you're transferring your expertise into an online format for the first time or you've been teaching online for a while, Kajabi simplifies the process of creating, marketing, and selling your digital products. Growing and scaling becomes so much easier when you're not figuring out the controls on 15 different tools.
2. **You'd like to look like you have a team behind you while keeping things as lean as possible.** Kajabi allows you DIY things (websites, funnels, etc.) on a level that you would have otherwise have had to hire for. It adds in elements that would otherwise be cost-prohibitive, like a world-class mobile app. It's basically like having a team of developers to make your business look fancy, even if you're still flying solo or close to it.
3. **You're done getting tripped up with the tech side of things.** I think everyone reaches this point sooner or later - when you can't bring yourself to set up even one more integration, or you'll scream. Or a plugin breaks down, and you realize there is no one to call to fix it. At that point, some people get frustrated and quit, and others recognize the value in running things all under one roof. That's when you're ready for Kajabi.

Seeing some of these signs in yourself? Then get started here: {Insert Partner Campaign Link}

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