

# **HOMework**

## **WRITE YOUR LAUNCH EMAILS LESSON 3**

## LESSON 3

### OUTLINE AND DRAFT YOUR EMAILS

#### ACTION STEPS

##### **Step 7**

Outline your email sequence using the BEET recipe and keeping in mind your launch timelines.

##### **Step 8**

Depending on your launch sequence and timeline, write 2-3 emails for the Build Anticipation Stage using the prompts/ingredients and story ideas.

##### **Step 9**

Depending on your launch sequence and timeline, write 2-3 emails for the Engage Attention Stage using the prompts/ingredients and story ideas.