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## EMAIL COPY PORTFOLIO

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## **Launch email for Cameron Herold & his bulk book order workshop incentive.**

Subject: I've NEVER done this before

[First Name]

I've finally caved to all the pressure and decided to do a 2-day private workshop for you and your team.

Keep reading, because this really isn't just a workshop, it's a once-in-a-lifetime experience...

You and up to 10 of your team members are going to fly into Phoenix, AZ.

You'll arrive at the private 10-bedroom hacienda where Liz Taylor & 2 U.S. Presidents have stayed.

More on that in just a sec...

When you arrive, your team and myself will kick off the event with appetizers and a few drinks. The next morning we'll meet up with breakfast out on the patio with a delicious healthy meal.

Then, we'll get to work.

Normally you can't hire me as a coach for a 2-day workshop like this, but I'm making an exception.

Need to create a strategic plan, that actually works, to double your company's revenue and profit in 3 years or less? No problem, I got this.

Need to fix your culture so that your employees are brought into your growth plan? Ditto, I got this.

Having trouble simplifying your business processes and systems so that everyone can get on board? That won't be an issue.

No idea how to scale your company in a way that's SIMPLE & TACTICAL? ...You get the idea.

After a day of brainstorming, mind-mapping, and creating the vision you need to get your business to the 7, 8, and 9 figure level...we'll have a fantastic, top-notch dinner brought to us right on location, including a full bar and bartender to make you whatever you want.

### **The next day, it's go time.**

Again, breakfast (on me) will be ready as you roll out of your cozy King or Queen bed - 10 luxurious bedrooms in this hacienda, so no one's missing out.

Day 2 we're getting your whole team on board to take the plan and vision you created from Day 1 and bring it to life.

Before you head back home, you'll have a step-by-step game plan mapped out with your whole team on the same page, so that you can charge forward knowing exactly where you're headed.

(You'll also be leaving with a bunch of other secret tools that we'll show you how to exploit).

Imagine...your business operating smoothly - doubling your revenue and profit - without you having to be involved in every decision.

Imagine...having your entire team on the same page charging towards the

same mission with everyone excited about contributing and growing the business.

Imagine...being able to take time off to travel, spend time with your family and friends, and relax while your employees are executing tasks better than you could do yourself.

...and that's just the beginning.

That's just one of many stories, memories, experiences....whatever you want to call it...that you'll have over these two days. You'll remember the trip for the rest of your life.

You'll tell your friends, mom, dad, wife, husband, kids, and grandchild about this workshop.

This workshop is going to be one for the books, because it's going to transform you, your team, and your business.

On Day 3 you can either choose to go home...or stay in Arizona for a golf game, beautiful weather, and mini team retreat... totally up to you.

So if you're interested, there's a link below in this email that will take you to a simple web page.

Now, you're probably wondering what this is going to cost you. It's going to be an investment. Putting something like this together isn't easy.

**I recently hosted one similar for over \$100,000.**

May seem crazy, I know. When I first got into business masterminds I couldn't believe how expensive some of these exclusive events were...until I went to a couple myself.

In fact, I can attribute most of my business successes to small, intimate events like this one. It's where the magic happens.

It's where businesses grow and teams are connected on a whole other level.

So I started to think about how I could make this a no-brainer for you...which from the amount of value you're going to get, it already should be...but I want something extra special for you.

**So, you will get this 2-day workshop (including accommodation, food, and drinks) for up to 10 people when you order 3,000 copies of my new book, Meetings Suck.**

This is only for a limited time. I've only got 2 more spots to offer right now.

[Here's the link for the short application to fill out first. CLICK HERE to come learn, implement, and hang with me and my team :-\)](#)

Talk soon,

Cameron "It's Time To Transform Your Biz" Herold

P.S. For the next week or so I'm going to be sharing with you how to get your whole team to be more productive and efficient when it comes to meetings.

47% asserted meetings were the number one time waster at the office (take that, Facebook) [according to Atlassian](#)

That's time, money, and resources...out the window...more on this later.

