Problem Statement Structure/Formula:  (1) Now, (2) But, (3) What, (4) Why, and (5) How.

* Current situation: What are the facts? What happened?
* But, something changed: What changed?
* The problem: What’s the problem?
* Motivation: Why does the reader care? What’s in it for them?
* How do we fix it: What action do you want them to take?

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| Email: Delivery of Freebie  **INSERT PHOTO**  It's time to start learning more about [INSERT YOUR FREEBIE]!  Here's your link to download the [FREEBIE] so you can get started today.  DOWNLOAD NOW  Whether you're experienced or a relative newcomer to [THIS TOPIC], my goal is to give you information to educate you on [TOPIC] to [PROVIDE SOME BENEFIT].  Look out for some bonus content over the new few days, all written with you in mind. I would love to connect with you on [ADD LINKS HERE OR IN FOOTER] and get to know each more.  Sincerely,  {Your name here} |

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| **INSERT PHOTO**  It's time to start learning more about [INSERT YOUR FREEBIE]!  Here's your link to download the [FREEBIE] so you can get started today.  DOWNLOAD NOW  Whether you're experienced or a relative newcomer to [THIS TOPIC], my goal is to give you information to educate you on [TOPIC] to [PROVIDE SOME BENEFIT].  Look out for some bonus content over the new few days, all written with you in mind. I would love to connect with you on [ADD LINKS HERE OR IN FOOTER] and get to know each more. |

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| It's time to start learning more about [INSERT YOUR FREEBIE]!  Here's your link to download the [FREEBIE] so you can get started today.  DOWNLOAD NOW |

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| It's time to start learning more about [INSERT YOUR FREEBIE]!  Here's your link to download the [FREEBIE] so you can get started today. |  |
| DOWNLOAD NOW |  |

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| DOWNLOAD NOW |

P.S. Hop on over to our Facebook Group where we can connect and I can answer all of the questions you have. You can join it HERE! I share information about [TOPIC] to [PROVIDE SOME BENEFIT]. It’s a great group and we can’t wait to have you there!

Email: Delivery of Freebie (option 2)

Hey {NAME},

It’s so great to meet you! As promised, here’s your {FREEBIE/OPT-IN}.

Click here to download your {FREEBIE/OPT-IN}

Before I go, I wanted to quickly introduce myself.

I’m {INTRODUCE YOURSELF} and I am {FILL IN THE THINGS ABOUT YOU} example: I’m addicted to travel, obsessed with carbs and love helping women reach their dreams and find balance in their lives through {SOMETHING THAT RELATES TO YOUR BUSINESS}.

{INSERT FUN BACKSTORY} (you can read all about it here) {USE THIS TO LINK TO YOUR WEBSITE OR SOCIAL MEDIA}. I’ve also {SOMETHING THAT RELATES TO YOUR BUSINESS}.

**I believe that *you* deserve a {INSERT WHAT YOUR SOLUTION PROVIDES}.** That's the bottom line, and I’m here to help you get there {INSERT HOW YOU CAN HELP THEM}!

That’s all for now, but I’ve got some exciting things coming your way so keep your eyes peeled.

Of course if you have any questions in the meantime, hit reply and ask away. 

Chat soon,

{INSERT NAME}

P.S. If you missed the {INSERT YOUR APPLICABLE LINK} Example: Facebook Live from this morning check it out. Be sure to catch the next one Monday at 10 am EST!

