

EMAIL #1: Open cart

EMAIL #1 EXAMPLE: Open cart

OFFER: Reels Mini Course (\$27)

GOAL: Announce new offer and open cart

SUBJECT LINE: Reels Mini Course is LIVE! Black Friday starts NOW!

Hey hey [FIRST NAME GOES HERE]!

As a mompreneur, working in the "mom cracks" of your day, doing #allthethings, how can you compete with corporations who have millions to spend on paid advertising, fancy marketing campaigns, and celebrity endorsements?

How can you find YOUR people, who need your help?

How can you tap into the potential that is social media marketing?

INSTAGRAM REELS.

You might have noticed, engagement has tanked this quarter.

Between the election, Instagram getting rid of the effectiveness of hashtag, and an ever-evolving holiday season, Instagram can feel like an uphill battle that you're loosing over and over again.

But if you're effectively and consistently using Reels, you're not experiencing any of this.

In fact, it's quite the opposite, you're experiencing massive growth through follows, likes, comments, saves, and shares.

Instagram Reels are easy to create.

They play to Instagram's algorithm.

And they can develop the "know, like, and trust" factor in 15 seconds.

As a busy mompreneur, doesn't that sound like the holy grail?!

If you want to cut through the white noise, and connect, serve, and even entertain your audience, then I want to introduce you to the [Reels Mini Course](#).

In the Reels Mini Course you'll learn:

1. **The big picture strategy behind Reels** and how to incorporate Reels into your marketing strategy through a recorded Masterclass and accompanying Trello Board.
2. How to consistently and easily create Reels through our **30-Day Content Calendar** that gives you prompts, goals of each prompt, pro tips, and real-life examples from others Instagram accounts.

3. **The creation process of Reels through our Implementation Videos** that walk you through, step-by-step how to create Reels (and even shows you how to do that crazy disappearing and appearing text thing) through recorded screen shares.

All of this is yours immediately when you enroll in the [Reels Mini Course!](#)

The goal of the Reels Mini Course is to help you develop a specific-to-you Reels strategy that is authentic to you and how you want to show up in the online space, produces results, and yes, is PROFITABLE! (oh and is super fun, too!)

And as a special Black Friday deal (that I'm rolling out a bit early) you can enroll today for \$27.

Yep! That's it.

Create an algorithm-favoring, ideal client-connecting, fun-having Instagram marketing strategy by using Instagram Reels!

[Click here to get started in the Reels Mini Course.](#)

To your first 6-figure year,



P.S. In case you're a scroller, the Reels Mini Course is LIVE! You can check out all of the details [here](#).

EMAIL #1 TEMPLATE: Open cart

OFFER: Low priced digital product or course

GOAL: Announce new offer and open cart

SUBJECT: [NAME OF PROGRAM] is OPEN! [NAME OF SALE] starts NOW!

Hey hey [SUBSCRIBER'S NAME]!

[INTERNAL DIALOGUE EXAMPLE #1]

[INTERNAL DIALOGUE EXAMPLE #2]

[INTERNAL DIALOGUE EXAMPLE #3]

[THING THAT YOU TEACH IN YOUR OFFER THAT WILL GET YOUR LEAD RESULTS]

[OBSTACLE YOUR LEAD IS EXPERIENCING #1]

[OBSTACLE YOUR LEAD IS EXPERIENCING #2]

But if you're effectively and consistently using **[THING YOU TEACH]**, you're not experiencing any of this.

In fact, it's quite the opposite, you're experiencing [GROWTH METRIC].

If you want to do **[TRANSFORMATION #1]**, **[TRANSFORMATION #2]**, and **[TRANSFORMATION #3]**, **[NAME OF PROGRAM]** is your solution.

In it you'll learn:

- **[THING YOU'LL LEARN #1]** so that you can **[TRANSFORMATION #1]**.
- **[THING YOU'LL LEARN #2]** so that you can **[TRANSFORMATION #2]**.
- **[THING YOU'LL LEARN #3]** so that you can **[TRANSFORMATION #3]**.

