



## Swipe Emails

Here are the swipe emails for you to use as inspiration. Please note, these are not to be copied word for word, but should be used as more of a template for flow and feel. The more you connect with your audience, the more you will learn what resonates with them, and you can adjust accordingly.

Please keep this in mind as you're writing - here is the purpose of each piece of your email:

- **Subject Line:** to get the email opened
- **Opening sentence:** to have people continue reading
- **Email:** keep their attention
- **Call to Action (CTA):** get them to take action (whether that's the join your Facebook group, share the email with a friend, purchase something, or click through to your blog, the CTA should get them to take clear action, and there should be only one per email!)

You will be able to see the following information for each email (subject, open rate, click through rate, and email copy). If you have any questions on this, please feel free to email my team at [admin@amyamada.com](mailto:admin@amyamada.com) and we'll take great care of you!

xoxo  
Amy

SAMPLE

**Subject:** Find Clients Now

**Open rate:** 31.0%

**Email copy:**

Hey First Name!

I hope you had a great weekend!

January is going by so fast, and my team and I are working with my private coaching clients on some exciting projects-- including personal branding *and* revenue-growth strategies.

I love seeing my clients start off the year strong-- but no matter what time of year it is, the most common question entrepreneurs ask me is this:

**“How do I find more clients?”**

That being said, I decided to offer my **“Five Step Guide to Find Clients NOW,”** absolutely free, for a limited time!

These are the exact steps that I took to grow my own business... And if I can do it, you can do it, too!!

-----> [Click here to download my free guide, and continue to build your dream business.](#)

To your Success & Happiness!

Amy

P.S. Don't miss out on my quick, step-by-step process to find clients now. Click here and download my guide, while it's still available for free!

**Subject:** Re: Your Application  
**Open rate:** 31.0%  
**Email copy:**

Hi First Name!

I hope your week is going great!

If you haven't already heard, my mentoring company's **Coaching Masters Academy 2016 enrollment is OPEN.**

Our e-mail inbox is getting a bunch of inquiries about our academy, and **spots are filling quickly!**

So I wanted to be sure you knew about it before all the spots are taken.

**Coaching Masters Academy was designed specifically for coaches, trainers, and entrepreneurs who are READY to learn how to...**

- *Clearly define and create (or improve) signature offerings*
- *Price and package for success*
- *Create authentic and efficient marketing (online and offline)*
- *Find your BEST clients*
- *Build a strong following of super fans*
- *Be seen as an expert in your industry*
- *Master your sales enrollment conversation*
- *Generate leads with ease*
- *Convert leads into sales*
- *Set achievable goals to build a solid financial foundation for your business*
- *Optimize your calendar and time management*
- *Conquer your "inner game" to achieve an abundant and confident mindset*
- *... and so much more!*

To be considered for Coaching Masters Academy, the first step is to complete this brief application form. *(By completing it, it does not mean you are "in," so please know that you aren't committing to anything just yet. And of course, your information will not be shared with anyone.)*

If your application form is accepted, you will be contacted via e-mail for the next step of the application process.

I am super excited for this year's Coaching Masters Academy, as **we are going to ROCK out our businesses and build incredible platforms for making a difference, while creating financial freedom.**

If this sounds like YOU, fill out the initial form and **take one step closer to your dreams and**

**goals!** You've GOT this!!

To your happiness & success!

Amy

***P.S. If you've decided that 2016 is YOUR year to take your business to a whole NEW level, you are in the right place! Click here, and take the very first step of applying for Coaching Masters Academy 2016. Don't wait another YEAR to go for your dreams!***

SAMPLE

**Subject:** BIG NEWS!!  
**Open rate:** 28.7%  
**Email copy:**

Hey First Name!

BIG NEWS!!!!

I can now announce to YOU and all my loved ones that I'm going to be featured in the **new film documentary, *Inspired by 11***.

**TODAY** is "Day 1" of filming!! :) )

Created by Serious Take Productions, the purpose of this documentary is to have eleven entrepreneurs around the country share their stories and inspire others to "**take action towards their own ambitions in life.**"

Just four short years ago, I would have never imagined having such an awesome opportunity like this...

**Why am I sharing this with you?**

I truly believe it is **when you choose to commit to your biggest dreams – no matter what comes your way -- exciting opportunities begin to present themselves to you.**

And it all begins by letting someone know your vision!

So - I'd love for you to share with me what **YOUR biggest goals and dreams are...** as telling someone about them always makes them a bit more REAL.

