



Why (Contrarian Opinion)

Present an unexpected take on a common belief.

Share Your Stance

[This format can be repeated for the other 3 topics to create a cohesive email series that reinforces this theme while offering actionable ways for your audience to connect.]

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

Position your brand as one that stands firmly in its values. Then, invite your audience to engage—whether that's replying with their own values, booking a call, or joining your program that helps them build an aligned business.

Step 2: Brainstorm 4 Topics for Emails

- **Topic 1:**

- **Topic 2:**

- **Topic 3:**

- **Topic 4:**

Shannon's Examples...

- **Monthly Theme:** *Why Now More Than Ever, We Must Be Transparent with Our Values*

- **Four Topics:**

1. *"Your Values Should Be Loud & Clear—Not Hidden in the Fine Print." – Why businesses that aren't upfront about their values are losing trust (and customers).*
2. *"Neutrality is No Longer an Option in Business." – Trying to please everyone pleases no one. Today's audience wants to know where you stand.*
3. *"Your Brand's Values Are More Important Than Your Offers." – People buy from brands they trust, not just the ones with the best products.*
4. *"Transparency Attracts the Right People and Repels the Wrong Ones." – Why being clear about your values actually makes selling easier.*

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook:
- Share a story from your past.
- Share how this relates to what you are doing now.
- Share the teaching point/s you want to make.
- Leave your audience with a question to ponder.
- CTA (see step 4)

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

Example Email: Why (Contrarian Opinion)

From: *hq@joyfulbusinessrevolution.com*

Reply To: *hq@joyfulbusinessrevolution.com*

Subject Line: *Why your values need to be front and center—NOW.*

Preview: *People buy alignment.*

Send Date: February 4, 2025, 8a ET

Hey [First Name],

[HOOK]

People don't just buy products or services anymore. They buy *alignment*.

[STORY]

A few years ago, I found myself holding back a truth I knew deep in my bones: **money follows joy—always.**

But I hesitated to say it out loud.

I worried that people would roll their eyes. That leading with *joy* as a strategy would make me sound naïve, unprofessional, or—even worse—like a spiritual guide, not a business growth strategist.

So, I kept things neutral. Polished. Professional.

I talked about marketing strategies and business growth, but I *downplayed* the heart of what I truly believed. I tiptoed around the idea that joy wasn't just a nice-to-have—it was the very thing that made businesses sustainable and profitable.

And guess what? That version of my brand? **Forgettable. Bland. Lost in the noise.**

The people who *should* have connected with me didn't, because I wasn't giving them a real reason to.

[RELATE TO NOW]

Then one day, I made a different choice.

I started saying it. Out loud. **Money follows joy, not the other way around.**

I shared how launch burnout had drained my creativity, how forcing business success never actually worked, and how everything changed when I prioritized what *lit me up* first.

And instead of being dismissed? My right people leaned in.

The more I stood in my truth, the more aligned clients showed up. The more I shared my beliefs, the stronger my community became.

Now, I don't just run a business—I lead a movement.

My values aren't just something I mention in passing; they're the foundation of everything I create. And in today's world, this kind of transparency is no longer optional—it's *necessary*.

[TEACHING POINT/S]

Here's what I know for sure:

- ✓ People are making buying decisions based on values, not just offers.
- ✓ Hiding your values makes you forgettable. Leading with them makes you magnetic.
- ✓ Your values don't have to be for everyone—but they *should* be clear for the right people.

[QUESTION]

So, I'll leave you with this: **Are your values crystal clear to your audience—or are they buried in the background?**

[CTA 1]

Hit reply and tell me: **What's one core value your business stands for, no matter what?**

I'd love to hear.

xo,

Shannon

[CTA 2]

P.S. If you know your business needs a values-driven messaging revamp, let's chat. Book a call with Amy here: <https://joyfulbusinessrevolution.as.me/20minconsultation>