## **First 3 emails of an 8-Email Nurture Campaign for Greg Hague with Real Estate Mavericks**

***GOAL: To build relationship with list and get them on a consult call.***

### **The First Date: Email 1**

Subject: [1/8] Thanks for signing up for Real Estate Mavericks <Name>

[Contact.FirstName]

When I first got into real estate, I realized something quick. And that is:  
**listings are the name of the game.**

I was brand new to the business, only 21 years old, with a name that wasn't recognizable. Needless to say, I could not land a listing.

Even with my dad owning the company I was working for, nothing. I was competing against too many agents with big names and more experience.  
**To be honest, I wouldn't have listed with me either.**

After a frustrating month of chasing listings and getting nowhere, I sat back to take a look around. What I saw were agents my dad's age doing the same scramble that I was doing. **Focusing on getting the business rather than actually doing the business.**

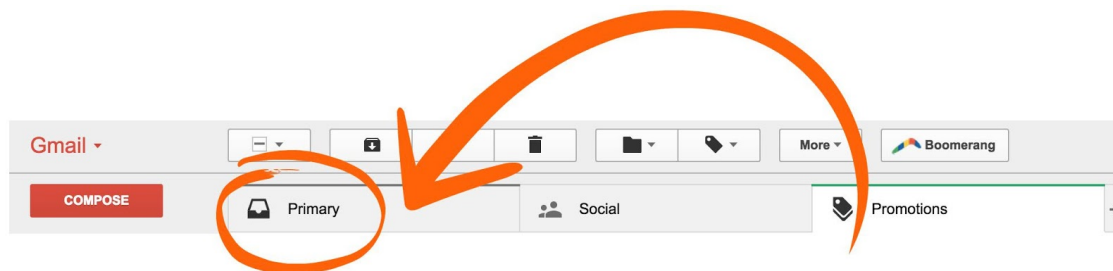
I thought, "**There has to be another way.**" Maybe I needed a product to sell rather than selling myself. Because clearly nobody was interested in me.

That's when I developed a new business model called "Make Every Agent Your Listing Agent." Not only did this program offer a win-win for prospective sellers, but it also allowed me to have a fighting chance at

selling their property for them and to gain that crucial experience and name recognition.

**Ultimately, I understood the value in selling the product vs. selling myself.** And because of this, I was able to build a reputation within my community.

Before we keep going, make sure to drag my e-mails into your primary folder so you don't miss out on all business transforming strategies coming your way.



For the next couple weeks I wanna introduce to you my way of thinking around real estate. Much different than you're probably used to.

Around every other day I'll be sending you an email. I'll be numbering these emails as [ 1/8 ] and so on, so you can keep track of where you're at.

The reason? My style of real estate tactics may or may not be for you. I want you to decide.

I look forward to sharing the story of Alan Harsh, a former doctor **with little sales experience**, who embraced one of our programs. But more on that later...

Real Estate Mavericks training helps struggling real estate agents (both new to the game and those who have been around the block a time or two), gain



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more listings and build a reputation so that they can avoid working 7 days/week and live a life that sets them free.

That's all for now.

Oh...if you haven't already, make sure to drag my emails OUT of your Promotions or Junk Folder.

**Greg Hague**  
**CEO, Real Estate Mavericks**

P.S. I really want to hear from you. **Send me over an email and let me know the #1 question you have when it comes to your real estate business.**

P.P.S. Have you signed up for a Complimentary *List Every Home* Call?

We're so confident in our method at Real Estate Mavericks that if after the 30-minute call we haven't showed you how to start listing a home per week in 90 days, then we will send you \$100 straight to your account that same day.

If you're skeptical and wondering if this is some kind of "bait and switch," that's understandable.

The good news is, it's NOT.

Like I said above, I'm willing to pay YOU money in the event you feel this free call was a waste of your time. No strings attached.

But, my hope is that you'll get so much massive value that you'll want to see how you can go deeper with Real Estate Mavericks (only if you're a good fit!).

