

WEBINAR EMAIL SEQUENCE

Promotion*

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* All promotional Emails can be repurposed to Facebook with the following tweaks:

- Make sure you remove the merge tags, greeting and signature as those only apply to emails.
- For IG/FB I replace bullets with emojis and add emojis in other spots if desired, no formatting otherwise.

After Sign Up

Immediately following sign up - confirmation of registration

PROMOTION

Email 1 - Thursday, July 11, 6AM PT

Subject: I'm done being nice about this

Preview Text: it's time I got straight about what's really holding you back

Quick story. One of my mastermind clients asked me, "What's in the gap for me?" a few months back.

She had started her business from scratch in the fall and hadn't really had any sales.

I told her, "*You need to be relentless in making offers.*"

She took that advice to heart and has generated over \$20,000 in sales (and counting) in a few month's time.

Pretty amazing, right?

Now, I know you're wishing you'd have results like that in your business ~Contact.FirstName~, but thoughts like these cloud your mind...

I should probably get my website up first.

My package isn't clear enough.

Should I include this in the package or that? What about the price?

With love, here's what you need to do: stop planning to plan, to plan, to plan.

It's time to be so *done* with that.

If you don't stop that now, just know you'll be swimming in indecisiveness forever.

Hesitation will kill your dreams.

It's the truth. I'm not here to sugar coat it... I'm here to give it to you straight!

Let's get you clear on this offer piece, so you can move on to attract the clients you are meant to serve.

Sound good?

Join me next Wednesday, July 17 for a special, FREE class on creating your clear offer at 11am PT.

----> Amy, get me clear on my offer so I can serve more clients (and make money!)

I'll be sharing how to make your offer with confidence (in a way that your clients are eager to buy), and how to sound unique in your industry.

It's not to be missed! [Click here to register.](#)

xoxo

Amy

P.S. Save your spot even if you aren't sure you can make it. I will send a replay, but only to those who register ;)

----> Amy, show me how to create my clear offer!

Email 2 - Monday, July 15, 6AM PT

Subject: re: sounding like every other coach out there

Preview Text: here's what you do about it

Hey ~Contact.FirstName~!

When I started my business and began attending network events and putting myself out there as a coach, it started to feel like everyone else around me was a coach too.

Can you relate?

And once I joined a coaching program as a client... ugh! I was living in a bubble surrounded by tons of business coaches and other kinds of coaches all the time.

Don't get me wrong... I love being surrounded by super inspiring entrepreneurs all the time, but in my earlier days, I remember thinking...

Do I sound like every other business coach out there?

I even remember when I first started working with my business coach (the fabulous Shanda Sumpter), I learned how to build a list and how to sell to it. Then I thought, I'm a business coach too, should I be teaching list building?!?

So I asked Shanda about this during one of our mastermind events and she said: “Amy, every business coach asks me this. You’re thinking it because I’m so convicted in my point of view. You get to be convicted in your own point of view too. If you had to start from ground zero, what would YOU do to attract clients.”

When I answered, I laid out my Create, Connect, Offer system... and we both laughed about how the one thing I never mentioned was list building!

See, it’s not about sounding like everyone else.

It’s time for us to unlock your unique offer. Because let me tell you, your unique offer is what is going to have you attracting the dreamiest of clients.

Join me for the “Create Your Clear Offer” free class next week on July 17 at 11am PT.

I’ll be showing you how to differentiate yourself from the rest of your industry AND communicate your offer in a way that makes your client eager to buy.

----> Amy, show me how to set myself apart from every other coach or service provider out there.

See you in class!

xoxo
Amy

P.S. If you’re tired of borrowing inspiration from other people in your industry and ready to step out confidently with your own clear offer so you can finally start attracting and serving more clients, this class is for you.

[Click here to join me on July 17, 11am PT.](#)

Email 3 - Tuesday, July 16, 6AM PT

Subject: *last chance to register” Create Your Clear Offer Training

Preview Text: don’t miss this free class! Registration details are inside...

Hey ~Contact.FirstName~!

This is the last email I’m going to send about the “Create Your Clear Offer” Training.

I’m hosting this [free training](#) tomorrow at 11am PT on Zoom.

If you’ve been on the fence about registering, now is your time to make a decision.

Join me for this free, interactive training to discover...

- How to pitch your offer so that your ideal clients are eager to buy.
- The 3 essential elements you need to communicate your offer with confidence.

- Tools to differentiate yourself so you don't sound like every other person in your industry.

Create Your Clear Offer

Free Training

Wednesday, July 17, 11am PT/2pm ET

(REGISTER FOR CLASS HERE)

See you there!

xoxo

Amy

AFTER SIGN UP

Registration Confirmation

From: Amy Yamada, info@amyamada.com

Subject: Why you are so smart...

Hey ~Contact.FirstName~!

You've made a very smart decision to join me for the free training called Create Your Clear Offer... So You Can Finally Attract the Clients You're Meant to Serve!

If you've ever found yourself thinking...

"I sound like every other coach in my industry..." or

"I don't know how to describe what I actually do..."

This training was made for you!

During our time together I'll be showing you the **3 essential elements you need to communicate your offer with confidence.**

Plus I'll reveal how to **pitch your offer so your ideal clients are eager to buy** and provide tools to **differentiate yourself so you don't sound like every other person in your industry.**

You are going to want to be there live!

Here are the details for our session, including the Zoom link:

Wednesday, July 17, 2019

11am PT/2pm ET

Zoom link

Take a moment right now to save the date in your calendar.

See you there :)

xoxo
Amy

P.S. If you have any entrepreneurial besties who could use support with creating a clear offer and communicating it with confidence, share this link with them so they can sign up too: [LINK](#)

24 Hour Reminder

Subject: Create Your Clear Offer Class is Tomorrow!

Preview Text: REMINDER - clear your calendar

Hey ~Contact.FirstName~!

I'm going live tomorrow at 11am PT to show you how to create your clear offer. It's time to ditch the confusion so you can serve the people you're meant to serve!

You'll discover:

- How to pitch your offer so that your ideal clients are eager to buy.
- The 3 essential elements you need to communicate your offer with confidence.
- Tools to differentiate yourself so you don't sound like every other person in your industry.

Here are the details to join me live on Zoom in tomorrow:

“Create Your Clear Offer”
Wednesday, July 17, 11am PT/2pm ET

[Zoom link](#)

xoxo
Amy

4 Hour Reminder

Subject: Is your calendar clear at 11am??

Hey ~Contact.FirstName~!

I'm going live to teach my best stuff on how to create a clear offer that makes your ideal client eager to take the next step.

Here are the details to join me live on Zoom in four hours:

“Create Your Clear Offer”
Wednesday, July 17, 11am PT/2pm ET

[Zoom link](#)

xoxo
Amy

1 Hour Reminder

Subject: Live in 1 hour - Create Your Clear Offer Class

Hey ~Contact.FirstName~!

I'm going live to teach my best stuff on how to create a clear offer that makes your ideal client eager to take the next step.

Here are the details to join me live on Zoom in one hour:

“Create Your Clear Offer”
Wednesday, July 17, 11am PT/2pm ET

[Zoom link](#)

xoxo
Amy

15 Min Reminder

Subject: Join the training room now

Preview Text: it's time for Create Your Clear Offer

Hey ~Contact.FirstName~!

I'm about to go live. Head over to the training room now!

Here are the details to join me live on Zoom:

“Create Your Clear Offer”
Wednesday, July 17, 11am PT/2pm ET

[Zoom link](#)

xoxo
Amy