Okay... time to head off on a run, followed by getting glammed up for today's shoot. Today is what dreams are all about! :) )

Thanks for letting me share my exciting news with you, !

Talk to you soon~

xoxo  
Amy

**P.S. Click reply – and share your big dream goals with me. Just take a few minutes and think about it... If you didn't let ANYTHING hold you back, what would you like to see unfold in your life and business?**

**Subject:** Link fixed  
**Open rate:** 25.9%  
**Email copy:**

Hey First Name!

I received a handful of messages saying that the link in my last e-mail wasn't working-- so I'm re-sending you my message below, and the links should be working now. Sorry about that!

As mentioned earlier this week, my team and I are working with my business coaching clients on some exciting projects-- including personal branding *and* revenue-growth strategies.

I love seeing my clients start off the year strong-- but no matter what time of year it is, the most common question entrepreneurs ask me is this:

**“How do I find more clients?”**

That being said, I'm offering my **“Five Step Guide to Find Clients NOW,”** absolutely free, for a limited time!

These are the exact steps that I took to grow my own business... And if I can do it, you can do it, too.

-----> [Click here to download my free guide, and continue to build your dream business.](#)

To your Success & Happiness!

Amy

P.S. Don't miss out on my quick, step-by-step process to find clients now. Click here and download my free guide.

**Subject:** WOW.  
**Open rate:** 27.9%  
**Email copy:**

Hey First Name!

After my recent big announcement about being in a film documentary, I received a *flood* of e-mails from people who were excited to share their goals and dreams with me.

Interestingly enough, **there was a common theme throughout all of these messages.**

**Deep down inside, each person has a dream of where they'd like to be.**

**Some of you have even taken steps towards your goals. But at some point, you've gotten stuck. It happens to all of us.**

**Here's the deal...**

***It's time for us to change our language from "goals" to "COMMITMENTS".***

Quick personal story...

In early 2012, I wanted to expand my speaking opportunities at events I was excited about, including inspirational conferences, fashion shows and benefit galas.

Prior to that year, I allowed myself to get "stuck" in thinking that a major requirement of being selected for speaking was to be a local or national celebrity.

***Once I LET THAT GO and really COMMITTED myself to finding opportunities to speak, all I had to do was use the two most powerful words...***

**"I AM..."**

I started sharing with everyone that *"I am now offering speaking services for large events, from motivational speaking to emceeing to live interviews."*

It was almost *immediately* that a client forwarded me a casting call for emceeing the IMAGINE Fashion Runway Show.

Around the same time, I was introduced to the founder of an inspiring women's conference.

And then, I reconnected with the producer and host of the most popular, online show for benefit galas in Seattle.

That year, I was selected to emcee IMAGINE; I spoke at two women's conferences *and* co-hosted red carpet interviews at all the major galas in Seattle.

I even *created* my own speaking opportunities in Washington and California-- and began learning about virtual speaking opportunities.

**By the end of the 2012, I realized I had provided speaking services at over 40 events... ALL because I made a decision and commitment to DOING it.**

I share this with you because **right now, you may be keeping yourself stuck in some area of your life or business.**

**Click “reply,” and let me know what you need to let go of... and what COMMITMENTS you’d like to make this year.**

If I can do it, you can do it, too!

xoxo

Amy

***P.S. You may feel super busy right now. But the #1 thing you can do within the next FEW minutes is to let someone know what you are committed to this year! Click reply and let me know what you really, really want to accomplish in 2015.***

SAMPLE

**Subject:** Are you too busy?

**Open rate:** 27.6%

**Email copy:**

Hey First Name!

The other day, one of my clients was about to say she was "... so busy" and immediately changed her language!

You see, I believe the word "busy" is so overused - and all of my clients know it. Instead, I have empowered them to say, "I have a full schedule..." or "I have such a full life..." and "...I am so thankful for it!"

*I admit-- I used to use the word "busy" ALL. THE. TIME.*

When people would ask how I was doing, I'd say, "I'm so busy! I'm doing this, and that, and this... blah, blah, blah..."

My energy was busy and frantic; I wasn't very present, and I was overwhelming my schedule with WAY too many things.

**Here's the deal...**

I wasn't focused!

I was filling my time by saying YES to *everything* and not really being clear with my own goals and dreams...

Once I realized I was going in twenty different directions, with no clear focal point, ***I knew I needed to do something.***

**So this is what I did...**

I became clear with my goals. And I began looking at my daily calendar as a blank canvas to build my dream business.

And once I became clear with what I really, really wanted to focus on—and more importantly, WHO I wanted to become, it became easier and easier to prioritize and plan out my days, so they were fully aligned with my highest purpose.

