



What do you do differently than other people in your industry?

It's SHINE TIME!

It's time to shine a light on what makes you different — from every other person who does what you do.

(Share Your Stance Content)

Step 1: What is your direct offer? We want you to be selling NOW!

**Note - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

Step 2: Brainstorm at least 4 things that make your process, program, or methodology different from others in your space. These will be the 4 topics for your 4 emails this month.

Ann (Turning the tides on burnout):

- Differentiator 1: The Finding Freedom method b/c you've got to treat burnout from the root of the problem, not talk therapy therapy.
- Differentiator 2: Just in Time Coaching - in-between sessions - get caught in a loop - so reaching out in the moment helps me

help you get free from that loop and redirect you to the path that is connected with your true self.

Veronica (purchase an intuitive reading)

- ☑ Differentiator 3: Co-creative - I give you the power and space to trust what you are already feeling. This becomes a dialogue about you trusting yourself and you know what to do. Helping you see that your intuition is with you.
- ☑ Differentiator 4: No bullshit. Straight Shooter. I'm a single woo —not woo woo. Giving you practical application of the guidance. (I've gone to readers that have (story)).

Step 3: Outline the main points of your FIRST email

- **Subject line:**
- **Email opening hook (first line):** Is it time to start trusting your intuition?
- **Share a story, facts, or insight that includes your first differentiator:**
 - Finding Freedom Method - where CBT, DBT works (and why it doesn't work for burnout).
- **Share a client testimonial that supports your first differentiator:**
- **Invite your email audience to think deeper/differently about the results they want (ask a question!)**
 - What would your life look like if you were making confident decisions?
- CTA (see step 4)

Step 4: CTA - what do you want people to do next? Reply, register, book a call?

I'd love to explore the with you in a 1:1 intuitive session.

Example Email: Differentiator Content

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: [Lucrative Email Marketing](#)

Preview: [Illuminate]

Send Date: March 11, 8a ET

Who gets it: everyone on list unless they have already registered for March 20th Email Marketing workshop

Hello FNAME!

***Gasp* Another FB highjacking!**

A couple weeks ago, I got a message from a coaching friend that her Facebook account had been hacked. Obviously, she couldn't log in.

But she tried, and tried. Facebook never answered and she has permanently been locked out of her network. THOUSANDS of her contacts -poof! gone!

Thank goodness she had started growing her **email community**.

Now, this coach is a smart cookie – she understands that you don't own your social media accounts. They're rented space.

In contrast, email marketing is the **only** marketing tool that you truly own – you're not Zuckerberg, after all.

And when you consider that Social Media gives you an average of only 24% return (how much time are you spending on socials, [NAME]?)...

...but then you realize that email marketing gives you a 4200% return... growing your email community becomes a no-brainer.

But HOW you leverage email is what makes this platform truly special.

But how do you make your email marketing JOYFUL and LUCRATIVE?

Well, for starters, email is **personal** – far more personal than social media. And you own your email list (remember that friend of mine who lost her FB account?).

Secondly, **we need to start thinking about email differently.**

I want you to start thinking of your email as a two-way communication tool. Ask for replies. Get conversations started.

(After all, sales result from conversations with your community!)

Finally, **creativity in email is important – it helps you stand out from the crowd (rather than blend in).**

This is where your unique Content Personality® comes in.

(Side note: I am the only one on the planet teaching you how to leverage your Content Personality® in your email marketing.)

Now you might be wondering how to make email work better for you if you are not a written Content Personality®? (*Yes, for all you written types—we are a tad bit jealous of your simplicity here.*)

If you're not a written Content Personality®, HOW can you leverage email?

Well...you have to think *outside the box* – start adding video, Headliner clips, or creative illustrations. You can also share about your upcoming speaking engagements or live events.

If you're reading this email, I know that you know that we don't believe in boxes, so it's time to break your email strategy out of jail (so to speak) and start allowing it to serve you, your Content Personality®, and your community.

Want to learn more about creating a 4200% return using email marketing that connects and converts?

[Be sure to register for our upcoming workshop on March 20th!](#)

xo,

Shannon & Amy

P.S.



How can you leverage your current connections via email marketing to help you connect with future clients?

Michelle has been in the design industry for nearly 20 years. She founded Creative Edge Interiors, an award-winning interior design firm

specializing in large-scale residential and commercial renovations and full-service furniture packages.

When Michelle arrived on our doorstep, she had great relationships with current and past clients but no strategy to stay in touch with them. Once she started to email them regularly, it was amazing who she could reconnect with and who started to make referrals to her.