All of this is yours inside of **[NAME OF PROGRAM]** and only for **[PRICE POINT]**.

Yep! That's it!

Create **[RESULT]** without **[PAIN POINT]** so that you can **[TRANSFORMATION]**.

Click here to get enrolled in **[NAME OF OFFER]**.

[SIGNATURE]

P.S. In case you're a scroller, **[NAME OF PROGRAM]** is now live! You can check out all of the details by **clicking here**.

EMAIL #2: FAQs

EMAIL #2 EXAMPLE: FAQs

OFFER: Lead Generation Lab (\$970/year or \$97/month)

GOAL: To talk about the program a bit more and debunk the objections I was getting through questions emailed and DMed to me

SUBJECT LINE: Answering your LGL FAQ's

Hey hey [FIRST NAME GOES HERE]!

I've been answering so many questions since opening the cart to the [Lead Generation Lab](#) on today's webinar that I thought I'd hop back into your inbox tonight to answer the most frequently asked questions I'm receiving.

Q1: What if I don't like one of the features offered inside of Lead Generation Lab?

A1: Valid question. And I don't actually expect you to like ever single feature. The reason why there are so many features (Hot Seat Calls, live Masterclasses, Email Funnel Breakdowns, the Sell Everyday Framework, etc.) is because I want you to receive support in whatever way you need/like. So you pick and choose how and when you receive support.

Remember, I'm not interested in cookie cutter marketing strategies. We're all unique, and we all uniquely need support and help in different ways. It's my goal to meet you where you are, and serve and support you in whatever way works for you, and most importantly, to see and experience results.

Q2: Email funnels don't work for my business, will I still find value in the Lead Generation Lab?

A2: To answer the surface-level question here, absolutely yes. Through our Hot Seat Coaching, live Masterclasses, and Guest Expert Trainings you'll still learn how to drive more traffic to your email list, funnel set up or not. But to dig a bit deeper here, funnels work for ALL businesses (after working with hundreds of women in almost every niche over the past four years, I know this to be true), that's why they exist!

If you're telling yourself that email funnels don't work for your business what I would encourage you to do is dive deep into why you're telling yourself they don't work. What's really going on here?

Q3: Will the Lead Generation Lab require me to spend tons of money on automation and Facebook Ads?

A3: You can implement everything that is taught and referenced inside of the Lead Generation Lab on a shoestring budget. Also, you get to pick and choose what you want to work on. So if you don't want to run Ads, don't run Ads. If you don't want to invest in Deadline Funnels for timers on your

website and inside of your email funnels, don't invest in Deadline Funnels. You are the boss, you decide how you want to run your business.

But I also have to say this, if investing in a new app or automation will increase your revenue, wouldn't that be a good return on investment? If it makes your life easier, increases the number of purchases, and serves your audience better, then it's probably a good investment.

I won't bombard you with a ton of FAQ's but I do want to end this email by saying:

My big vision for Lead Generation Lab is to become THE go-to place on the internet for busy mompreneurs to learn how to automate and scale the leads and sales systems in their businesses.

If that's you and that's what you want, the Lead Generation Lab is designed just for you.

[Click here to enroll in the Lead Generation Lab.](#)

(And remember, when you enroll as an Annual Member, you snag \$900 worth of bonuses!)

To your first 6-figure year,



P.S. Have a burning question that you haven't asked yet? Just hit 'Reply' and ask away!

EMAIL #2 TEMPLATE: FAQs

OFFER: recurring monthly membership

GOAL: To talk about the program a bit more and debunk the objections you'll get in the form of questions through emails and DMs

SUBJECT: Answering your [NAME OF OFFER] FAQ's

Hey hey [SUBSCRIBER'S NAME]!

I've been answering so many questions since opening the cart to the [NAME OF OFFER] on today's [LIVESTREAM/WEBINAR/TRAINING/ETC.] that I thought I'd hop back into your inbox tonight/today to answer the most frequently asked questions I'm receiving.

