



Sharing Your Transformation Statement To Book Sales Calls

Craft emails that position the transformation of working with you — and let's book some sales calls!

Direct Offer 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)

Book a call

Get the special rate by the end week.

Step 2: Brainstorm 4 specific problems you solve for your ideal client—and why each problem persists. These will be the 4 topics for your 4 emails this month.

- Problem 1:** It may be because you haven't presented actionable steps the audience can DO or relate to.
 - Why it persists #1: You haven't gone deep enough with your potential clients' problems.

Why it persists #2: You present your presentation as a market researcher, not like real people with real problems.

Problem 2:

Why it persists #1

Why it persists #2

Problem 3:

Why it persists #1

Why it persists #2

Problem 4:

Why it persists #1

Why it persists #2

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook (first line- what they WANT):
- Share ONE problem they are experiencing:
- Give 2 reasons why this problem persists:
- Share your Transformation Statement
- CTA (see step 4)

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

Example Email: Sharing Your Transformation Statement To Book Sales Calls

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: not hitting revenue goals?

Preview: let's chat.

Send Date: August 7, 8a ET

Who gets it: everyone on list, unless they are a current client

Hello FNAME!

[HOOK]

If you are not hitting your monthly revenue goals each month...

[ONE problem]

...it may be because your marketing content doesn't position you as a credible expert.

[2 reasons this problem persists]

There are two reasons this continues to happen:

1. Your marketing does not position your solution as the BEST SOLUTION for your audience.

2. Your marketing does not convey your specific expertise and trustworthiness.

[Share your transformation statement]

If you are ready to go from the Invisible Expert to the Highly-Paid Expert...

[CTA]

...[then it's time to schedule a Strategy Call with Amy.](#)

During this call, Amy will ask you a few key questions to pinpoint the gaps in your messaging and marketing—and then show you how we can help you fix them.

Talk soon!

xo
Shannon