



What's New?

It's time to share a new resource and share your newfound awareness and knowledge. And...it's time to reengage your list!

Thought Leader 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)

Strategy call - paid and free. **FREE.**

DFY IG 9 Grid.

Step 2: Brainstorm at least 4 talking points from ONE new/revived resource (your lead magnet, a workshop, etc) that will reengage your current list into something new going on in your world. These will be the 4 topics for your 4 emails this month.

- Talking Point 1: IG alone is not a strategy
- Talking Point 2: Do you know your biz goals and how to match them on IG
- Talking Point 3: 9 Grid is a content strategy that allows you to “set it and forget it”

- ☑ Talking Point 4: Being Present on the IG platform - keeping it relevant - not constant

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook (first line):
 - Use this format:

Does your current 1:1 or group program have a paid waitlist yet?

If not, here's what you are missing.

Examples from club:

- Is your current IG strategy taking up too much of your time—and not converting to clients?
- When was the last time you posted on IG?
- Is your IG content landing you paid clients?
- Share your TALKING POINT about this resource:
- Share how downloading/attending with help them (the end result):
- Share your bold/unique POV to leave with them:
- CTA (see step 4)

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

Example Email: What's New Content

From: hq@joyfulbusinessrevolution.com
Reply to: hq@joyfulbusinessrevolution.com
Subject: Have a paid waitlist yet?
Preview: [The Perfect Pairing]
Send Date: June 4, 2024: 8a ET
Who gets it: everyone on list

Hello FNAME!

[HOOK]

Does your current 1:1 or group program have a paid waitlist yet?

If not, here's what you are missing.

[TALKING POINT]

I'm seeing a big HOLE in many business owners' strategy right now, and I've decided to do something about it with a new workshop on June 20th.

Selling out your program requires THREE very important things:

1. **Messaging** that (ethically) entices and persuades your most interested prospects to take the next step (book a call with you, click the register button, etc.)
2. A **simple marketing plan** that gets your message in front of the right audience.
3. Conversational and **courageous selling**, so you close the sale.

If any ONE of these are missing, you have a HOLE...

Which means your programs aren't selling at the rate you'd like—and that sh*t just ain't joyful!

I've teamed up with the one and only Dr. Nadia Brown for a workshop this month called [The Perfect Pairing: How to Attract High-Quality Leads Using Buyer Psychology and How to Convert those Leads to Clients with Courageous Sales Conversations.](#)

[How this will help them, aka The End Result]

If you are ready to SELL OUT your programs, then this 3-hour hands on workshop is for you.

The end result of The Perfect Pairing workshop:

- You will have a framework (and nearly complete messaging) for one social media post and/or one email to share with your audience. It will speak directly to the client who is ready to buy now. You will be able to use this framework time and time again for future marketing content.
- You will have a first draft of your conversation guide that you can use to have courageous sales conversations with your new perfect-fit prospects.

[Your bold/unique POV]

When you pair buyer-based messaging and organic marketing + courageous sales conversation, it's The Perfect Pairing, just like Cabernet Sauvignon and Aged Cheddar.

And when you choose not to master this?

You'll continue to struggle with filling your programs—and your bank account.

[CTA]

I don't want that for you—[so I'll see you June 20th!](#)

xo
Shannon