If you're struggling with any of this in your own business, I'm here for you.

Click [here](#) and let's schedule a time to chat about YOUR dream business-- and let 2015 be the year you make it happen!

Xoxo

Amy

***P.S. What do you want your business to look like over the next 12 months? I love helping other entrepreneurs come up with a solid plan; it is one of my favorite things in life. Click here, and let's schedule a time to chat.***

**Subject:** Yesterday's game

**Open rate:** 25.9%

**Email copy:**

Hey First Name,

How was your weekend? Did you watch the Super Bowl?

It was definitely a heartbreaker for all of us Seahawks fans... especially that last play... we thought we had it after that crazy catch by Kearse!! \*sigh\*...

BUT I absolutely LOVED the halftime show with Katy Perry... everything from her entrance to her outfits to singing with Missy Elliott was amazing!!

And of course, there were all the awesome (and some not-so-awesome) commercials! My favorite (hands down) was the Budweiser commercial, with the lost puppy, finding his way back home... #tearjerker.

I just love all the creative ways businesses choose to connect with their audiences.

Speaking of-- I am excited to say I'm involved with a couple of big projects this year that are gaining national (and possibly international) attention! I'll be able to share more about them soon... :)

In the meantime, let me know if you need any help with your business. I've been sharing with others how I've been able to gain this level of exposure and grow my business—and I'd be happy to share these tips with you, too!

Talk to you soon,

Amy

**Subject:** Re: Saturday  
**Open rate:** 24.8%  
**Email copy:**

Hey First Name!

I know that deep down inside, you have a dream of making a big impact -- while living a purposeful, extraordinary life! One where you are helping others while having more money and time freedom- to spend with those you love.

**Here's the thing.**

You may not be stepping into your highest potential. I totally get it. Before I even knew what that meant, I was "playing small" and not allowing myself to step out of my own comfort zone. Funny how things change when you simply give yourself permission to **play BIG!**

If you are not feeling happy, successful or totally aligned, look around and see how life has been showing up for you, personally and in your business.

If you aren't seeing what you want, here are a few missing elements:

**First**, be aware of any negative mind chatter you are experiencing on a daily (or even hourly) basis—and allow yourself to acknowledge the negativity, and consciously say out loud each time, "*I release you.*" Release the mind chatter that is no longer serving you.

**Second**, grab a pen and paper, and without fear or judgment, write down the biggest dream you have for yourself, your business and your life. Don't worry about "the how;" just allow yourself to have a childlike imagination (remember what that was like??) – and go ALL OUT. The bigger the dream, the better. Write it down. Be as detailed as possible about this vision—and have fun with it!

And **third**, think about ONE step - even a baby step - you can take within the next 24 hours to go in the direction of this dream. Put it in your calendar... and just DO IT.

**- I am feeling super inspired to GIVE you a FREE "Build Your Dream" Coaching Session to help you release limiting beliefs, commit to your highest potential and give you a customized action plan!**

Once you release whatever it is that's holding you back from your biggest dreams and goals, shift your mindset and have a clear action plan, that's when the magic happens!

---> **Click HERE** if you want this FREE session now

**So, here's how this will play out:**

There are limited spots available **this Saturday, next Wednesday and Thursday. The first people who click on the scheduling link will receive a FREE Build Your Dream coaching session.**

We will reveal what is truly holding you back from your highest potential. I will clear that block and align you with your next BEST action steps to set you up for success and happiness!

When you don't know the specific obstacle that is holding you back, you're in limbo—which can feel terrible. You're neither here nor there and everyday you may feel more and more frustrated that things aren't moving forward. You KNOW you want more out of life, but some form of fear or discomfort is blocking you. I am super passionate about helping you gain clarity so you can start taking steps forward NOW.

***Here are the 3 rules to connect with me:***

**#1 Click here** to secure a spot on my calendar.

**#2** Write down your dream case scenario, for your life and your business

**#3** Show up for the call with an open mind, ready to take notes and then take action!

So, if you know you need this:

---> **Click here to grab a time on my calendar.**

This is YOUR chance to get clear about what's next for you. Are you willing to show up for yourself and grab this opportunity?

---> **Click here to secure an appointment with me. It's free.**

Life is precious – so if there is something you've been wanting to do—don't waste another day not doing it!! Take this step with me—and let's make it happen. You will be inspired and motivated to take action.

Talk to you soon!!

Amy

**Subject:** hey  
**Open rate:** 24.7%  
**Email copy:**

Hey First Name!