Q1: What if I don't like one of the features offered inside of [NAME OF OFFER]?

A1: Valid question. And I don't actually expect you to like every single feature. The reason why there are so many features ([LIST OUT FEATURES]) is because I want you to receive support in whatever way you need/like. So you pick and choose how and when you receive support.

Remember, we approach everything from a holistic point of view. I'm not interested in cookie cutter strategies. We're all unique, and we all uniquely need support and help in different ways. It's my goal to meet you where you are, and serve and support you in whatever way works for you, and most importantly, to see and experience results.

Q2: [THING YOU TEACH] don't work for my [LIFE/BUSINESS/FAMILY/ETC.], will I still find value in [NAME OF OFFER]?

A2: To answer the surface-level question here, absolutely yes. Through our [DELIVERABLES THAT ARE LIVE SUPPORT COMPONENTS] you'll still learn how to [TANGIBLE IMPLEMENTATION COMPONENT]. But to dig a bit deeper here, [THING YOU TEACH] work for ALL [LIVES/BUSINESSES/FAMILIES/ETC.]. After working with [NUMBER] of [IDEAL CLIENT AVATARS] in various [SITUATIONS], I know this to be true!

If you're telling yourself that [THING YOU TEACH] don't work for your [LIFE/BUSINESS/FAMILY/ETC.] what I would encourage you to do is dive deep into why you're telling yourself that [THING YOU TEACH] doesn't work. What's really going on here?

Q3: Will the [NAME OF OFFER] require me to [BIG OBJECTION YOU HEAR THE MOST]?

A3: You can implement everything that is taught and referenced inside of the [NAME OF OFFER] without [BIG OBJECTION YOU HEAR THE MOST]. Also, you get to pick and choose what you want to work on. So if you don't want to [BIG OBJECTION YOU HEAR THE MOST], don't [BIG OBJECTION YOU HEAR THE MOST]. You call the shots, you make the rules, you get to choose. [NAME OF OFFER] is all about you choosing what works for you right now, to get you results.

But I also have to say this, if investing in [THE THING THEY HAVE AN OBJECTION AROUND] will help you to [TRANSFORMATION] faster, wouldn't that be a good return on investment?

I won't bombard you with a ton of FAQ's but I do want to end this email by saying:

My big vision for [NAME OF OFFER] is to become THE go-to place for [IDEAL CLIENT AVATAR] to [PROMISE OF OFFER].

If that's you and that's what you want, the [NAME OF OFFER] is designed just for you.

Click here to enroll in the [NAME OF OFFER].

(And remember, [EXPRESS SCARCITY AGAIN WITH VALUE AMOUNT]!)

[SIGNATURE]

P.S. Have a burning question that you haven't asked yet? Just hit 'Reply' and ask away!

EMAIL #3: Client story

EMAIL #3 EXAMPLE: Client story

OFFER: Lead Generation Lab (\$970/year or \$97/month)

GOAL: Share stories of our members to promote the program

SUBJECT LINE: 4 emails in 45 minutes and \$3,000 in one weekend [CASE STUDY]

Hey hey [FIRST NAME GOES HERE]!

One of the things that [Lead Generation Lab](#) does is cuts down on our members' time.

I know they're busy so anything I can do to help them shave off time in their business, I'm all about.

In November Instagram expert Molly Cahill enrolled, and she told me that she never had any intention on enrolling in Lead Generation Lab, she didn't think it was for her.

But, she was in a Black Friday pinch. She needed emails and needed them ASAP. So she enrolled expecting to cancel after the first month, snagged the Flash Sale email sequence and went to work. Forty-five minutes later, she had six emails written and scheduled. She messaged me later that weekend and shared this:



What Lead Generation Lab does is cut through the fluff, deliver valuable content that doesn't just teach, but helps you to actually implement and see results.

