



## [PRE-WEBINAR EMAILS: CALL FOR REGISTRATIONS]

### Email #1 – Engagement

**SUBJECT: Is it really your best?**

Hey [NAME],

Quick question: Do you know the best gift you can give yourself?

You're probably saying things like houses, cars, designer clothes, shoes and purses or a spa day.

But those only bring temporary satisfaction.

The best gift you can give yourself is fearlessness.

Now, I know I sound like a Tony Robbins self-help book right now, but the reality is this ...

We can't pour from empty cups.

So, I want you to be real with me (and yourself) – which option best describes your current situation?

- A. I've been so busy caring for everybody else that I'm left too exhausted to focus on what I want.
- B. I've allowed self-doubt and fear of "not being enough" to block me from living the life I want and use my divine gifts to serve others.
- C. I've convinced myself that staying snuggled up in the security blanket of my corporate salary and employer-provided paid time off and health benefits is "safe" for me.
- D. I've repeatedly told myself I need to save more money because I don't have enough money to invest in my dreams right now.



E. I've stepped out on faith to start my business and I feel INCREDIBLE!

Hit reply to this email to share your response with me.

Be straight up – this is a safe, no-judgment zone.

Your response will be kept between you and me. That's it.

I'll be back tomorrow with some insight.

Thank you so much for taking the time to respond.

Talk soon,

[insert signature]



## Email #2 – Announcement

### **SUBJECT: The heart-aching results**

Hey [NAME],

Yesterday, I asked you a question:

“Which option best describes your current situation?”

- A. I’ve been so busy caring for everybody else that I’m left too exhausted to focus on what I want.
- B. I’ve allowed self-doubt and fear of “not being enough” to block me from living the life I want and use my divine gifts to serve others.
- C. I’ve convinced myself that staying snuggled up in the security blanket of my corporate salary and employer-provided paid time off and health benefits is “safe” for me.
- D. I’ve repeatedly told myself I need to save more money because I don’t have enough money to invest in my dreams right now.
- E. I’ve stepped out on faith to start my business and I feel INCREDIBLE!

And my heart ached as I read through the responses:

A, B, D, C, B, A, D, D ...

But I’m not shocked.

Confession: If I had to answer that same question a few years ago, I would’ve said “A-D” like many of you.



You see, I too, was trapped inside a seemingly never-ending nightmare where everybody around me was enjoying their “best lives” while I was velcroed to somebody else’s dream.

I wanted to travel the world, bless others with my divine gifts and wake up every morning to a free and fearless life ... but instead I swirled in a sea of discontentment and unfulfillment.

That is until I chose to change my life. And it’s up to YOU to choose to change yours.

Now, here’s what I want you to know:

Change doesn’t just happen. If you want to explore the world, live a free and fearless lifestyle and use your divine gifts to serve others, YOU have to do some things different.

Listen, I know “doing something different” is scary as hell.

But I also know you were sent here to do so much more than what you’re doing right now. And quite frankly, I’m NOT going to allow you to stand in the way of your destiny any longer.

You need a push – someone who’s been there, done that to encourage you with a loving kick in the behind. And that’s precisely what I’ll do during my FREE LIVE webinar, [NAME OF EVENT].

On [Date], I’ll take you by the virtual hand and teach you how to:

[INSERT 3-5 BULLETS OUTLINING JUICY TOPICS OF DISCUSSION]

PLUS, when you show up LIVE, you’ll get access to surprise giveaways, free coaching calls and so much more.



Now, if you're ready for insane adventures, unbelievable fulfillment and an incredibly kickass life, I want to see you stretch forth your fingers and click the link below:

[insert link to register]

Trust me, your inner badass will thank you for making such a bold move!

[insert signature]



Email #3 – Pain Point Email (Send ONLY to those who didn't register)

**SUBJECT: Is it time for a BS diet?**

Hey [NAME],

Now, before you can determine if it's time for a BS diet, you first must answer this question:

What BS have you been feeding yourself?

I'm not talking about cookies, chips and candy. I'm talking about the lies you've been telling yourself so you can live "safe" in the arms of an alternative reality.

You know, the illusion that allows you to create self-inflicted obstacles to why you can't move fearlessly into and upwards in life. The lies that have you wallowing in your fears. Yep, that BS.

So, let me ask again:

What BS are you feeding yourself?

Now, before you answer, please don't think you're alone. And know that I'm NOT here to judge the BS you've been carrying around. I'm here to help you drop it.