I've been connecting with a lot of new coaches, trainers and entrepreneurs this past week and have heard a lot of them say...

**“Sometimes I wonder... who am I to coach others?”**

OR

**“I guess I'm just dealing with some self-doubt. What if I fail?”**

Nearly every coach or entrepreneur I've ever worked with has had to work through their own self-doubt in order to launch or grow their dream businesses.

**Here's the thing...**

*You don't have to have all the answers.*

*You don't have to have a huge budget.*

*You don't need to be everything to everyone.*

*You don't need more credentials (unless it's required by law in your industry).*

*You don't have to have a perfect website.*

**The first and most important thing you need is to GAIN CLARITY about what you really, really, really WANT... and more importantly, WHY you want it.**

Once you have this clarity, creating a streamlined action plan for your business becomes much, much easier!

**If you're not sure what your next step in your business should be, let's chat this Friday, Saturday or Sunday.**

**Click reply, and we'll schedule a strategy call to clarify your vision, uncover what's been holding you back and determine your next action steps to get you what you want.**

Talk to you soon!

Amy

*P.S. The only way you will get what you want is if you **get clear with your vision and action plan.** I'm here to help you! **Just click reply and let's schedule a time to chat.***

**Subject:** 30-Day Morning Ritual Challenge - let's do this! (READ TODAY!)

Open rate: 22.5%

**Email copy:**

Hey !

Happy New Year!!

I always love the visual of the new year being a new, blank canvas-- and that we get to start fresh, once again!

That being said, my colleagues and I have decided to take on my 30-Day Morning Ritual Challenge, and I wanted to see if you'd like to join us.

**Very simply, here's what we're doing, and I'd love for you to join us, too!**

1. **Write down your ideal morning ritual:** what time you want to wake up, and how you want to start and set the tone for each day! (i.e. Journaling, meditation, exercise, drinking hot water with lemon or an awesome green juice, healthy breakfast, setting the intention for the day, etc.!)
2. **Print off a January calendar** (you can just Google a January calendar image, or maybe you already have a calendar you can hang on a wall in your home)
3. **Each morning** that you actually follow through with your morning ritual, **put a star on that day! Yay! :)**
4. **Schedule your FREE Coaching & Accountability Call** with me THIS WEEK while I still have spots available - you can then share with me your JANUARY goals - as well as your big vision for 2017! I'm here to help! **Click here now to schedule your call with me- and we'll chat this week!**
5. **Join our free Facebook community, Dream Life Entrepreneurs,** and share DAILY how your 30-Day Morning Ritual Challenge is going-- so we can all be in this together!

This is going to be so great!! I'm excited to practice my own, improved morning ritual with you and others!! :)

Cheers to 2017 and awesome Morning Rituals!

xoxo

Amy

**Subject:** Waiting to hear from you  
Open rate: 20.7%  
**Email copy:**

Hi !

Here's a thought for you...

**"Your clients are waiting to hear from you."**

That's what I tell entrepreneurs whenever they share how much they want to **help others, make a difference, and achieve financial freedom.**

"I just don't know what I'm supposed to do next-- or if I have what it takes to coach others and build a successful business," they respond.

And then I get to course-correct them! Yay!

**Limiting Belief: I don't have enough credentials... so who am I to think of myself as an "expert"?**

**Breakthrough:** Everyone has the exact same fears and insecurities as you. And when you focus on what credentials you don't have, you are making it all about YOU, meaning, you are no longer in service to THEM (your future clients).

If, with integrity, you believe you can help others with what you DO know, then it is a disservice to NOT make an offer to help them.

That's right-- it's not about having the MOST amount of experience in your industry- **it's about being highly committed to helping others, with integrity, guidance, support, and accountability.**

And- you won't know what your gaps are (at every level!) until you just. start. doing it!

The best way to grow is to **begin taking steps in the direction of your bigger vision.**

Think about the number one thing you could accomplish this year that would reflect SUCCESS to you, come December 31st.

Then, think about where you are NOW in relation to that bigger vision.

And come up with one step that you can take TODAY to move (even a baby step) in the right direction.

When you do that, every single day, you can make some great movement in a month, let alone a year!

This is exactly how I launched my coaching business. Opening up my journal to write out my bigger vision for myself, not knowing HOW the heck I was going to get there.

From there, I used what I learned in my marketing and sales career to create a private coaching package that could initially help local, Seattle-based entrepreneurs get started on their own journey.

At that time, the coaching industry still seemed somewhat "woo woo" -- but the description of it sounded like a dream job! And now, it's a huge industry, making a difference for millions and millions of people around the globe!