Even when you're nap trapped. :)

Earlier this year, she upgraded to an Annual Member, snagging the three 1:1 Strategy and Implementation Calls.

(And remember what I told you earlier? She only enrolled in Lead Generation Lab because she was in a pinch and expected to cancel after one month.)

You can hear Molly talk about her experience inside of Lead Generation Lab by [clicking here](#).

The Lead Generation Lab is here to help you automate the leads and sales component of your business. For Molly it was her Black Friday emails, what will it be for you?

To enroll in the Lead Generation Lab, [click here](#).

To your first 6-figure year,



P.S. Need a refresher on what those 1:1 Strategy and Implementation Calls are?!

When you enroll in the Lead Generation Lab as an Annual Member level, you'll snag three of these bad boys!

What we'll do in our Strategy and Implementation Calls is develop a plan of execution for you and your goals and map out clear action steps to get you to that goal faster, and without doing a lot of "fluff".

Ready to make it happen? Now's the time to enroll!

[Click here to enroll in the Lead Generation Lab.](#)

EMAIL #3 TEMPLATE: Client story

OFFER: recurring monthly membership

GOAL: Share stories of our members to promote the program and field objections

SUBJECT: [NUMBER] of activities and [NUMBER] of [RESULTS] in [TIME FRAME] [CASE STUDY]

Hey hey [SUBSCRIBER'S NAME]!

One of the things that [NAME OF OFFER] does is cuts down on our members' time.

I know they're busy so anything I can do to help them shave off time in their [BUSINESS/LIFE/HABITS/ACTIVITIES/ETC.], I'm all about.

In [MONTH/DAY/TIME] [TITLE OF MEMBER] [NAME OF MEMBER] enrolled, and she told me she never had any intention of enrolling in [NAME OF OFFER], she didn't think it was for her.

But, she was in a [NAME OF PINCH] pinch. She needed [TANGIBLES] and needed them ASAP. So she enrolled expecting to [HER PLAN TO GET OUT OF THE MEMBERSHIP], snagged the [TANGIBLE INSIDE OF YOUR PROGRAM] and went to work. [LENGTH OF TIME] later, she had [RESULT OF HER WORK]. She messaged me later that weekend and shared this:

> social proof focused on result from the activity <

What [NAME OF OFFER] does is cut through the fluff, deliver valuable content that doesn't just teach, but helps you to actually implement and see results.

You can hear [NAME OF MEMBER] talk about her experience inside of [NAME OF OFFER] by clicking here.

The [NAME OF OFFER] is here to help you [PROMISE OF PROGRAM]. For [NAME OF MEMBER] it was her [PAIN POINT AREA], what will it be for you?

To enroll in the [NAME OF OFFER], click here.

[SIGNATURE]

P.S. Need a refresher on what those [NAME OF BONUS] is/are?!

When you enroll in the [NAME OF OFFER] as an [LEVEL OF ENROLLMENT TO QUALIFY FOR BONUS], you'll snag [NAME OF BONUS]!

In the [NAME OF BONUS] you'll get access to [DELIVERABLES] so that you can [OBJECTION OVERCOMER #1], [OBJECTION OVERCOMER #2], and [OBJECTION OVERCOMER #3].

Ready to make it happen? Now's the time to enroll!

Click here to enroll in the [NAME OF OFFER].

EMAIL #4: Your story

EMAIL #4 EXAMPLE: Your story

OFFER: 6-Figure Mompreneur Method (\$3,000 for 6 months or \$500/month for 6 months)

GOAL: To remind email subscribers of what they want and why they want it

SUBJECT LINE: How much is your peace of mind worth?

Hey hey [FIRST NAME GOES HERE]!

After my sweet Nora (who is now 3) was born, I was a hot momma mess.