**The Second Date: Email 2**

Subject: [2/8] How I made a name for myself in real estate

<FirstName>

If you're someone that cares more about what your competitors think than what your clients think, then my system is not for you. You may as well stop reading now.

Our company is called Real Estate ***Mavericks*** for a reason. We don't do the traditional, conventional, old-school methods of real estate. And let me tell you what happens when you follow our techniques.

**You will upset other realtors.** Guaranteed. But what's more important, your competitors or your family's prosperity?

When I first switched my focus to selling the product vs. selling myself, my dad made me stop. (Remember, he owned the company that I worked for.) He called me up and asked what I was doing, because all of the other agents in the company kept coming into his office and complaining.

They said it wasn't fair.

They said I was getting special treatment because I was the owner's son.

They were mad because I was breaking the traditional rules of real estate.

But what can I say? **It was working.**

After starting my new method, I listed my next 10 properties. And that's because I was selling a product, a system, rather than selling myself. Of those 10 properties, I only sold 1 myself. But guess what? All 10 of those

clients came back to me as their first choice, so I gained repeat business, referrals, and recognition.

With our coaching program, we teach you this “business in a box.” The model is done for you. The commission structure is done for you. You just have to have the guts to follow it and stick with it.

Note: Again, this isn’t for everyone. This ticks off other realtors. **Do you have what it takes to be a maverick?**

Let’s find out if this method is for you on a **Complimentary *List Every Home Call***. We’re so confident in our method at Real Estate Mavericks that **if after the 30-minute call we haven’t showed you how to start listing a home per week in 90 days, then we will send you \$100 straight to your account that same day.**

I’m sure this sounds too good to be true. Well, now you know how the potential sellers will be feeling when you pitch this system to them.

The good news is, it’s NOT.

Like I said above, I’m willing to pay YOU money in the event you feel this free call was a complete waste of your time and didn’t deliver a strategy on listing a home per week. **No strings attached.**

**Greg Hague**  
**CEO, Real Estate Mavericks**

P.S. Alan Harsh is a doctor who got into real estate. His sales ability is as good as a doctor (how many doctors do you know that are good at selling?).

He was going nowhere.

We told him, “*Alan, it takes about 3-months and marketing before this ‘business in a box’ will catch.*”

First month, little business... didn’t catch. Second month, same thing... didn’t catch. He came back to us asking, “... *are you sure this is going to work?*”

Now... **he’s killing it.**

*Making around \$200,000/year & listing about 50 homes/year.*

And the best part? He’s not working 60-70 hours a week for this amount of success. I’d say he’s one of the happiest guys in real estate right now.

### **The Third Date: Email 3**

Subject: [3/8] I lost everything & had to sell my son’s \$6 coat at a yard sale

<Contact.FirstName>

Yes, you read that right. In the 1970s I was busy building a firm in Cincinnati with 300 agents. I was making millions of dollars a year. I thought life would be that good forever.

Then, in the early 80s, interest rates went up to 18%. My company started struggling and, eventually, went out of business.

### **I lost everything.**

I knew my only option was to start over. I sold my son’s \$6 coat at a yard sale and we moved out to Arizona. Rented a house. And started from scratch. Totally humbled.

I couldn't even afford to get an Arizona license plate on my rental car. I went so far as to take the plate off when I was visiting sellers so that they wouldn't know I was from Ohio and didn't have the money to license a car in Arizona.

<FIRST NAME>, there was even a Wall Street Journal article that classified me as a "casualty" of the economy.

**But I was determined that this failure would not define my life.**

Even though I once again had no name recognition and no reputation, I applied my maverick techniques in Arizona. I realized that the steps involved in my "business in a box" program were the only thing that would set me apart from my competition... but more on that later.

**Within 24 months of getting my Arizona real estate license, I was the #1 realtor in the state.** I won every award.

**What does this have to do with you <Contact.FirstName>?**

Well, I'm not telling you this just to toot my own horn. **I'm here as proof that you can do this, too.** If I can rise to the top not once, but twice, then so can you. I want to teach you my tactics so that you can end the constant chase for new clients.