I truly believe in the coaching business model, and things totally took off for me from there-- and now I have wonderful clients all around the world!

And the number one question entrepreneurs ask me is this:

**"How do you find clients?"**

It's actually much easier than you'd think.

Most entrepreneurs believe they have to build a large email list and have fancy Facebook ad campaigns in order to attract clients.

However, it's really about knowing **how to deeply connect with people, online and in person.**

It's also about **being crystal clear (and confident) about articulating what you do and what you offer--** so your products or services are perceived as something of great value, credibility, and benefit to your ideal clients.

When you focus on being authentically YOU, deeply connecting with your ideal clients, and knowing how to help people towards THEIR vision, they will be so excited to chat with you about your business.

They will say things like, "I have been waiting to connect with someone like you!"

So- when you describe to others what you do and what you offer-- do they lean in, or do they tune out?

**What is your uniqueness?** Do you stand out in your industry, or do you blend in with the crowd? And-- most importantly-- do you know how to deeply connect with others?

If these questions are easy for you to answer, you are in a great place to grow.

And if you're not sure of your answers...

**If you're not sure how to confidently articulate what you do, what your bigger vision is, and how to articulate with confidence what you offer, I'd love to help you figure it out!**

**==> Just click here now so we can talk!!**

I can't wait to hear from you!!

xoxo

Amy

***P.S. Your future clients are waiting for you-- they just don't know about you yet. And you have a special gift and purpose you need to share with the world; you just need a clear message and action plan. So, if you want help determining your uniqueness (or taking your message to a whole new level) - and having a clear action plan, click here, and let's chat!!***

SAMPLE

**Subject:** (enter their first name here)

**Open rate:** 20.0%

**Email copy:**

Hey !!

I know you've been thinking about launching a new coaching package-- and I also know that you've been wanting to build your confidence in your sales conversations-- to welcome new and wonderful clients to your business within the next few months.

I have a few spots open on my calendar tomorrow and Friday, and I'd be happy to help you improve your sales conversations, so you can shine through as the most AUTHENTIC and inspirational YOU for your future clients!

The best way to schedule a time with me this week is to **click here** for my scheduler. (And, as you know, my calendar is always filling up with other meetings and personal tasks, so please reserve your time with me now if you'd like my help!)

Talk to you soon!

xoxo

Amy

SAMPLE

**Subject:** quick note about this Wednesday  
Open rate: 19.6%  
**Email copy:**

Hey !

I wasn't sure if I mentioned that I have another FREE webinar training this Wednesday-- so I wanted to be sure you knew about it!

So I've been using this **super simple strategy on my personal Facebook page** that has made huge difference in my ability to **EASILY attract coaching clients** -- and I want to share this with you, because **if I can do this, you can, too!**

Imagine being able to **connect with your future clients from your phone, tablet, or laptop**-- in the same, personable way you would at a networking event -- and position yourself in a way where **potential clients reach out to you DAILY from social media!**

My point is-- **on my FREE live training this Wednesday**, I'm going to walk you through **the exact strategies on how I do this** (from spending just a little time on Facebook each day)!

**Click here to save your spot** on my live webinar (which you can access via web or phone), and be prepared to take notes! Can't wait to share!

Talk to you soon~

Amy

***P.S. I've also learned some things we should NOT do on our personal Facebook pages -- so I'll be sharing those elements, too! More than anything, I want you to be able to attract clients just as easily and authentically as I do, so join me for my free training on Wednesday! Click here to save your spot!***

**Subject: Are you around tomorrow?**

**Open rate: 18.8%**

**Email copy:**

Hi !

I know you are thinking A LOT about where you want to take your business in 2017-- and here's the thing...

***"Success LOVES preparation!"***

That being said, I was originally planning on a very active weekend-- however, The Universe must have decided I needed to slow down a little... as I sprained my ankle yesterday morning coming down my stairs!!

So, tomorrow, I'll be enjoying my cozy home, surrounded by twinkling Christmas lights (while elevating and icing my ankle!), and **I'd love to offer YOU a free Business Strategy Coaching Session.**

I've had the joy of **attracting such wonderful clients every single year**, online and in person (and doubling my revenue each year!), and I love helping passionate entrepreneurs - just like YOU - **plan out your BEST year to date!**

Click here if you'd like to chat tomorrow, and I'll be excited to help you **map out a clear action plan for 2017!**

xoxo

Amy

***P.S. Prior to our call, you can think about the #1 area you'd like to really improve in 2017-- and then share it with me, so I can help you to the best of my ability. Click here to schedule our time to chat! Talk to you soon.***

**Subject:** I know you are in pain right now...

Open rate: 18.5%

**Email copy:**

Hi ,

I know you're fighting a battle inside right now... and it's beyond your business. This email is a bit lengthy, but if you have a few minutes to set everything else aside, **I have something important to share.**

Beyond my family and closest friends, **I haven't shared this with anyone**, but I've decided to practice a deeper level of vulnerability with you and others.