- + Postpartum depression
- + A business that required A LOT of me
- + A very needy older brother who didn't understand this colicky baby who invaded his house
- + And a baby who never slept

After about 3 months of my business barely getting by and our family's finances being REALLY tight, I said to my husband one night, *"I just want peace of mind with my business. Everything else is a bit of a mess, and I just want it to be dependable."*

And his response was, *"So why can't it be?"*

And [FIRST NAME GOES HERE], that question sparked something in me!

I became OB-essed with pairing my business down into the simplest form, which allowed me to very clearly see the highest impact activities and the results these activities were capable of creating.

And this is how the 3 Pillars of Marketing were born!

And it's been something that I've tested over and over again in my own business and in the businesses of my 1:1 clients.

And it's actually really simple. Marketing your business (and offer) boils down to three activities:

1. Audience growth
2. Lead generation
3. Sales

Anything else, marketing-wise, is useless. It's just busy work.

And I don't know about you, but I'm not interested in spending the time I do have to work, on busy work.

As Kim Kardashian says, *"It's just not my thing."*

So inside of the [6-Figure Mompreneur Method](#), we are going to focus on the systems and automations that fall under each of the 3 Pillars of Marketing and we'll hone in on how we can make them work for you, your unique business, and your potential clients.

Build a business that works for you first and foremost, so that you can serve others in a BIGGER and BETTER way.

That's what the 6-Figure Mompreneur Method is all about!

And remember! You've got two pretty SCH-WEET bonuses (that expire on Friday)!

Need a recap on what those are?!

BONUS #1: \$300 off your enrollment, no matter what payment plan you choose.

If you select the pay-in-full enrollment option you'll enter code **6FMM300OFF** at checkout to snag \$300 off your enrollment. If you select the 3 payment option, you'll enter code **6FMM100OFF** to snag \$100 off each of your 3 payments.

BONUS #2: You'll snag a 60-minute Strategy Session with me (a \$600 value) to get 1:1 time and coaching around your most pressing issues in your business right now.

So [\[FIRST NAME GOES HERE\]](#), will you be joining us in the 6-Figure Mompreneur Method?

[Click here to start your enrollment in the 6-Figure Mompreneur Method.](#)

To your first 6-figure year,



EMAIL #4 TEMPLATE: Your story

OFFER: Group coaching (\$3,000 for 6 months or \$500/month for 6 months)

GOAL: To remind email subscribers of what they want and why they want it

SUBJECT LINE: How much is your [\[BIG PICTURE TRANSFORMATION\]](#) worth?

Hey hey [\[SUBSCRIBER'S NAME\]](#)!

After [\[LIFE EVENT\]](#), I was [\[TRANSFORMATION\]](#).

+ [\[STRESSOR #1\]](#)

+ [STRESSOR #2]

+ [STRESSOR #3]

+ [STRESSOR #4]

After about [DURATION OF TIME] of [DIRECT RESULT OF OBSTACLE #1] and [DIRECT RESULT OF OBSTACLE #2] I said, [DESCRIPTION OF WANTING TO MAKE A CHANGE]."

[THING THAT HAPPENED THAT CREATED A TURNING POINT].

And [SUBSCRIBER'S NAME], that question sparked something in me!

I became OB-sessed with [ACTION #1], [ACTION #2], and [ACTION #3].

And this is how [FRAMEWORK INSIDE OF YOUR PROGRAM] was born!

And it's been something that I've tested over and over again in [SPACE WHERE YOU'VE TESTED THIS].

And it's actually really simple. [TOPIC OF YOUR OFFER] boils down to [NUMBER] of activities:

1. [FRAMEWORK COMPONENT #1]
2. [FRAMEWORK COMPONENT #2]
3. [FRAMEWORK COMPONENT #3]

Anything else, [TOPIC OF YOUR OFFER]-wise, is useless. It's just busy work.

And I don't know about you, but I'm not interested in spending the time I do have to work, on [THING THAT DOESN'T LIGHT YOU UP, THAT SO MANY OF YOUR CLIENTS SPEND TIME DOING, WITHOUT RESULTS].

