

HOMESWORK

WRITE YOUR LAUNCH EMAILS LESSON 2

LESSON 2

YOUR MARKETING MESSAGE

ACTION STEPS

Step 4

Survey your audience. Use the List of Must-Ask Survey Questions to gather relevant information.

Step 5

Collect and curate social proof and credibility boosters to share with your prospects.

Step 6

Complete the Marketing Message Worksheet so you can get absolutely clear on what your audience needs to hear from you and you can have all the information you need to write your emails in one handy place.