I could give you all the info, but, truthfully, you could search all over the web for it. I believe it's important that you know my story because I am no more special than you. We all start at the bottom in real estate. I'm simply providing you a faster, guaranteed path to where you want to be a year from now, two years from now, ten years from now.

One more story for you. So I had just moved to Arizona and I had a friend who was a car salesman. I mentioned what my killer business strategy was,

and he was intrigued. He went out and got his real estate license and was the first agent I hired on with my new company.

**I taught him my process, and within 6 months he listed 60 homes!** Can you imagine that? The average realtor only lists 3 homes PER YEAR. And this brand new agent had just listed 60 homes in 6 months, beating my personal record. Unbelievable.

And now, this friend of mine is the head broker for realty executives at a 45 office real estate firm.

You have a business, <FIRST NAME>. You need to stop thinking like a technician. A technician thinks, “I’m capable of doing the work to complete the job.” But, an entrepreneur has the mindset of building a business vs. doing the job. It’s more important today than ever before to build a business that sets you apart... there’s disruption in the industry.

Traditional real estate salespeople are going to be squeezed out of business. **It’s time to build a non-traditional business.**

And I want to help you do that. I truly do. Let’s set up a time for me to give you **completely free strategies** on landing 1 listing per week in the next 90 days. If after the 30-minute call we haven’t showed you how to start implementing this in your business, then we will send you \$100 straight to your account that same day.

I know this sounds too good to be true, but it’s NOT. Like I said above, I’m willing to pay YOU money in the event you feel this free call was a waste of your time. **No strings attached.**

Are you ready?

<Greg Hague>  
**CEO, Real Estate Mavericks**

## **One of the follow up emails for New Peak's Millionaire Mind Experience Event in Toronto with Adam Markel**

Subject Line: Receive Your Free Scholarship To The MME Today

~Contact.FirstName~,

I have something really exciting to share with you!

You may have saw that we are having a Millionaire Mind Experience Event in Toronto.

**Well it's right around the corner.**

But before it arrives I wanted to reach out and ask if you already got your free ticket?

Would you like to **finally unlock your money blocks so that you can earn as much money as you want and finally be happy?**

Well I am looking for people in the Toronto area that **I can bring massive success to but there are only a couple more days to register and a few spots left.**

If you're one of those people, **our MME trainers will work with you at the event to change your “financial thermostat” so that you start making as much money as you really deserve.**

**You Pay Nothing, Here's Why.**

We are so sure that this event will transform your life that we want to offer it to anyone who is committed to spending three days to transform their life.

The first thing I'm going to do is ask anyone who is truly interested and promises to be committed and come to the event for free, no strings attached.

With the General Scholarship you'll get the 3-Day Millionaire Mind Experience and Workbook valued at \$795 for Free.

From there ONLY if you decide you want to you can upgrade to the Premium, VIP or Platinum Experience for an additional investment.

The event is May 13-15, 2016 in Toronto. It's coming up quick so if you're interested you need to act now.

**Here's a few things we're going to cover at the event:**

- How to alleviate your current blueprint and how to reset it for “automatic” success.
- How to “rule” money and not let it rule you.
- The secret of money and relationships; how finances cause many arguments at home.
- What's your “number”... the exact amount you'll need for you to become financially free.
- A simple money management method that can help you to start working on your finances right away.
- How to achieve success with balance (perfect for workaholics).

The only way you will be able to truly rewire your money mindset is by attending live in person. The reason is because we need to reverse some of your beliefs at a micro-cellular level, which requires being in person.



Our coaches **teach you step by step what to do and how to tailor it to your lifestyle.** I help you customize your own program.

There is a life where **you can make a lot of money while still enjoying life and having a balance.** This event will show you how.

>>> Get Your Free Scholarship Ticket Now <<<

**Oh, I forgot to mention a couple other things.**

- 1) We are almost at full capacity and once the event is full we cannot accept anyone else because of the amount of seats will can fill in the location.
- 2) The free tickets are limited. Typically these tickets are \$795 but for a short time they are absolutely free.
- 3) The event is coming up really fast (May 13-15th, 2016) so you need to act fast if you want to claim your spot.