As Kim Kardashian says, *"It's just not my thing."*

So inside of the [NAME OF OFFER], we are going to focus on [DELIVERABLE #1] and [DELIVERABLE #2] that fall under each of the [FRAMEWORK'S NAME] and we'll hone in on how we can make them work for you..

Build a [BUSINESS/LIFE/FITNESS ROUTINE/FAMILY/ETC.] that [THEME OF YOUR PROGRAM].

That's what [NAME OF OFFER] is all about!

And remember! You've got two pretty SCH-WEET bonuses (that expire on [DEADLINE])!

Need a recap on what those are?!

BONUS #1: [BONUS #1]

[EXPLANATION OF BONUS #1]

BONUS #2: [BONUS #2]

[EXPLANATION OF BONUS #2]

So [SUBSCRIBER'S NAME], will you be joining us in [NAME OF OFFER]?

Click here to start your enrollment in [NAME OF OFFER].

[SIGNATURE]

EMAIL #5: Engagement

EMAIL #5 EXAMPLE: Engagement

OFFER: Lead Generation Lab (\$970/year or \$97/month)

GOAL: To open up a conversation about the program

SUBJECT LINE: Got LGL questions? Let's chat!

Hey hey [FIRST NAME GOES HERE]!

I'm popping in your inbox tonight to ask you a question before the doors to the [Lead Generation Lab](#) close tomorrow night (and the price point goes up),

"What questions can I answer for you regarding the Lead Generation Lab and how it can come alongside you and support you?"

I want to make sure this is the right decision for you, your business, and your goals for 2021.

So, what questions can I answer for you? Simply hit 'Reply' and ask away!

And if you need the link again, [click here to access the enrollment page](#).

To your first 6-figure year,



P.S. I'll be in and out this evening, catching up on a bit of work. Hit 'Reply' and send me all of your burning questions!

EMAIL #5: Engagement

OFFER: recurring monthly membership

GOAL: To open up a conversation about the program

SUBJECT: Got [NAME OF OFFER] questions? Let's chat!

Hey hey [SUBSCRIBER'S NAME]!

I'm popping in your inbox to ask you a question before the doors to the [NAME OF OFFER] close on [DEADLINE].

"What questions can I answer for you regarding the [NAME OF OFFER] and how it can come alongside of you and support you?"

I want to make sure this is the right decision for you, **[THING YOU SUPPORT YOUR MEMBERS IN]**, and your goals.

So, what questions can I answer for you? Simply hit 'Reply' and ask away!

And if you need the link again, click here to access the enrollment page.

[SIGNATURE]

P.S. I'll be in and out of my inbox today, catching up on a bit of work. Hit 'Reply' and send me all of your burning questions!

EMAIL #6: Fatal flaw

EMAIL #6: Fatal flaw

OFFER: Conversations to Conversions (\$37)

GOAL: Exposing the “fatal flaw”, debunking the main objection and helping them to think about the pain point differently. Backing my argument with social proof.

SUBJECT LINE: I don't want to teach you how to sell through Instagram Stories....

Hey hey [FIRST NAME GOES HERE]!

Yesterday I shared that the doors to [Conversations to Conversions](#) is OPEN!

Here's what I want you to know about this unique Instagram Stories Content Vault:

It's not about helping you to *learn* how to sell from Instagram Stories.

Let me explain, have you ever taken a course, learned all the things, and then never implemented?

🙄 Guilty as charged. I've done it way too many times, and I'm sure you have too.

So instead of creating a traditional course filled with modules, workbooks, and masterclasses, I created a content vault to help you implement, instead of learn.

Inside of Conversations to Conversions you'll find examples of highly converting Instagram Stories, the strategy behind them, and then tips to help you implement these types of Stories in your own Instagram marketing.

Conversations to Conversions is all about helping you to *implement* an Instagram Stories sales strategy that WORKS.

Because I can teach you all day long, but if you don't implement then what's the point?

