

WARM LETTER TEMPLATE

Send warm letters to people who already know, like, and trust you because they're most likely to buy now.

Remember: Send INDIVIDUAL emails or direct messages to each specific person. No group messages or CC'ing people on a single email. These people are close to you so act friendly and personable as if you care about them . . . because you do!

Hi [NAME],

How's your week going? I saw your vacation photos on Facebook, and it looks like you had a fabulous time in Paris. What was the best part? Do you have any big plans for the rest of the year? [CONNECT WITH THEM WARMLY ABOUT THEIR LIVES]

I'm writing to you because I'm in the process of launching a brand new coaching package for my business—very exciting!

As you probably know, I'm a [JOB TITLE], and I help [YOUR IDEAL CLIENT] [THE RESULTS THEY GET]. I love my business because [WHY DO YOU LOVE THIS WORK? WHY IS IT ENJOYABLE?]

Spots are now open for [NAME OF YOUR PACKAGE] where I help my clients solve [PROBLEM]. It's just you and me working together to [BIG RESULT].

Does this sound like a dream come true? If so, click this link for a free call with me so I can give you all the details and answer your questions: [LINK TO FREE CALL]

Act fast! I only have 10 coaching spots available OR this free call disappears on May 1 and I don't want you to miss out. [CREATE URGENCY AND/OR SCARCITY]

I'll check in with you in 2 days if I don't hear from you. I really love your [PERSONALITY, FEARLESSNESS, POSITIVITY, BUSINESS, ETC.], and I know we'll have a blast working together.

Talk to you soon, and I'm sending lots of love to you and your family!

[YOUR NAME]