INSTRUCTIONS

WRITE YOUR LAUNCH EMAILS

LESSON 4

WRITE YOUR LAUNCH EMAILS

LESSON 4
FINISH WRITING YOUR EMAILS

Action Step #10

In the last lesson, we went over the B and E in the BEET formula. In this action step we're going to finish writing the rest of your emails.

Empower decision-making

To "empower decision-making," use the acronym **SOP** to write these emails. Depending on your launch sequence and timeline, write 1-2 emails for the Empower Decision Making Stage using the prompts/ingredients and story ideas.

- SOCIAL PROOF
  Social proof includes testimonials, case studies, and results that your past students or clients have achieved from working with you or taking your course. Remember, you should always be approaching your emails from a strategic standpoint. Try to include students who fit your ideal audience profile, or tie into what objections your audience could be experiencing. Finally, remember to always get approval before using anyone's social proof in your emails!

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- OBJECTION DEMOLITION

    The three ways you can demolish objections are to a) offer a mid-cart bonus that overcomes an objection, b) use your guarantee to remove objections or c) talk about specific modules in your course and help them see how they can use specific modules to overcome whatever is holding them back.

- PAINT A PICTURE

    For this email, you want to focus on what their life will look like once they've gone through your course. Take them on this journey with you, and show them what's possible.

Tell them why now

To highlight urgency, use the acronym **SOP** to write these emails. Depending on your launch sequence and timeline, write 1-3 emails for the Last Chance Stage using the prompts/ingredients and story ideas.

These emails are sent when the cart is closing, so they should convey urgency. How you convey urgency will depend on your launch strategy. Is it only available for a limited time? Are you offering limited spots? Do you have special bonuses that are expiring soon? Is the price going up? What is most important is for you to explain is why this urgency is such a big deal. For your potential customer, what's their life going to look like if they don't sign up right now?

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One more note: it's very important that you do not fake urgency. This means keeping promises to your potential customers about any price increases, cart close dates, limited spots and bonus access.

Action Step #11

Congratulations, you're all done writing! Now it's time to **format and proofread your emails.** Use a tool like Grammarly to ensure your emails read well and are typo-free. Use the Fast Formatting Checklist to ensure your emails are readable and engagingly formatted.

Action Step #12

Finally, you'll want to **run your emails through Mail-Tester to improve deliverability** and reduce the chances of your emails ending up in your subscribers' spam.

Action Step #13

Congratulations, you've officially written your launch emails! The last step is to load up your emails into your email service provider and get ready to launch. Here's to your success!

LESSON 4
FINISH WRITING YOUR EMAILS

ACTION STEPS

Step 10

Finish writing your emails using the copywriting strategies shared with you in this lesson and the previous lesson. Review them to ensure you aren't making any of the mistakes we discussed in Lesson 3.

Step 11

Format and proofread your emails. Use a tool like Grammarly to ensure your emails read well and are typo-free. Use the Fast Formatting Checklist to ensure your emails are readable and engagingly formatted.

Step 12

Run your emails through Mail-Tester to improve and increase deliverability.

Step 13

Load up your emails into your ESP and get ready to launch!