

# Email #1: Teach/Help/Share

## Product Based Biz

Choose a topic that easily connects with what you plan to sell

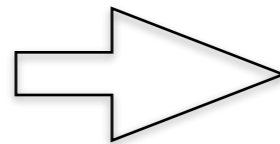
### How To Wear Stripes For Spring!

I'm sharing my fave 5 easy to style outfits...



Copy Here

Click this link to go to my video/blog post:



## WHY?

- Establishes you as an expert
- SHARES information for FREE
- Easy info to use and share on social media

# Email #1: Teach/Help/Share

## Service Based Biz

Choose a topic that easily connects with what you plan to sell

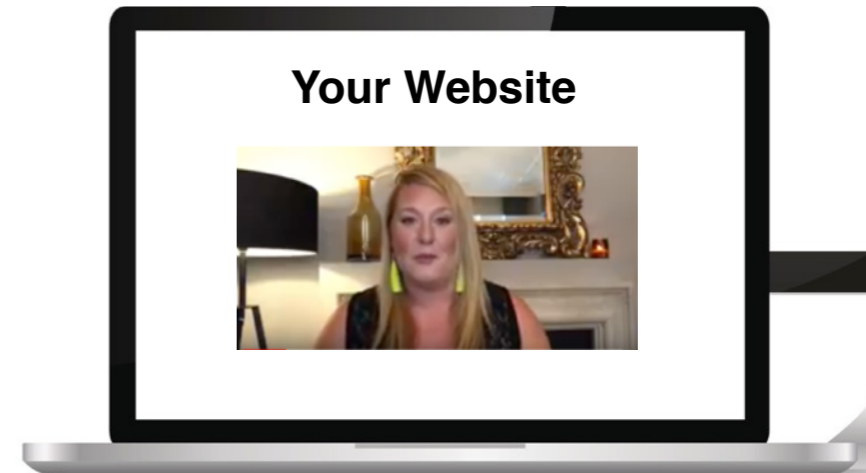
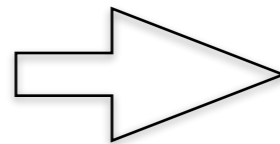
**How to Create a Profitable Boutique Business**

My part 3 Video Series



Copy Here

Click this link to go to my video/blog post:



## WHY?

- Establishes you as an expert
- SHARES information for FREE
- Easy info to use and share on social media

# Email #2: Who am I / Who are we?

## Product Based Biz

Let people know who you are so they can connect with you!

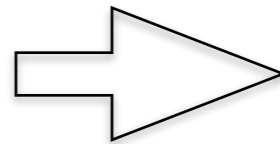
### Why I Love Styling

A little about me, the boutique owner



**I'm going to tell you about my story... why I decided to buy this collection or start this store!**

Click this link to go to my video/blog post:



(same video/blog)

## WHY?

- People buy from people
- You let people into your world
- Easy info to use and share on social media

# Email #2: Who am I / Who are we?

## Service Based Biz

Let people know who you are so they can connect with you!

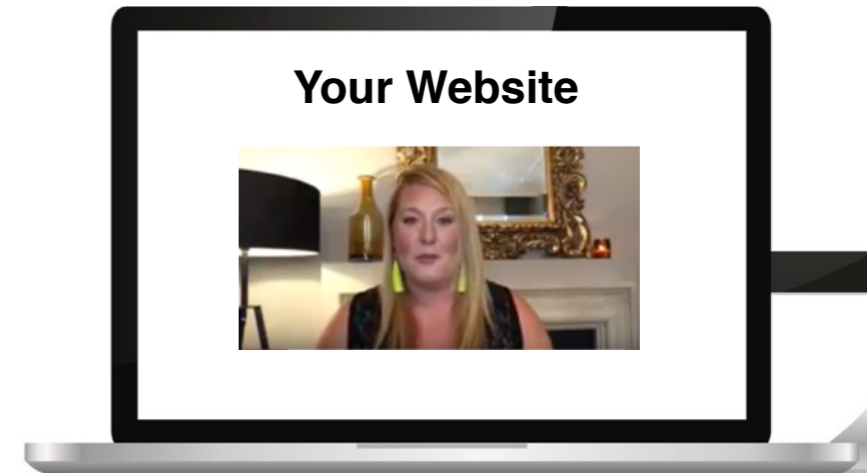
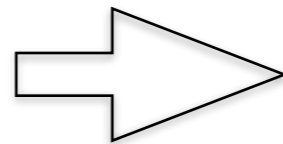
**Why I am qualified to teach you this topic**

I had a boutique and know what I'm doing!



**I'm going to tell you about my story... why I decided to teach this topic or help you!**

Click this link to go to my video/blog post:



**(same video/blog)**

**WHY?**

- **People buy from people**
- **You let people into your world**
- **Easy info to use and share on social media**