**It's how we breakthrough and grow.**

2015 was one of the hardest years in my life, personally.

On one hand, my business was growing, I was traveling to exciting, business mastermind events; I was training for my endurance half marathon races-- and was even asked to be featured in the film documentary, "Inspired by 11."

**From the outside (and on Facebook), you'd think my life was near perfect. But at home, I was suffering.**

I had been married for eight years - and we had been together for a total of fourteen. He was the first man I had truly loved. **But over the last few years of our marriage, we found ourselves in a very lonely routine that felt more like independent roommates than a loving and connected marriage.** The main things we had in common were our favorite, binge-worthy TV shows and our beloved dog. **That is what our marriage had become.**

Finally, one day in March 2015, I asked him a simple (yet scary) question, with a sadness and resistance in my voice...

***"What are we even DOING?"***

He responded with a heavy sigh... "I don't know... This is just how we are, right?"

**It opened up a very real and honest conversation**, that lasted about four months. We didn't know quite what to do. In our case, there wasn't anything terribly wrong; but it definitely wasn't right, either.

While we loved each other, **we weren't happy.** After some deep, heart-to-heart conversations and some counseling, we decided to separate to give us some time and space... and then, **we decided to get a divorce. The hardest part was being in limbo. There were times I felt I couldn't breathe... and didn't want to face the heartache and pain.**

I used to judge people who got divorces. And then I became one of them. But I am grateful we went through the process in the most amicable way possible, and **now, we are both happier for it.**

Fast forward to today, and I am in a new, loving, beautifully-connected relationship that I never could have imagined, and my business continues to double each year -- **as I am now living my true, authentic self.**

I share this because **I know you are fighting your OWN internal battle right now.** And one of the biggest lessons learned from my battle was **that the longer we don't acknowledge our truth about our pain, the longer we suffer and put off living our most authentic, happy lives.**

I also share this because **once you are able to walk through your own battle and get to the other side, you will have the opportunity to see the beautiful lessons you experienced while struggling.** It becomes a part of your story, your journey, and will make you stronger and more grateful for the joys in life (and business!) than ever before.

So... if you dare to share... sometimes it helps to just let someone know what you are going through.

You are welcome to **click reply and share with me your pain point** (personal or business)-- because **by sharing, it's the first step to your freedom.** Or- I empower you to share what's happening with a trustworthy friend, family member, or counselor.

While this email isn't specific to marketing, sales, business development, etc... the important element is that **it's all intertwined with YOU and whether or not you will let anything holding you back from living your life as the HIGHEST version of yourself.**

Let 2017 be the year you honor yourself and your bigger vision. Be bold and courageous. **Your future self is waiting for you!**

xoxo

Amy

*P.S. If I touched on a nerve that is too sensitive right now, take a few deep breaths, and **be kind to yourself.** This may be the first time you've really given yourself permission to drop into your heart and think about what you really want. I remember what that was like. And when I wasn't quite ready to make a bold move, I had incredible friends who said, "**It's okay. You don't have to make a big decision today. But it's good that you are at least thinking about things.**" So, calm your mind and your heart, and know that you are not the only one facing pain right now. And.... "this, too, shall pass." You are loved.*

**Subject:** Let's map out your 2017 biz plan this week!!

Open rate: 18.4%

**Email copy:**

Hey !

I hope you had a great weekend!!

In addition to getting together with my girlfriends for our annual holiday celebration, I started the process of re-designing my home office!!

I'm obsessed with finding ideas on Pinterest -- while imagining a dream office that not only aligns with productivity and joy, but is also "Oprah-approved" -- and has a great backdrop for producing online videos for 2017!! And this time, I'm even working with the International Best-Selling Author, Interior Designer, and Lifestyle Curator/Mentor, Christa O'Leary!! Super pumped!!