The first step in doing that is admitting you have overindulged in BS by convincing yourself you're NOT good enough ...

Telling yourself you have "too much going on" to even think about going after what YOU want or to thrive living in your purpose ...

And by allowing the insecurities hibernating in the pit of your stomach to pounce on every ounce of progress you attempt to make.

Why is acknowledging the BS necessary?



Because you're far more likely to release the BS when you learn to accept the uncomfortable truths of your life.

And you'll never be able to create an extraordinary life full of thrill, excitement and once-in-a-lifetime adventures until AFTER you can commit to standing in your truth.

Need some help doing that? Join us for the FREE webinar, [NAME OF EVENT].

During our time together, I'll teach you the key foundational pieces to throwing up the middle finger to fear so you can make wildly incredible things happen in your life and business.

How do I know so much about releasing BS and living fearlessly?

Because not too long ago, I sat exactly where you are today.

Trapped by a career that strapped me into a seemingly never-ending merry-go-round of uneventful routines. No heart-stopping hills, no gut-wrenching drops – just round and round I went.

That is, until I said, “no more” and brought the “ride” to a screeching halt. And today, I not only walk in my purpose, but I also intentionally align my gifts and talents with my calling.

So, will YOU too say, “no more” and claim your dream life?

Take the first step here:

[insert link to register]

See ya soon,

[insert signature]



P.S. This is a FREE, intimate experience where you'll have room to learn freely and express yourself. If you're ready to open your heart to what's preventing you from living the life you want, join us here => [insert registration link]





**Email #4 – Pain Point Email 2 (Send ONLY to those who didn't register)**  
**SUBJECT: The #1 reason you're NOT living your dream life**

Hey [NAME],

You may not like this, but I feel compelled to say it anyway ...

The #1 reason you're NOT living your dream life is because of YOU.

You're not willing to find out how to release the BS so you can create the freedom and fearless lifestyle you claim to want.

You're not willing to step out of La La Land so you can live out your destiny and use your divine gifts to impact the world.

And you're not ready to connect with a community of badass, fearless women on a mission to experience wild adventure, unbelievable fulfillment and life-altering breakthrough.

Because if you were willing and ready, you would've accepted the invitation to join us for the [NAME OF EVENT].

It's cool – I get it. You're comfortable floating through life and simply existing.

Committing yourself to doing whatever it takes to create an extraordinary life full of thrill, excitement and once-in-a-lifetime adventures feels like “too much work” right now.

And while I can't say I understand your decision NOT to register, I will say I respect your it.

But before I go, I want you to know this:

I know you're afraid.



I know you don't believe you have what it takes to create the life you want.

I know you have insecurities hibernating in the pit of your stomach just waiting for the perfect time to pounce on your progress.

I know you're afraid to fail because you simply have way too much to lose if you do.

But I also know you CAN and will overcome all of that.

All you need is a push and someone who's been there, done that to encourage you with a loving kick in the behind.

You'll get that kick when you join us for [NAME OF THE EVENT].

All you have to do is register here (it's FREE):

[insert link to register]

Talk soon,

[insert signature]



Email #5 – Last Call Email (Send ONLY to those who didn't register)  
**SUBJECT: Are you really going to miss this?**

Hey [NAME],

Today is your last chance to join over [insert number of people who have registered] other super excited action takers who are joining us for the FREE webinar, [NAME OF EVENT] where I'll teach you how to:

[REPEAT 3-5 BULLETS OUTLINING JUICY TOPICS OF DISCUSSION]

PLUS, when you join us LIVE, you'll qualify for scream-worthy surprises, breathtaking bonuses and “gotta-have-em” goodies you won't wanna miss!

So, if you've been:

Allowing the fear of failing to stand between you and the life/business you want ...

Giving your lack of self-confidence unconditional permission to paralyze your progress ...

Or letting self-sabotage stray you away from success ...

Our time together will be the answer to your silent prayers. Why? Because I'll reveal a strategic way to give fear the middle finger so you can finally level up.

Sooo, looks like you've got a choice to make!

You can either keep on trying to crack the magical code on overcoming your fear on your own OR you can register for FREE to join us next week where I'll lay it all out on the table for you – no Googling required.

All my goal getters go here:

[insert registration link]



Once you register, you'll get an email with all the details + a link to download your exclusive challenge workbook to help you document your progress and take full advantage of all the FREE secrets I'll share next week.

See you tomorrow,

[insert signature]

P.S. I appreciate you for saving a space in your inbox for me. We'll go back to our regularly scheduled emails starting [insert day].