>>> Receive Your Toronto MME Ticket Now <<<

I am so excited to see if you'll be joining us.

To Your Success,



**Adam Markel**

**CEO of New Peaks**

Millionaire Mind Experience

<http://www.millionairemindevents.com/canada/toronto>

PS. Our Millionaire Mind Experience event is coming to Toronto May 13-

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15th and you still have a chance to get your free scholarship if you act now so that you can finally start making the money you desire and deserve. [Click here to register for free now.](#)

**Nurture Campaign for Bedros Keuilian from  
website optin. Emails 4-6 shown here out of 10  
total emails.**

***Goal: No offer – just building relationship with list***

**The Fourth Date: Email 4:**

Subject: [4/8]: 1st Step To Building Your Empire...

<NAME>

Have you ever been so sure of something that you KNEW it was going to happen?

Without a doubt in your mind. 100%?

For example, you know you're going to take your next breath.

You're not sitting here thinking between each breath, "*Ok, I just breathed out... am I going to breathe in again?*"

That's crazy talk... it's just not something you doubt on a regular basis.

**This firm, unshaken belief is what you need to have in yourself to succeed.**

You need to be so sure that you will build an empire and leave behind a legacy in your industry that you can already see it happening.

It's like following the directions on a recipe.

You know that if you put peanut butter on one slice of bread... and jelly on another... and you put the two slices together... you'll get a peanut butter and jelly sandwich!

You know what the end result will be when you start. **You're sure of it.**

This is how confident you NEED to be in yourself and your success.

You have a gift from the Universe, from God, whatever higher power you believe in.

Stop being selfish.

Stop being afraid of criticism.

Stop questioning your abilities.

**The greatest disservice we can do to mankind is to not share our gift with others.**

So here's your Step #1:

**Believe in yourself.**

Realize that you have an obligation to share your gift with others. You have a duty to improve other people's lives with your talents.

Stop wasting time on self-doubt.

That bullshit will get you nowhere.

In a few emails I'm going to share a story of one of my clients Craig who went all in on himself.

He was driving to success with his e brake on...massive resistance and mental barriers.

If you want to go deeper on this subject check out my [“How To Get Your Shit Together And Become Your Bigger Self” blog post here >>>](#)

So...if you were to put all bets on yourself....would you?



Bedros Keuilian

P.S. Have you ever wondered how some people are able to have such a high price tag on their products or services?

How do they find clients that are willing to make such a huge investment?

In order to create this kind of product or service, **you need to have these THREE aspects. Once you do, price is no longer an issue... but more on that later.**

### **The Fifth Date: Email 5:**

Subject: [5/8] This 1 thing is sucking the life out of your business

<NAME>

Too many people think small.

You have to think big. Massively big.

And yes, this includes your price tag.

You need to have a service or product that can be sold for a lot of money... but more on that in a sec.

Part of knowing what your client wants is knowing **who you want** in a client.

For example, my clients are either close to making \$1M or have already well surpassed that.

They aren't someone in their early 20s in the stage of life that I like to call "Jackassville."

They've matured enough to be laser-focused, driven, passionate, and willing to do what it really takes.

And yes, people in their early 20s can have have these qualities, but they're far and few between.

I digress...

A lot of my clients come to me thinking they are selling their time.

But that's not what people want.

Your clients don't want to hang out all day in your group, talking about their ideas with no time to move forward.

**This is also the #1 thing sucking the life out of your business= trading time for money.**

**They want massive value & transformation.**

In order to accomplish that, your high price tag product or service must include these three aspects:

1.Speed: Your clients want to get to their outcome as quick and efficient as possible.

You need to help them accomplish this.

They don't want something that is going to take a year, when in reality they can make it happen in 6 months if they really hustle.

## 2. Automation.

Meaning they don't necessarily have to take time out of running their business to create the outcome.

For example, having the ability to outsource some (or all) of the tasks to an assistant or expert.

3. Outcome. Again, your clients don't want to buy time from you. They want HIGH transformational value, as quickly as possible.