I always find myself doing things like this towards the end of each year-- to **get ready for all the excitement that comes with a brand new year ahead!!**

My point in sharing this is **that this is a great time of year to really think about how to take things to a whole new level in 2017-- and ask ourselves some great questions, like:**

1. ***What worked really well for your business in 2016?***
2. ***What did **NOT** work so well for your business in 2016?***
3. ***What do you get to improve **BIG TIME** in 2017?? :)***

Right now, my colleagues, clients and I are all empowering each other to not only **DREAM bigger-- but to PLAN and COMMIT bigger, too!!**

So -- I wanted to check in with you to see where YOU are, when it comes to **mapping out your 2017 Business Plan.**

**==> I've opened up some spots on my calendar this week to connect, if you'd like my guidance and support for your CLEAR action plan for next year.**

This is the perfect time to finish the year strong - and already **have an awesome outline for what to focus on after the holidays!**

As you likely know, my calendar fills quickly with other projects and personal plans, so **click here** if you'd like to chat- so we can get you set up for success for 2017!

Talk to you SOON!

xoxo

Amy

***P.S. I realize that there is no perfect time to step away from all the day-to-day tasks to focus on our bigger vision and talk it through with someone who geeks out on entrepreneurship as much as we do. SO, this is your chance to do just THAT! Click here before my calendar is booked for the week-- and we'll come up with the BEST action plan for you for 2017!! Woo-hoo!!***

SAMPLE

**Subject:** How to Easily Attract 3 New Coaching Clients in 30 Days  
**Open rate:** 18.2%  
**Email copy:**

Hey !

I hope you enjoyed your long holiday weekend!

Saturday was a BIG day for me... as I completed my FIRST Triathlon!!

This was something I never thought I could or would do... but after seeing my great friends Josh and Kim Cooper complete their first triathlon in June, AND hearing Kim say to me, "Amy-- if I can do it, you can DEFINITELY do it," ***she inspired me to face my fears, release limiting beliefs-- and commit to JUST DOING IT!***

My training over the last two months was NOT perfect.

I had my doubts within the first few WEEKS of training.

I even called Josh and Kim when I thought it would be best if I trained for a triathlon that was further out than this September 3rd race.. to "***give myself more time, so I could really be ready...***"

Fortunately, whenever I had self-doubts, I'd reach out to Kim, Josh, or my endurance coach, Lance Carter, so ***they could show how much they believed in me-- until I could believe in myself.***

I could have given up at ANY point in time... but I'm SO GLAD I stayed true to my commitment, with the help of these people!

**The reason I'm sharing this with you, is that you may be experiencing the same thoughts - or even doubts - about your business.**

**It's easy to initially get excited about it ("it" being your business, launching a new product or service, facing a fear of a speaking opportunity/ video, signing up for a race, etc...), and then, at some point, we may second-guess ourselves and our decisions...And at that point, it's just a matter of what we DECIDE TO DO when those limiting thoughts come up!**

***The good news is...*** there is ALWAYS a coach or inspiring individual who has been where we've been... AND has gotten to the Finish Line!

**And so many entrepreneurs feel the same way about attracting clients and building a business-- as I have felt about training for endurance races!**

**They think it has to be so hard!**

Thankfully-- building a business from the ground up is my area of expertise. I geek out on business. It's where **I continuously overcome my own obstacles, face every fear, believe that I CAN and WILL achieve my bigger goals and dreams... and as a result, I've grown in my industry AND I double my income every single year!!** Being an entrepreneur and mentoring other awesome entrepreneurs is my happy place!! I love, love, LOVE IT!! (Yes, this is TRULY how nerdy I get about it-- you can ask any one of my clients or colleagues!!)

So- just as my friends Kim, Josh, and Coach Lance helped me with my endurance training and mindset, **I've decided to "pay it forward" and help YOU!**

**Because I want YOU to have the same feeling I had this weekend, when all of my training and preparation led me to my bigger VISION.**

That being said, I've created a **FREE** webinar training that's happening **TOMORROW**, and **YOU** are invited to join me!

I am going to teach you how to **EASILY** attract three new clients **in the next 30 days**, using the **EXACT** formula I've used to build a multiple, **six-figure coaching business.**

So, if you'd like to join me, click here to get **FREE** access to my training. It's all happening tomorrow at 1pm PST! **Can't WAIT!!**

Talk to you soon!

~Amy

***P.S. If you are wanting to attract new clients, create coaching packages that get people from "interested" to a "YES!", and create an awesome lifestyle -- this is exactly what I will be covering in my free live training TOMORROW! If you are SO ready to rock out your business over the next 30 days- and BEYOND-- join me!! You will learn things you can apply RIGHT AWAY to grow your business. Click here for free access to my webinar, "How To Easily Attract Three New Clients in the Next 30 Days!" I'm excited to share my exact formula with you!!***



**Subject:** Can you chat Tomorrow??  
**Open rate:** 17.7%  
**Email copy:**

Hey !!

