



INSTRUCTIONS

WRITE YOUR LAUNCH EMAILS LESSON 3



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LESSON 3 OUTLINE AND DRAFT YOUR EMAILS

Action Step #7

We've entered the writing stage! Complete this action step to **outline your email sequence using the BEET recipe** (keeping in mind your launch timelines).

Three of the most common mistakes people make when writing their emails are a) a generic or confusing message b) relying too heavily on email templates and c) making grammatical mistakes. The BEET recipe is a useful tool that will help you write your emails using a formula, rather than a template.

Build anticipation

Engage attention

Empower decision-making

Tell them why now

Each of these components will be further explained over the next four action steps.

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Action Step #8

To build anticipation, use one or a combination of the **three Bs** for this particular email sequence. **Depending on your launch sequence and timeline, write 2-3 emails for the “Build Anticipation” stage using the prompts/ingredients and story ideas.**

- BACKSTORY

Sharing your backstory: why are you doing what you’re doing? Why did you create this particular product? What’s the backstory behind this product? For instance, if you’re a fitness coach, your backstory could talk about your own health struggles or your battle with an eating disorder.

- BEHIND THE SCENES

Build anticipation by sharing some BTS content -- for example, if you’re creating course content or worksheets, you can take some sneak peek photos and some fun gifs. This is a great way to build curiosity!

- BURNING PAIN

Refer to your messaging worksheet to see what kind of pain or grief your ideal customers are experiencing.

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Action Step #9

To “Engage Attention,” use the acronym **PAR** for this particular email sequence.

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

- PITCH EMAIL

This email can also be called the offer email, main sales email, or the cart open email. This is the email that is sent when the cart is open, so it's time to talk about your offer and encourage your potential customers to check out your sales page. Why is this such a big deal? What's included in it? Why does it matter to your audience? Are you offering a limited amount of spots or bonuses? What is the urgency factor? Lay it all out in this email.

- ANSWERS

This email is sometimes called the frequently asked questions email. Answering your potential customers' frequently asked questions is a really powerful way to remove resistance, so you need to be strategic about how you approach this email. For best results, we recommend reviewing your messaging worksheet to see some of the hesitations your audience may have about the offer. This is your chance to remove those hesitations! Turn those hesitations into questions and answer them.

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- RELATABILITY

This email is a place where you talk about your personal experience with the topic or product. What is your why? What was going on in your life when you discovered the topic/problem? How did you become an expert? What kind of work have you done, and what is your credibility?



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.