I got this DM yesterday afternoon from someone who bought C2C at 8:00 am yesterday morning:

I bought mine this morning!! After watching just ONE of the many examples, i planned out a few story ideas already!! Such a no brainer investment!

It's all about implementation inside of Conversations to Conversions.

So, are you ready to implement a Instagram Stories strategy that actually sells?

HECK YEAH?!

That's what I thought!

Let's do this, [FIRST NAME GOES HERE]!

Enroll in Conversations to Conversions by [clicking here](#).

To your first 6-figure year,



EMAIL #6 TEMPLATE: Fatal flaw

OFFER: Low priced digital product or course

GOAL: Exposing the “fatal flaw”, debunking the main objection and helping the email subscriber to think about the pain point differently. Backing the argument with social proof.

SUBJECT: I don't want to teach you how to [SURFACE LEVEL PROMISE OF OFFER]...

Hey hey [SUBSCRIBER'S NAME]!

Yesterday I shared that the doors to [NAME OF OFFER] is OPEN!

Here's what I want you to know about this unique [VEHICLE (course, membership site, coaching program, etc.)]:

It's not about helping you to [SURFACE LEVEL PROMISE OF OFFER].

Let me explain, have you ever taken a course/enrolled in a membership site/worked with a coach, learned all the things, and then [LACKLUSTER RESULTS]?

🙄 Guilty as charged. I've done it way too many times, and I'm sure you have too.

So instead of [SURFACE LEVEL PROMISE OF OFFER] that has [DELIVERABLE #1], [DELIVERABLE #2], and [DELIVERABLE #3], [NAME OF OFFER] will teach you [TRANSFORMATION #1], [TRANSFORMATION #2], and [TRANSFORMATION #3].

Inside of [NAME OF OFFER] you'll find [DIFFERENTIATING FACTOR #1], [DIFFERENTIATING FACTOR #2], and [DIFFERENTIATING FACTOR #3].

[NAME OF OFFER] is all about helping you to [DEEPER LEVEL PROMISE OF OFFER].

I got this [DM/MESSAGE/TEXT/EMAIL] yesterday afternoon from someone who bought [NAME OF OFFER] at 8:00 am yesterday morning:

> insert image of social proof centered around the deeper level promise of program <

It's all about [DEEPER LEVEL PROMISE OF OFFER] inside of [NAME OF OFFER].

So are you ready to [DO THE WORK] to create [TRANSFORMATION #1]?

HECK YEAH?!

That's what I thought!

Let's do this, [SUBSCRIBER'S NAME]!

Enroll in [NAME OF OFFER] by [clicking here](#).

[SIGNATURE]

EMAIL #7: Last chance

EMAIL #7 EXAMPLE: Last chance

OFFER: Lead Generation Lab (\$970/year or \$97/month)

GOAL: Last open cart email. Talk about big picture, how they might be holding themselves back, and what's possible

SUBJECT LINE: Re: your [MONTH/YEAR] goals

Hey hey [FIRST NAME GOES HERE]!

The doors to the Lead Generation Lab are closing tonight!

> insert timer <

So I'm back in your inbox to invite you to join the Lab one last time today.

And here's what I know:

You have big goals. You wouldn't be hanging out in my network if that wasn't the case.

But sometimes the way in which we think is going to get us closer to those goals, isn't the right path for us.

Despite our best laid plans, and the best strategy, and the best ideas, it's just not happening.

And it's not that you're not capable of that goal, you are totally capable (and so much more)!

If 2020 taught us anything it's that plans change. People change. And priorities shift.

I know 2020 was a HUGE eye opener for me, as I'm sure it was for you too.

And here's the other truth:

To move you closer to your goals you don't need to....

...work more hours

...or write another program

...or get certified

...or start when your kids are ___ age

What you need to do is scale NOW, with what you already have in place.

And the other thing I do know is this:

That if scaling your business is your goal, you will do it faster (and with less guessing) through the Lead Generation Lab.