**Wait 2-3 Days to Send**

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| Email: Getting to Know You  **INSERT PHOTO**  Introduce yourself and tell your story in context of why they should care. What’s your back story? How does this relate to how you can help them?  Reference your opt-in hook again. Be interested; ask what they learned from it. This gives you a chance to deliver it again (include another link to download) as well as finding out what results they’ve gotten.  Hey there {NAME}!  I hope you’re getting the hang of {INSERT PRODUCT or FREEBIE} by now! I love seeing all of your organization before and after photos  so keep on sharing with the {RELEVANT HASHTAG}! Hearing how this organization system has not only made things look pretty, but given you all more time in your day is the WHY that motivates me to do this.  If you missed your download grab yours here! {INSERT DOWNLOAD BUTTON}  {INSERT PERSONAL STORY THAT IS RELEVANT} ex.: Speaking of organization and time, can you believe it’s the final 90 days of the year?! Is time flying by for anyone else or is it just me? I am quickly learning that my time is as valuable (**or MORE valuable**) as any physical product I have purchased. Time is something you cannot get back and I don’t know about you, but I want to make the most of it.  Which is why I love {INSERT PRODUCT HERE}.  {INSERT BOLDED FONT SENTENCE} for example: “**Yes you can!**”  {INSERT LINK TO YOUR PRODUCT HERE} will {INSERT BENEFITS FOR THEM}  It's regularly {PRICE} but today I am offering it for {SALE}. (If you like deals, that's {XXXX}  off!)  How amazing will it be to {INSERT BENEFITS, SOLVE PAIN POINTS FOR THEM}.  I would say it’s worth checking out! {INSERT PRODUCT LINK}  If you have any questions, fire away!  Sincerely,  {Your name here}  P.S. You can watch this quick video on troubleshooting HERE {Link to your video or post} or you can read about some other trouble shooting tips HERE {Link to your tips}  Email: Introduction of Your Product/Sales Email  INSERT PHOTO  {INSERT 3 PAIN POINTS YOU CAN SOLVE} ex:   * Tired of paper piles on the counter? * Want to clean out that filing cabinet without fear you will lose something Important? * Ready to know exactly what bills, mail, documents, etc. are coming in and what needs to be done with them?   {INSERT BOLDED FONT SENTENCE} for example: “**I HEAR YOU**”  {INSERT PERSONAL STORY THAT IS RELEVANT} ex.: I have been there. I have been in a place where 15 years ago a medical bill was “lost” in the paper clutter and ended up costing so much more money (and honestly just being embarrassed that I had let that happen). Sure I can blame it on XYZ but at the end of the day I was responsible for managing my household and my systems were failing.  Determined to never repeat that mistake I have spent the past 15 years honing and perfecting my paper organization system.  Which is why I {ADJECTIVE: love/created/share/believe in} {INSERT PRODUCT HERE}.  {INSERT LINK TO YOUR PRODUCT HERE} will {INSERT BENEFITS FOR THEM}  It's regularly {PRICE} but today I am offering it for {SALE}. (If you like deals, that's {XXXX}  off!)  How amazing will it be to {INSERT BENEFITS, SOLVE PAIN POINTS FOR THEM}.  I would say it’s worth checking out! {INSERT PRODUCT LINK}  If you have any questions, fire away!  Sincerely,  {Your name here}  **P.S.** I am working on a REALLY cool challenge in a couple of weeks!! And would love to tailor it to YOU and your needs. Can you reply and let me know what you want to achieve in 2020? I am going to tailor the challenge FOR YOU.  EMAIL: Face the Elephant in the room  To keep in mind: Why are they not purchasing? What is their barrier? Acknowledge their fear and share how you can help solve this.  INSERT PHOTO  Hey there {NAME},  If you haven't {REGISTERED, PURCHASED} yet and just need the nudge, here you go:  Get a FREE {INCENTIVE}!  Then all you have to do is look for the email on {INSERT DATE}. More details to come.  Until then, you can register here: {INSERT URL}  Remember, we start bright and early Monday morning. Can’t wait to see you there!  - {INSERT NAME}  P.S. {Open a curiosity loop with a teaser of an amazing tool tip or strategy} |

Email: GETTING TO KNOW THEM

**INSERT PHOTO**

Hi {Name}

I'm so glad you are a part of my community. As a member of my community I'd love to hear from you.

Just REPLY to this message and tell me **what you're struggling with right now.**

You see, I know that you'll get much more value from my emails if I can help you solve your {specific niche concern} problems.

So go on, tell me one little thing that's giving you a headache right now.  I promise I read every response.

Thanks!

{INSERT NAME}

P.S. Make sure you check out the {HELPFUL RESOURCE} in our Facebook Group {YOUR SOCIAL MEDIA}. It has already helped many other women with {PROBLEM}.

**MORE EMAIL IDEAS**

**EMAIL: CONTINUE THE CONVERSATION**

[NAME],

I don’t know if you saw this article that appeared today in [NEWS OUTLET]. It’s related to the issue we were talking about.

[LINK TO ARTICLE]

I hope you find it interesting.

[YOUR NAME]

P.S. Know someone else who could use this info? Feel free to send this email on!

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| --- |
| Hey {NAME},  If you missed it - or if you want {ANNOUNCEMENT OR RELEVANT INFORMATION} - click through!!  {GIVE SOME HIGHLIGHTS OF ANNOUNCEMENT OR RELEVANT INFORMATION}  - which is going to be AWESOMESAUCE!  If you don't have a whole 2 hours to watch the whole thing, I've got ya covered, click the button below for my notes!  **ANNOUNCEMENT OR RELEVANT INFORMATION**  Hope you have a GREAT week!!  [YOUR NAME]  P.S. |

|  |
| --- |
| Hey {NAME},  If you missed it - or if you want {ANNOUNCEMENT OR RELEVANT INFORMATION} - click through!!  {GIVE SOME HIGHLIGHTS OF ANNOUNCEMENT OR RELEVANT INFORMATION}  - which is going to be AWESOMESAUCE!  If you don't have a whole 2 hours to watch the whole thing, I've got ya covered, click the button below for my notes!  **ANNOUNCEMENT OR RELEVANT INFORMATION**  Hope you have a GREAT week!!  [YOUR NAME]  P.S. |

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| **ANNOUNCEMENT OR RELEVANT INFORMATION** |

**EMAIL: LEARNING MORE**

Hi [NAME],

Thank you for taking the time to share a little about the [goals or challenge challenges] you face.

You are not alone! I am excited for this opportunity to connect with you because **{I have been there- Insert your personal experience**}.

I would like to talk some more about this with you. You can use this convenient link below to directly schedule a time that we can chat!

{Link to your calendar or doodle.}

Best,

**EMAIL: CONTINUE THE CONVERSATION**

Hey [name],

After my last email, I found this {FREEBIE, FREE TOOL, VIDEO, POST} I think you'll love.

It's a {FREEBIE, FREE TOOL, VIDEO, POST} that seems like it was created just for you!

Click here to check it out.

Enjoy your weekend,

[YOUR NAME]

P.S.

**EMAIL: MISSED CALL (for those who do face-to-face business)**

Hi (Name),

Sorry I missed you on the phone today, I was calling because…. (leave a one sentence reason for your call, or the name of the referral / event that introduced you).

In my voice mail, I mentioned that I will call you back on [DATE] at [TIME] and of course you can always reach me before then at [YOUR PHONE NUMBER].

I look forward to connecting.

Very best,

[YOUR NAME]

P.S.