

Webinar Invitation Emails



INVITATION EXAMPLE 1:

Subject: Coach Co VIP WEBINAR The key shift for more life coaching clients

Congratulations!

You have just taken a HUGE and essential step towards becoming a successful life coach who attracts the best clients and makes a huge impact (while transforming your own life too!).

I'm so glad you registered for the VIP training with me where I will share The Perfect Pricing Strategy & Coach You Live on your pricing and what to charge for your coaching (or you can just watch if you like!).

Check your link to join in live at:

Friday 10am Australia EST

which is on Thursday at 5pm US PST and 8pm US EST

In the VIP training, I will also share the brand new Coach Co. method and how you can join the marketing accelerator, especially for life coaches.

I'm so excited that you reached out for more and have been following along so far with the workshops in the Facebook Group (if you still need to catch up on the 4 that we've done, you can find them here for a short time >> <http://victoriagibson.com/live-workshop-replay>

It's my mission to give you the strategies and training to make your life-coaching business profitable and fun!

And to that end, this is what I need from you:

1. Total commitment. I need you to want your success as much as I do. If you aren't committed to becoming a success, I can't help you.
2. A positive attitude. You will let go of your negative beliefs, it makes the entire journey so much easier. You will experience setbacks and challenges, and you will be required to power through them with our incredible support and coaching.
3. Trust the process. I've worked with hundreds of coaches on their mastermind creation, webinars, funnels, and FB group marketing. I know what I'm doing. Sometimes my process might seem counterintuitive to you, but I need you to trust the process that has led to the success of my clients and trust it will work for you too (if you work it).

Most importantly, I want you to know that I believe in you!

Can't wait to coach you live on the training.

Hit reply if you have any questions at all.

See you soon,
Victoria

PS Check your email for the live meeting link for Tuesday 10am Melbourne (Australia) time (check worldtimebuddy.com for your local time).

INVITATION EXAMPLE 2:

If there's one question life coaches dread the most, it's this:

"What's your niche?"

They say that money is the most taboo subject in the world. "They" are obviously not building a life coaching business. Because if they were, they'd know there is clearly no subject more painful than a niche.

Especially when you are still searching for yours.
But here's the #nofilter truth.

If you're not doing something to get clear on your niche, you're doing your business a disservice.

When it comes time to create your offer or share what it is you do with ideal clients...you'll have to work 5x harder than the life coach next to you who's got a niche.

Because you know that helps them make their offer work.

I'm telling you this because I know some part of you is thinking you'll skip my latest online workshop that tackles this very topic and why it's the biggest block to you creating an offer you love.

"When I've got more experience..."

"When I finish coaching people in my beta program..."

"Once I've designed the perfect opt-in freebie..."

I get it. There are a million more exciting, sexier things you want to be doing.

... dreaming about the perfect design for your new website.

... coaching yourself on unintentional thoughts (that keep popping up, no matter how much self-coaching you do).

... or mixing yourself a smoothie and watching Series 2 of Bridgerton in the middle of the afternoon. (I know you know what I'm talking about).

But this could be the day all that changes.

This could be the day you bump "get clear on my niche and offer" to the top of your to-do list, starting with this brand-new online class.

The day you go full Kate & Anthony and fall in love - with your niche, that is.

No more excuses, okay? Let's do this.

See you there,
Victoria

P.S. At the end of the class I'm giving you a copy of my 6-Steps To Creating Your 6-Figure Offer As A Life Coach Workbook, so make sure you show up and get started.

If you feel behind with your offer (i.e., if you're a normal human), sign yourself up right away, mark it on the calendar now, and plan to show up - I hope to see you there.

NEXT REMINDER EMAIL

Did you know there are only 6 steps involved when it comes to creating a 6 figure offer as a life coach?

This isn't some kind of pipedream and it's within your reach and I want to show you how → here's EXACTLY how.

As soon as you embrace these 6 steps, %FIRSTNAME%:

You'll be able to call in all the clients you need by having a clear focus and a simple path that attracts endless clients.

You'll feel at one with your message and what to charge, as well as...

You'll have the confidence to make the impact you know you're here to make as a life coach NOW!

Want to know what the formula is?

In this new online workshop, you'll discover EXACTLY what the 6 steps are, and how you can use them to generate sustainable and dependable revenue as a life coach.

Go here to watch the workshop now - and you'll also get my 6 Steps Workbook too.

Learn the 6-step POI Formula to generate 6 figures - starting now!

Watch the free workshop for life coaches - and claim your free action guide workbook.

I'll see you there,
Victoria

TEMPLATE IDEA: The #1 way to [get some benefit]...

The best way to [get some benefit]...

Looking for the best way to [get some benefit]?

If you want [to get a benefit], do this...

Hands down, the #1 best way to [get a benefit]...

Hi [Name],

It's no secret that if you're [some type of person, e.g., "a marketer" or "an organic gardener"], then you want [to get some sort of benefit].

Problem is, [achieving this goal] has probably eluded you so far. And no wonder -- there is so much conflicting advice about how to [get this benefit], that you end up chasing all the wrong ways to do it. So let me make this very easy on you...

If you want to [get some benefit], then the very best way to do it is by [describe best way to do it].
[Explain further how to achieve this benefit, being sure to include tips and examples.]

So why does this method work where so many others fail?

Simple: [Explain why this is method is the best way to get the benefit.]

I know this works because this is exactly how I and countless others [have achieved a good result].
Now let me share with you another secret...

If you really want to [accelerate your results/improve your results/etc.], then you need to [do some other thing or use some other product]. And the very best way to do that is by [using this product]:
[link to a useful tool or resource]

Here's to your success!

[sign off]

P.S. You only need ONE good [product/tool/resource/strategy] to [achieve some result] – and the very best way to do it is right here [link to the useful tool or resource].

Check it out!

TEMPLATE IDEA: Swipe this [tool/resource]

Want great [type of results]? Steal this [tool/resource]

This [tool/resource] is yours free...

[Download/Get] [this tool/resource] inside – free!

Get [a benefit] using this free [tool/resource]...

Hi [Name],

If you want to start [getting a benefit] faster and easier than ever before, then there's no better way to do it than by [using a proven tool/resource].

And here's the best part: you can swipe my personal [tool/resource]... for FREE! Just use this link to get instant access:

[download link]

This is the exact same [tool/resource] I use when I want to [get a benefit or complete a task], so I know it's going to work really well for you too. That's because [explain how this tool/resource makes it faster/easier/better to complete a process].

Simply put, if you want fast results, then download this [tool/resource] now and put it to work for you today.

Here's how to use it...

[Explain the best way to use the tool/resource to get great results.]

Now, you might be a little unfamiliar with [some step of the process... for example, if this is a set of Facebook advertising templates, then you might explain how to set up a Facebook ad campaign here in this email].

If you don't know how to do it, no worries. You can learn all about how to [complete this step of the process...or how to hire someone else to do it... or how to get a tool do it for you] by clicking here: [link]

If you combine [this paid resource] with [the free tool/resource], you're [going to enjoy great results]!
[sign off]

P.S. Don't waste time and money trying to figure out [some process or how to get a benefit] all on your own. Instead, do it the easy way by clicking here: [link]

Attract your dream clients.
Get them transformational results.
And earn more as a Life Coach.

COACH Co.
VICTORIAgibson



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