If you can create a product or service with these three things, people will be willing to pay an arm and a leg.

**Price is no longer an issue.**



Bedros Keuilian

P.S. Without my help, you may end up a Toyota or Honda in an industry dominated by Rolls-Royce.

You cool with that? If you are, we probably won't jive.

In the next email I'll share with you the third step in building your empire and leaving behind a legacy... **think Rolls-Royce.**

## **The Sixth Date: Email 6**

Subject: [6/8] How to position yourself as a Rolls-Royce instead of a Toyota

<NAME>

Let's talk positioning.

You want to be the Rolls-Royce in an industry of Toyotas and Hondas. But how do you get there?

My father-in-law is a General Practitioner.

He went to Harvard, has his own practice, and is very successful.

He makes around \$120,000/year.

His friend also went to Harvard, but his story is a little different.

He chose to be a specialist as a Thoracic Surgeon. He makes around \$630,000/year.

Why such a huge gap?

They both went to the same school and got the same quality education... but where my father-in-law is trained to be good in a bit of everything, his friend is highly specialized and laser-focused on one part of the human body.

No other type of doctor knows more about thoracic surgery than he does.

**He positioned himself to be at the top.**

Take it one step further and write a book or be interviewed on TV, now you become an expert and an authority in that field.



So what does this have to do with you?

**If you want to become the Rolls Royce you need to become the Expert/Authority in a specific niche.**

Once you've positioned yourself as the expert, people will do anything to work with you.

Got it?



Bedros Keulian

P.S. Are you full of good ideas?

This is an entrepreneurial trait...but it can also easily become a trap.

In the next email I'm going to share with you how to stay on the straight line to success.

## One of several emails for Growth.com (Brendon Burchard & Dean Graziosi) inviting to a 90-minute live cast

Subject: Masterclass with Dean and Brendon

~Contact.FirstName~

Have you ever felt stuck? Whether it was with money, relationships, or your health. Maybe you just hit a wall in your career or your business and are wondering, “*What could I do RIGHT NOW to change this situation?*”

Ever wonder how the most successful people in the world manage their time, their energy, their happiness, and their relationships?

We recently had our Growth Live In-Person Summit that completely rocked the house in Santa Clara, California.

**It was so powerful that we decided to do an Online Master Class where the top experts reveal science-backed strategies to improve the quality of your relationships, your career, and personal power.**

You’ll hear from us, Ethan Willis, JJ Virgin, Dr. Amen, Dr. Alan Christianson, Sean Stephenson, Trent Shelton, Harvey MacKay and Joe Polish.

**There’s a limited amount of seats for the class on <DATE> ONLY.**

[Click here to reserve your spot >>>](#)

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Dean & Brendon

P.S.

This LIVE Master Class on <DATE> will teach you the secrets of the top thought leaders in the entire world on how to have thriving relationships, gain sustained energy and focus, and get on the fastest path to success.

[\*\*Get Signed Up Now >>>\*\*](#)

Imagine having people who are making over 100 Million Dollars, are fit and healthy, and have thriving relationships share with you what they've done in order to get to that place...for free. That's what you'll get in this training.

## **2 emails of an 8-Email Nurture Campaign for Joe**

### **Polish after doing a speech**

***Goal: Follow up, add value, ask near end***

#### **Email 5:**

Subject: [5/8] How To Connect With The Most Influential People In The World.

~Contact.FirstName~

I've been able to connect with some of the most influential people on the planet including Sir Richard Branson, Bill Phillips, Paula Abdul, Arianna Huffington, Robin Sharma and many others.

Some people think it's by luck. Or a natural skill that can't be acquired.

The truth? It's a skill that you can absolutely learn.

No matter how successful, famous, or powerful someone is there is a couple areas of their lives where they are experiencing pain.

When I recognize what that area is I genuinely do my best to make sure that I can help or connect them with the right people to make that pain go away.

For example, one of my Genius Network members shared with me that their daughter was suffering from an eating disorder.

I made a few calls immediately and got them connected with the best doctors and facilities.

