



4 Mistakes [Your Audience] Should Avoid in [Topic]

Description: Give Actionable advice on a common challenge your audience faces.

Direct Offer Content

[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!

- This email will position you as the expert while offering a clear solution to your audience's challenges.
- Your CTA can be: booking a call, joining a program, attending a webinar, downloading a guide, or purchasing a service.

Step 2: Brainstorm 4 Common Mistakes Related to Your Monthly Theme

- **Mistake 1:** [Describe the mistake & why it's common]
- **Mistake 2:** [Describe the mistake & why it's common]
- **Mistake 3:** [Describe the mistake & why it's common]
- **Mistake 4:** [Describe the mistake & why it's common]

Shannon's Examples...

- ***Monthly Theme: 4 Mistakes Business Owners Should Avoid in Email Marketing***

- ***Four Topics:***

1. Your Copy Lacks Emotion (People Buy with Feelings, Not Logic)
2. Talking to *Everyone* Instead of a Specific Person
3. Over-explaining Instead of Being Clear and Direct
4. Selling the *What* Instead of the *Why*

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: 4 Mistakes Your Audience Should Avoid

From: hq@joyfulbusinessrevolution.com

Reply To: hq@joyfulbusinessrevolution.com

Subject Line: People don't buy with logic —

Preview Text: —here's what I learned the hard way

Hey [First Name],

I'll never forget the first time I completely bombed a sales call.

I had the perfect offer. I laid out all the details, the step-by-step process, the logic behind why it worked. I even shared client success stories, proving it could get results.

And yet... crickets.

The person on the other end of the call said, *"This sounds great, but let me think about it."*

I never heard from them again.

Here's what I got wrong: I thought people made buying decisions with logic.

They don't.

People buy with emotions first. Then, they justify with logic.

The transformation, the relief, the confidence, the joy — THAT is what they're actually investing in.

Not the modules, not the features, not the "3-step system."

And here's the crazy part: Once I made this shift, my sales conversations completely changed.

👉 Instead of talking about the **process**, I started talking about the **outcome**—how my clients would feel when they finally had that break through they desired.

👉 Instead of listing features, I focused on the **deeper desires** behind why they wanted to work with me.

👉 Instead of showing up with the answers (before even hearing their story and biggest desire - oy!), I listened deeply and asked better questions, like, “*How will solving this problem change your life?*”

And guess what? My sales call conversions skyrocketed.

Now, you would think that I might have learned the lesson in sales —and then carried it over to my email marketing.

But NOPE. I did the same thing—focused on the logic, not the feelings. And for a long time, my email marketing fell flat, too.

So here’s my question for you:

Are you sharing **features** or **feelings** in your messaging and email marketing?

If you’re reading this and shaking your head, knowing that you are stuck in logic-mode, then it’s time to make the shift.

When you shift to sharing stories and FEELINGS in your messaging, you will see your sales increase—rather from sales calls, blog posts, IG reels, or emails!

If you want to join me to refine your messaging and start sharing your message in a way that makes people FEEL (so that they buy), then come to our next workshop on April 28th at 12p ET.

[Our Magnetic Messaging Workshop is one of our most popular, and you’ll leave with a piece of messaging to roll out that day!](#)

xo

Shannon