



# WRITE YOUR LAUNCH EMAILS

## TRANSCRIPT - WEEK 3

Welcome to week three of your action plan for how to write launch emails. In this week we want to focus on understanding the importance of writing your launch emails and avoiding the mistakes that most people make when they sit down to write those emails.

Let's talk really quickly about the top three mistakes that most course creators make with their launch emails. Mistake number one is being too vague or generic where your email is long, or it could even be short, but it doesn't really hit specific pinpoints. It doesn't hit specific outcomes. It lacks personality, your brand voice feels diluted and your readers and the feeling is that they don't really know what they're getting. At the end of the launch sequence, when your launch ends and you survey your audience, you get responses like, "Well, I didn't know what I would get. I wasn't sure if this would be right for me." So that just tells you that your emails were too vague, too generic.

The second mistake that a lot of people make when it comes to writing long emails is leaning heavily on templates. Now, as someone who knows how important templates are, especially when it comes to things like design, like getting a Canva template or using something to create your Instagram stories, templates tend to make things easy. The off-side of templates is that they can very easily become cookie-cutter. You could end up sounding like everybody else. That is something you don't want to do. You want your emails to sound like you. You want your emails to be aligned to your offer. You want your emails to feel on brand, to feel on point and to feel really, really good for your audience. When you use templates, especially plug and play tablets where you just replace things and put your own offer name and all of that, chances are they



would be 10 other entrepreneurs using the same templates. So you don't want to go down that track.

And then finally, mistake number three is grammar gremlins. Now sometimes when we're writing, we write like we talk, which is a great thing. And that's something I tell all my copy coaching clients as well, is that you should write the way you speak. But what happens is that very often grammar gremlins creep in, and there would be typos, or there may be a sentence that doesn't read right. And that kind of ruins the experience of reading an email.

Now, let me be the first one to tell you that one or two typos is really no big deal. I, as a copywriter in my own emails have often caught a typo right before I hit that send button. So one typo doesn't really kill your email. And if someone is replying to you talking about pointing out that one typo, yeah, I would just ignore it and let it slide. But if your email has grammar gremlins that take away from the message, you want your audience to understand that kind of dilute the impact of what it is that you were wanting to say, then you've got a problem. Also gremlins, not just grammar gremlins, but you could also have tech gremlins if you don't check your links before you send them out, which often leads to the "Oops, I sent you those wrong things." The fact that you're watching this lesson means that I've already thought ahead for you. And I am going to give you everything you need.

So you don't have to deal with any of these mistakes. You can easily avoid them, starting with the worksheets we've provided. What we're going to do is use a recipe. I'm going to give you ingredients or prompts, and then you can go ahead and use all that hard work that you did with your marketing messaging and the deconstructed offer and go ahead and write those emails. My recipe is called the BEET Recipe For Launch Emails. This is just one of the many recipes that I've kind of reverse engineered after writing hundreds and maybe even thousands of launch emails for clients.



So the BEET recipe is really simple and it actually takes care of all the launch stages as well. You have B is for *build anticipation*, E is for *engage attention*. The second E is for *empowered decision-making* and the fourth, T is *tell them why now*.

The first stage, in fact, the build anticipation and the engage is the pre-launch stage. The engage attention is like the initial cart opening stage, the launch stage. The empowered decision making and tell them why now goes into the cart close stage.

So you've got four stages of launch and the beet recipe covers you for all of these stages. So with that, let's look at how you can get started with writing your emails for the first half of your launch, which is build anticipation and engage attention.

First step is *build anticipation*. Now this stage is super important because you want people to get really excited and feel really, really keen about what you're going to offer, with what you're going to open up. And the best way to do that is to use a persuasion mechanism that I call insight and curiosity. Make them feel really, really curious about what's coming.

The easiest way to write your build anticipation emails is to pull out your messaging worksheet, pull out your constructed offer, and then use the three B's for this particular email sequence. You would probably need like a couple of emails for this, depending on your launch timeline, maybe like one or two at the most. So, it's really fast and easy for you to knock these out. Now, when you're writing the anticipation emails, I've got what I call my three beet ingredients. So let me walk you through those.

The first is backstory. You can build anticipation by sharing your backstory around why you're doing what you're doing, why you're creating this particular product, or what's the backstory behind this program. For instance, if you're a fitness coach, your backstory could talk about your own health struggles or your battle with maybe an eating disorder. It depends on how real and vulnerable and what is in your backstory that's actually encouraging you to go ahead and create this program.