**Many people will say, “*Let me know if I can do anything for you!*” as a way to pretend to create value.**

Instead be the person to seek out where you can create massive value for others without being asked.

This is just one of the ways to create massive rapport with anyone.

I sat down and went through how it is that I’m able to connect and create massive value for people.

There are 9 steps.

I call it *My Magic Rapport Formula*. My good friend Dean Jackson and I did a podcast interview on it. I also created a cheat sheet for you.

**Click below to check it out:**

[The Magic Rapport Formula Episode](#)

[The Magic Rapport Formula Checklist](#)

Best,  
JOE

P.S. Speaking of influential people, in the next email I’m going to share an interview with you that I did with Sir Richard Branson on Necker Island a few years ago.

He shares the key piece of advice that helped him become a billionaire, create award winning culture, and how he’s built over 300 successful businesses.

He also reveals his thoughts on marketing and how he got Virgin on the map in the beginning.

## **Email 6**

Subject: [6/8] Sir Richard Branson on Making Business Fun

A number of years ago I brought a group to my dear friend Sir Richard Branson's island.

I asked him if we could do a Live Interview with him and my friends Yanik Silver and Marie Forleo.

*"Yes, just not in the afternoon. It can't leak into our fun time,"* was his response.

We ended up having the interview and I thought you may be interested in checking it out.

We talk about:

- What quality every leader must have if they want to create a fun, thriving culture.
- The big difference between an entrepreneur and a manager and how to set yourself up for success to be the entrepreneur in your business.
- He reveals his thoughts on marketing and how he got Virgin on the map in the beginning.
- The power of creating businesses as a force for good.
- 8/10 businesses fail. Sir Richard talks about what he sees is the consistent mistake many entrepreneurs make.
- How he makes really tough decisions.
- And so much more.

[Go ahead and check out his interview HERE](#)



Best,  
JOE

P.S. Last year at my [Genius Network Annual](#) event I brought in my good friends Tony Robbins and Peter Diamandis, two of the most powerful and innovative entrepreneurs and philanthropists in the world. More on this next time...

## **2 emails from a Webinar Follow Up Campaign for Lori Kennedy**

***Goal: Downsell offer for those who attended but didn't  
buy***

### **Email 1**

Subject: Having a signature program is useless without this ONE thing...

[First Name],

**I've learned the hard way that having a quality program is  
useless without the marketing knowledge and sales formula to  
implement and sell it.**

But who has the time to learn online marketing and sales formulas? When  
you decided to practice holistic health you weren't envisioning spending  
80% of your time marketing your services online... am I right?

The fact that you signed up for and watched my webinar tells me A LOT  
about you...

Good things, of course :-)

Let's paint a picture here for a sec...

What would your life be like if:

- You had a 7-day, 14-day, 21-day and/or 6-week automated program  
available 24/7 online without having to recreate the wheel wasting  
valuable time and financial resources
- You could send out an email promoting your holistic weight loss  
program and make sales instantly



- You run a teleclass, webinar or cross promote with a complimentary business and quickly get new clients
- You planned your quarterly launch with excitement knowing that your program is done, implement and automated alleviating you from spending any extra time and energy on it
- You press send, sit back and watch as your program launch campaign goes live, all the pieces of the puzzle fall in line and you get an overwhelming number of responses and new client registrations

I bet you're thinking this sounds too good to be true.

Here's the bad news:

The path you're on now might get you to this place in 5+ years (that's how long it took me, doing it on my own).

But the good news:

With my help, you could start getting IMMEDIATE results.

I have an incredible opportunity for you... view this as a bite-sized version of the program I mentioned in my webinar.

The Holistic Weight Management System provides a done-for-you 7-Day, 14-Day, 21-Day, OR 6-Week holistic weight loss jump start program (including marketing material) that is fully customizable and proven to get results.