Check out what this Founding Lead Generation Lab Member said about her experience in the Lab:

Lead Generation Lab gave me what other programs I've joined were missing. **Allison** and the guest experts go deeper than basic teaching of concepts and share exactly how and why you'd want to use it.

It's set up in a way that I can easily decide which bits apply to me and how I can customize and optimize for my unique business. Plus, if I can't figure it out, the live masterclasses and community elements give me a chance to ask specific questions and keep moving.

I've been a member for around a year and every month I'm getting more and more value.

Love



The Lead Generation Lab is designed to meet you where you are, and help you to figure out what your next level looks and feels like for you, based on the vision and goals you have for your and your business.

Because there is more than one way to scale your business, and I don't believe in putting our members in boxes.

What I do believe in is helping you to figure out what that looks like for you.

So if you're ready, I'm ready to give you a big 'ole virtual hug inside of the Lead Generation Lab!

Doors close tonight! It's time to get yourself enrolled. [Click here!](#)

To your first 6-figure year,

Allison

P.S. Hey scroller! Yeah, me too. I always scroll to the end of emails first!

Here's what I said in the email above, the doors to the Lead Generation Lab close TONIGHT!

You in?

[Click here](#) to get enrolled before the cart closes!

EMAIL #7 TEMPLATE: Last chance

OFFER: recurring monthly membership

GOAL: Last open cart email. Talk about big picture, how they might be holding themselves back, and what's possible

SUBJECT: Re: your [MONTH/YEAR] goals

Hey hey [SUBSCRIBER'S NAME]!

The doors to the [NAME OF OFFER] are closing in/on [DEADLINE]!

> insert timer <

So I'm back in your inbox to invite you to join [NAME OF OFFER] one last time today.

And here's what I know:

You have big goals. You wouldn't be hanging out in my network if that wasn't the case.

But sometimes the way in which we think is going to get us closer to those goals, isn't the right path for us.

Despite our best laid plans, and the best strategy, and the best ideas, it's just not happening.

And it's not that you're not capable of that goal, you are totally capable (and so much more)!

If 2020 taught us anything it's that plans change. People change. And priorities shift.

I know 2020 was a HUGE eye opener for me, as I'm sure it was for you too.

And here's the other truth:

To move you closer to your goals you don't need to....

...[THINGS YOUR ICA THINKS SHE/HE NEEDS TO CREATE RESULTS #1]

...[THINGS YOUR ICA THINKS SHE/HE NEEDS TO CREATE RESULTS #2]

...[THINGS YOUR ICA THINKS SHE/HE NEEDS TO CREATE RESULTS #3]

...[THINGS YOUR ICA THINKS SHE/HE NEEDS TO CREATE RESULTS #4]

What you need to do is create [TRANSFORMATION], with what you already have in place.

And the other thing I do know is this:

That if [TRANSFORMATION], you will do it faster (and with less mistakes and re-do's) through the [NAME OF OFFER].

Check out what this [TERM YOU USE TO REFER TO YOUR CLIENTS] said about her experience in the [NAME OF OFFER]:

> insert social proof <

The [NAME OF OFFER] is designed to meet you where you are, and help you to figure out what your next steps look and feels like for you, based on the vision and goals you have for your [LIFE/FAMILY/BUSINESS/HEALTH/ETC.].

Because there is more than one way to [CREATE THE CHANGE THEY WANT], and I don't believe in putting our [TERM YOU USE TO REFER TO YOUR CLIENTS] in boxes.

What I do believe in is helping you to figure out what that looks like for you.

So if you're ready, I'm ready to give you a big 'ole virtual hug inside of the [NAME OF OFFER]!

Doors close in [DEADLINE]! It's time to get yourself enrolled. Click here!

[SIGNATURE]

P.S. Hey scroller! Yeah, me too. I always scroll to the end of emails first!

Here's what I said in the email above, the doors to [NAME OF OFFER] close in [DEADLINE]!

You in?

[Click here](#) to get enrolled before the cart closes!