The second B for building anticipation is behind the scenes. So let's say maybe you don't feel comfortable sharing a backstory, or maybe you don't have a really strong or you feel like your backstory is too personal for you. There's been a lot of instances where course creators have said like, "I'm not very comfortable sharing this because other people are involved and I don't want to hurt them." And in that case, can you share a behind the scenes? So you can build anticipation by maybe recording yourself, working on your course content or putting your worksheets together and then put it in an email and send it to your list and say, "Hey, guess what? I've got a sneak peek for you. Here's what I'm working on." And you could have cool gifs. The point is that you take them with you. You show them that sneak peek. You show them that behind the scenes, you show them the what's going on. So that makes curiosity come a lot.

The third B for building anticipation is burning pain. And this is where that messaging worksheet that you'd started working on where you talked about what are the struggles your audience is going through, go through that, pick out the pain that you feel is causing them the most amount of grief right now. It's like making them yell, stay sleepless, and just kind of got them all anxious, that burning pain. That is why you're creating this course. So these are your prompts. Burning pain behind the scenes and backstory. You have the option of choosing either one of these or going ahead, and maybe combining the two, maybe you could share a bit of your backstory and then also share some behind the scenes look in an email.

That's the beauty of working with a recipe and not a tablet. You have the ability to go ahead and mix up those ingredients to create a dish that will taste really good, but it's going to be totally your own. So that's for the bill anticipation stage.

Now let's look at the next stage, which is engaged attention. This is right at the Cart Open stage. And it's where the excitement levels are naturally higher, especially if you've built anticipation in the previous pre-launch stage. So for engaging attention, it's really, really easy for you to write these emails. Because again, you have the groundwork. You know what your offer is, you know what the bonuses are, you know



why the modules are important. You know why your audience needs this so all now you need to do is take those ingredients and turn them into engage attention emails.

Now, let me give you again three basic, really, really powerful prompts that you can use to go ahead and write these emails. I use the term parse these. I like making up nice names so it's easy for you to remember. The first email that will go out would be a pitch email. Now this has got to be probably the easiest email for you to write, because you already have a lot of the information. It'll be really easy again for you to be naturally excited about it, because you're announcing that your course, your program is open, or if you're selling the service, you're now taking on clients and that excitement needs to translate into the emails you write. So the pitch email is essentially the email where you would go ahead and talk about what it is that you are selling.

This is also called the offer email or the main sales email, or the cart open email, call it whatever you want, but here's what you need to include in it. You need to talk about what is the offer? Why is this such a big deal? What's included in it? Why does it matter to your audience? Maybe you've got limited spots. Maybe you've got limited time. Maybe you've got limited time bonuses, whatever is the urgency factor you need to highlight that. That's your pitch email. And then you encourage them to go ahead and check out the sales page. The next ingredient that you would want to include in the engage attention emails will be the answers. So this is your very popular, frequently asked questions email. Now, this is super important because this is an email that a lot of course creators I've personally seen who I follow that do a really bad job of it.

So your frequently asked questions are actually really powerful when it comes to removing resistance. So you need to be really, really strategic about how you use it. Now, look at your messaging worksheet. Go through the question where you answered what are some of the hesitations your audience may have about the offer. This is your chance to remove those hesitations. Turn those hesitations into questions.



What if this doesn't work for me if I'm a brand new business owner or if this is my first business, or if I'm a certain age or if I'm from a certain location or if I have kids, or if I don't have kids? Remove hesitations. That's your goal with this email. Don't make this about logistics. Like, Oh, do I get lifetime access? Or what happens after I sign up?

Sure. Those questions are important, but if you've done a good job of your sales page, those questions will be answered in your sales page. Use this email powerfully to really remove resistance and to get people to click through and sign up. So your FAQ's should work as, like I said, resistance removers. Look at the hesitations, look at the objections that your audience will have around this offer and answer those.

And then finally, you have R, which is all about relatability. Now this is where you want to talk about things like people like them who may have seen results. You may like to talk about your why, and you may like to talk about what was going on in your life when you decided to learn about this, or how did you become an expert at this? Or you may just want to talk about what's some of the work that you've done. What are your credibility markers that you can now lean on and talk about?

Again, you need about two, maybe three of these, depending on your launch timeline. So as always, these are ingredients. Go ahead, mix them up. You can write one email for each if you want. So you have one email for the pitch, one to go over the answers, one with relatability or you can mix it up. You can have the pitch email with a bit of relatability. You can have answers and you can have relatability or you could have the pitch email where you're also answering questions. Test it out, honestly. Test it out for your audience. I'm a conversion copywriter. I'm all about testing. Go ahead, test it out and see what brings you the most conversions. You have these powerful ingredients. Go ahead and put them to good use. So use your worksheets to write out your emails, or you could just open up a Google Doc and write out these emails and then read them out. See that you've included data from your messaging worksheet and from your deconstructed offer worksheet before you move on to the next week.