What's included:

- **Quick Start & Implementation Guide** - The guide includes step-by-step program set-up instructions and audio trainings.
- **Female & Male, Gluten Free Meal Plans** - You get three 7-day vegetarian and non-vegetarian meal plans for men and three 7-day

vegetarian and non-vegetarian meal plans for women. This means that you can offer a 7-day, 14-day, 21-day, or even a 6-week gluten-free, dairy-free weight loss program using the plans included.

- **8 Nutrition Focused Client Handouts** - Each week your clients will receive an email with their weekly meal plan, food swap list, grocery shopping list AND their weekly nutrition education handout
- **8 Written-For-You Client Emails** - You have 8 written-for-you emails that you can load into your autoresponders and send to your clients.
- **Beautiful Recipe eBook**
- **Food Swap List**
- **Grocery Shopping Lists**
- **Plus amaaaazing bonuses**

Interested?

[Click HERE to access your Holistic Weight Management System](#)

There is no reason why you should be struggling day in and day out to get clients and make money.

It's all here for you.

Right in front of you.

Just grab it!



With love & inspired hustle,

*Lori*

## **Email 2**

Subject: Re: your decision

Hey [First Name],

I want to fully respect your decision not to invest in the program from my webinar last week. I know that everyone's situation is unique and your circumstances might not be in alignment right now.

But here's the thing...

I genuinely want you to succeed.

I don't want you to have to wait until "the time is right" to get the kind of business growth that you deserve.

That's why I created a smaller "done-for-you" holistic program specifically for YOU to be implementing in your business today.

[Click HERE to learn more](#)

JR Burgess runs a medical fitness weight loss center. This is what he has to say after signing up for my system:

*"The nutrition system that Lori has provided us was a great addition to the meal plans we offer and our clients love it. The beauty is we can customize it as if it is ours and that is important to us because our clients know, like, and trust us to provide them with high quality programs."*

It's not just about having a signature program... it's about creating trust between you and your clients & potential clients.

With the Holistic Weight Management System, we provide the tools for you to create that trusting relationship.

But where do you even find potential clients? What do you do with some of the email marketing information if you don't have an email list?

Jessica Sherman had the same problem... and now:

*"[Lori] helped me to grow my email list, and in just two months, I now have over 247 emails. I have absolutely no doubt that her Holistic Weight Management System will change your business and your life."*

Stop waiting for the time to be just right, [First Name].

You could be waiting forever if you play that game.

Commit to making a change in your business, NOW.

[Sign up for the Holistic Weight Management System HERE.](#)

I can't wait to watch your business explode!



With love & inspired hustle,

*Lori*

## One of several emails inviting to an annual business Event for Allison Maslan

Subject Line: [99% Sold Out] Are you coming to see me live THIS weekend?

Hi ~Contact.FirstName~,

With the start of the New Year and with our new goals fresh in mind, I know how you might be feeling...

You're looking for more cash flow in your business, but aren't 100% sure where you should start. Chances are, you wake up with a million to-do's. You might feel overwhelmed... a little "burnt out," and maybe a little lonely at times.

And sometimes - although you love business - you secretly question if this is all worth it in the end...

**Trust me, I get it!**

Like I said before - I've been there, so I completely understand where you're coming from.

However, what I can assure you - **and even GUARANTEE you** - is that 3 days at Blast Off Business Breakthrough will pay off in leaps and bounds...

However, you do have to claim your ticket right away. **This event is 99% sold out and I can assure you the remaining handful of tickets will NOT last long!**

>>> [www.BlastOffEvent.com](http://www.BlastOffEvent.com) <<<

During this eye-opening weekend, I'll give you the exact steps you should take to increase your sales quickly.

You'll be able to connect into the business owner community, instead of floating alone.

You'll feel a sense of unstoppable confidence in 2017, and in the coming years ahead...

Not only will you start to wake up feeling excited, energized, and proud of the leap you've taken... but you'll also begin putting your greatest work into the world. And, you'll be anxious to tell everyone how great things are going!

And like I said before, I'm even *guaranteeing* it.

**Get all the details here, and get ready to Blast Off into the next level of success this weekend:**

[www.BlastOffEvent.com](http://www.BlastOffEvent.com)

To your joy and success,

Allison