Are you around tomorrow afternoon?

The reason I ask is that it's the perfect time to **reconnect with our bigger visions for the year, and create a clear, 90-day action plan** to get things going in the right direction for your business.

I created my own **2017 Business Plan** before the holidays, and I always find it helpful in January to reconnect with it, **to know EXACTLY what to focus on each week to set a POWERFUL momentum for 2017!**

You know you are SO READY to **have a major breakthrough in your business this year--** and I'm happy to help you!!

I just opened up a handful of times on my calendar tomorrow afternoon for you and a few others to grab (for free!!)-- **so we can come up with your 90-day, clear action plan to boost your business and attract more clients.**

**===>Go ahead and click here for my scheduler, and let's chat tomorrow afternoon!**

There is no time like right NOW to get started on your **BEST YEAR EVER!**

Let's DO this!!

xoxo

Amy

*P.S. Yesterday, a friend challenged me to do 100 push-ups by 1pm. I thought he was CRAZY!! So I told him what my schedule looked like and didn't think I had the time-- and he said that he believed I could do it **if I just decided**. Not only did I do 100 by 1pm, I did 107 push-ups by 12:35pm. My point is, we all have limiting beliefs about what we think we can or cannot do-- and once we DECIDE, it's DONE... as long as we stay committed!! So- **let's schedule a call - and come up with a great plan for the next 90 days of your business--** and see what you can accomplish by the end of March. **Click here to book a free strategy call with me tomorrow afternoon, before these spots fill up. Talk soon!***

Subject: BIG NEWS!!!!  
Open rate: 17.7%  
Email copy:

Hey !

BIG NEWS!!!!

I can now announce to you and all my loved ones that I'm going to be **one of the featured speakers at next month's "ULTIMATE STAGE EXPERIENCE"** in La Jolla, California!!!!

Created by Serious Take Productions, the purpose of this big event is to **inspire entrepreneurs to take action towards their own ambitions in life and business.** I will be alongside other incredible speakers, such as **Success Strategist Danielle Delgado** and **14-year old CEO/ 6-Figure Earner Caleb Maddix** (*he was that teenager that was on a Facebook video that went viral, due to his mad sales skills -- he's amazing!*).

Just a few short years ago, I would have never imagined being presented such a big speaking opportunity like this...

**WHY am I sharing this with you?**

I truly believe it is **when you choose to commit to your biggest dreams -- no matter what comes your way -- exciting opportunities begin to present themselves.**

And it all BEGINS by letting someone know your bigger dream!

So -- **I'd love for you to share with me what YOUR bigger goals and dreams are..** as telling someone about them always makes them a bit more REAL.

Okay.. I've got a full day ahead of me, including working on my stage presentation -- because I am committed to rocking it out!! Today is what dreams are all about!! Thanks for letting me share my exciting news with you, !!

Talk to you soon~

xoxo

Amy

***P.S. Click reply -- and share your big dream goals with me. Just take a few minutes and think about it... If you didn't let ANYTHING hold you back, what would you like to see unfold in your life and business?***

***P.P.S. Also- let me know if you'd like to be my guest at the Ultimate Stage Experience, happening November 19th (a Saturday) in La Jolla, California, and I will hook you up with a free ticket!!***

**Subject:** What's your favorite HEALTHY recipe?

**Open rate:** 17.4%

**Email copy:**

Hey !

If you're anything like me, you keep a really full schedule with your business and spending time with your loved ones.

That being said, I finally decided to do something I've dreamed of for YEARS...

**I hired a PERSONAL CHEF!!**

Not only that, she's formerly a health coach and saw the need for HEALTHY personal chef services.

While she has created delicious meals for me to enjoy throughout the week, she's not big on desserts, unless they are truly healthy.

She's also asked me if I have any **favorite healthy dessert recipes**, and I'm drawing a blank. (Plus, I've been cutting back on dairy and gluten, as I realize I have a sensitivity to both!!)

**Can you help?**

If you have a **favorite HEALTHY dessert (or naturally sweet) recipe, can you hit reply and share it with me?**

Thanks so much!! Can't wait to incorporate some healthy treats to compliment my delicious, organic, dairy- and-gluten free meals!!

xoxo

Amy

***P.S. We entrepreneurs get to learn how to delegate better, so we can focus on our biggest passions -- while still nourishing our bodies and lives!! And that's where healthy prepared food comes in... thanks again for your help!!***

***P.P.S. Cheers to a healthy, happy, prosperous new year!! Sending much love!***