



What Drives You Nuts In Your Industry?

Share your stance on industry BS that you don't buy into.

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 4 of the things that continue to be taught, thought and/or believed in your industry that you know is total BS.

- Industry BS #1: Saturated fat and cholesterol are bad
AI is going to do the work for you
Don't have money to invest in a bookkeeper or bookkeeping software
- Industry BS #2: Sugar is bad
Using a template means you are not good a your job
I don't need to meet with my bookkeeper regularly, they know what they are doing
- Industry BS #3: Salt is bad
If you spend too much time creating something, you are just

goofing off

Bookkeepers should just be sending you your reports

- Industry BS #4: Wear sunscreen
Searching for the right free template is a waste of time

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook (first line is a BS statement):
- Share your stance about why this one BS statement is keeping them stuck.
- Remind them of the BS statement
- Position Your Expertise
- Transition to the CTA and give necessary context
- CTA (see step 4)

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

Example Email: What Drives You Nuts In Your Industry Email

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: We are committed...

Preview: to YOUR JOY.

Send Date: September 4, 8a ET

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

Hello FNAME—

[HOOK]

The “freebies” and low-value workshops you continue to invest time and (a little bit of) money into is hurting your long term success.

OUCH. Did you feel the sting of that statement?

[SHARE YOUR STANCE]

You know what gives you the biggest gains and returns in your business, [NAME]?

Strategic, incremental, consistent steps. They add up over time.

- There is no magic formula or fast path.
- There’s no magic pill that will turn your business into the business of your dreams without your investment.

Yes, I said it: **You most likely need to invest with high quality coaches in a high quality program to move your business and your life forward.**

[Remind Them Of The BS Statement]

Those freebies and low-value offers ain’t gonna cut it no more.

[Position your Expertise]

We have been help business owners just like you for over 12 years now, and what have we learned?

[Transition to the CTA]

Those who take a BIG LEAP and invest with us completely change the landscape of their business and their life.

So let's talk about how we help you grow in our **JoyFueled™ Business Growth Program** - which does require commitment from you.

First - your time.

You need to be ready to gift yourself a year of incredible change and growth.

Second - your energy.

We ask that you give 1000% to your transformation. This isn't your typical coaching program. You'll have assignments, homework, and yes, some of it will stretch you (in the best way imaginable).

And finally - resources.

This program isn't free, in fact, it's an investment each and every month of \$1250, one that you will earn back, as you begin to do the work, make the changes, and enroll clients.

If you've been thinking about joining us, and just haven't said YES yet, let's solve that.

The JoyFueled™ Business Growth Program investment will be increasing on December 15th to \$1500/month.

So, now is your time.

Of course, we want you to be 100% confident with your choice to join us—and to make sure the program is a good fit for you.

[CTA]

[Your first step is to schedule a call with Amy here.](#)

Let's grow a business you and life you L-O-V-E.

xo,
Shannon