# Email #3: Introduce the Collection/Store

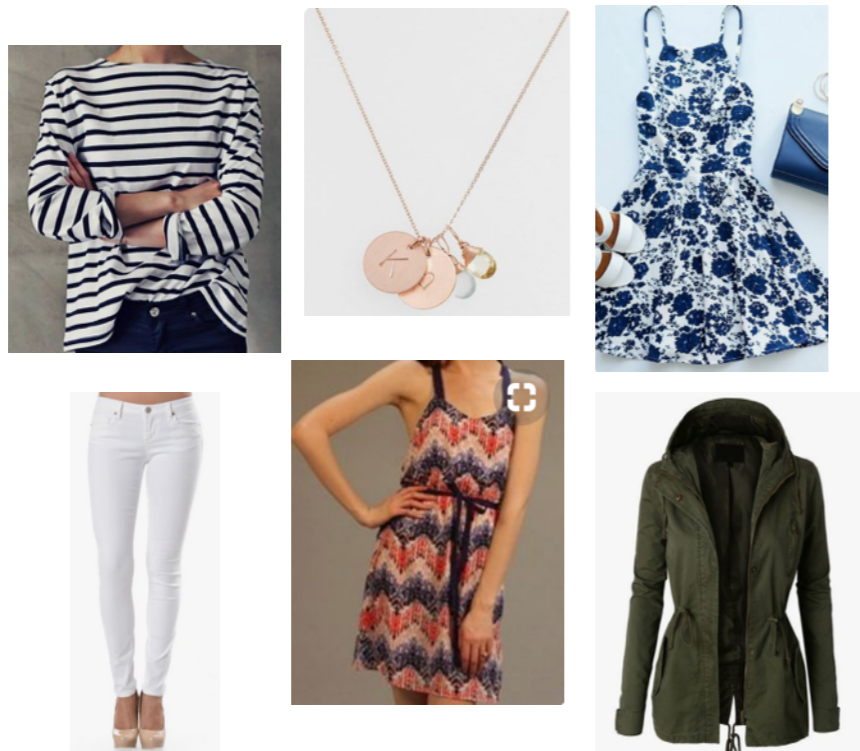
## Product Based Biz

Now that people know you,  
tell them what you have to offer!

Your Website

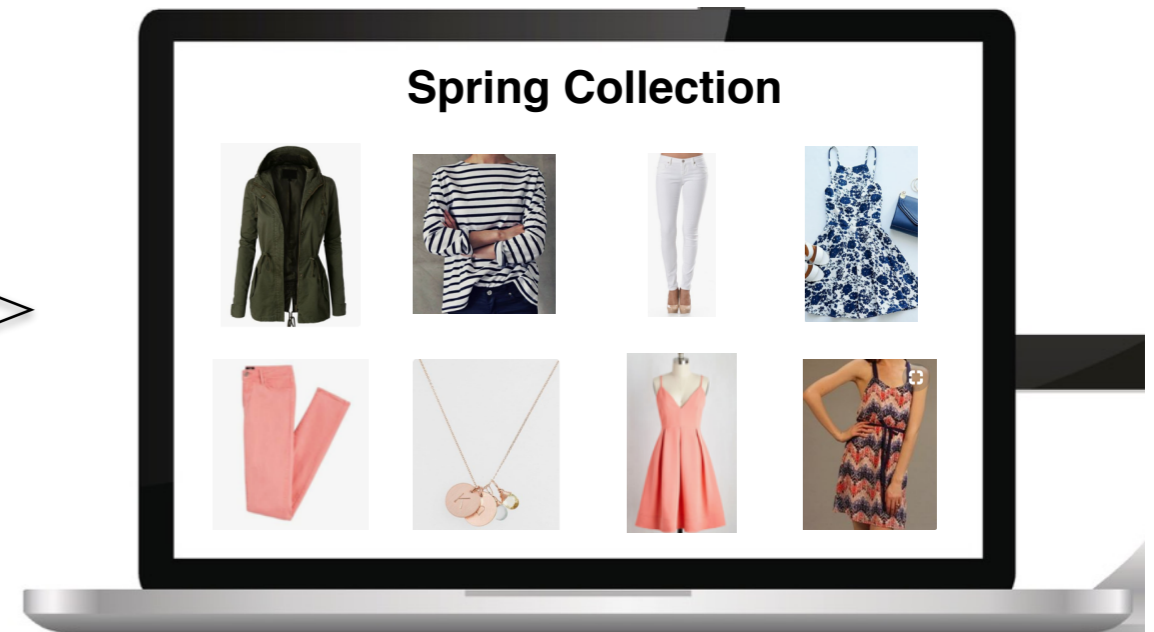
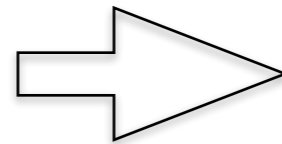
### Introducing: The Spring Collection

Limited Quantities, Maximum Styles



Why is now the time to buy (urgency!)?

Click this link to go to SHOP:



**TIME TO SHOP!**

**WHY?**

- It's time to sell!
- You have established that you know what you are talking about!
- Easy info to use and share on social media

# Email #3: Introduce the Service/Course/Program

## Service Based Biz

Now that people know you,  
tell them what you have to offer!

### Introducing: Six Figure Blueprint

Limited Time, Maximum Results

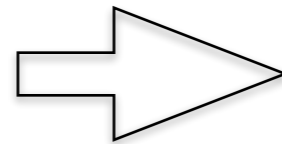


**Who is this for?**

**What are the results they'll get?**

**Why is now the time to take this course  
(urgency!)?**

Click this link to go to SIGN UP:



Your Website



**TIME TO SIGN UP!**

**WHY?**

- **It's time to sell!**
- **You have established that you know what you are talking about!**
- **Easy info to use and share on social media**

# Emails for the Next Week

**Until Sold Out or Registration is Over**

## TESTIMONIALS

What do other people think?  
Why do they love what you are doing?  
What results have they seen?

## BENEFITS/TRANSFORMATION

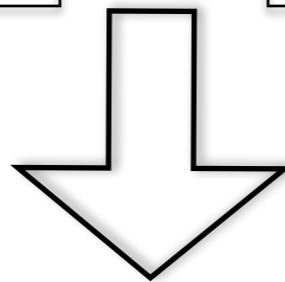
What are the results?  
Why is now the time to take this course  
(urgency!)?

## STORY

Why do you love this?  
What inspired you to create this?  
What can you share about your own  
transformation?

## HOW QUICKLY IT'S SELLING

**URGENCY!!!**  
**TIME TO BUY!**  
What will they miss out on by not  
purchasing now?



**!!!! Click this link TO PURCHASE !!!!**