

6-Months Of Email Newsletter Prompts



Email Prompts To Create 6 Months Of Weekly Emails

Invitation Ideas

Email #1 - The Beautiful Future Invite

Paint a picture of the future, and introduce the #1 thing that keeps them from achieving their [key result] to get the desired future. Invite to a call or your webinar/workshop.

Email #2 - The PITA Invite

Describe the #1 pain point they have in this area. This will be resolved during the launch! Invite to apply for a call or webinar.

Email #3 - The "It's Not Your Fault!" Invite

Pick out something that they probably don't know, never learned, were never taught, misunderstood, etc. This is the GAP that you close with your offer. For example, "You've never had TRUE accountability in this area." or "Every coach is telling you something different and it's confusing!" Come get this figured out once and for all because we are different. Invite to register.

Email #4 - The "Underdog Comeback" Invite

Choose a client of yours that seemingly had "no hope". Ideally, they were exhibiting behaviour or pattern that many others do. But with your help, when they learned what you're going to be teaching during your live launch, they were able to achieve incredible results. Share those results and say "If you want results like this too, you should apply/ be at this upcoming event!" Invite to apply or register.

Email #5 - The Time-Sensitive" Invite

Let your participant know you're getting started TODAY! Register now, so you can get all the goodies! Repeat the fact that they shouldn't have to struggle with [main pain points] anymore. The solution is not rocket science. You're going to be sharing on a call or at your upcoming event - Register/apply now. Invite to register.

Email #6 - The "Right For Me"

How can your subscribers know that what you have is right for them? Why don't you start by describing who your coaching is not a great fit for - maybe it's based on experience attitude or some kind of well-known character in a TV show or a book - like Sex & The City - if you're a Miranda, this is for you!,

VALUE EMAIL IDEAS

Email #7 - "The Secret Sauce Email"

Everybody thinks you have to do A to be successful, but it's really B! That's why I'm so excited to get things started today!

- Include your philosophy or metaphor to tell the story
- Add a checklist or freebie

Email# 8- "The Game Changer Email"

This tip/strategy/approach/mindset will change the game for your perfect clients, what is the one thing they could do, that if it was all they did, they would be so much further ahead when it comes to solving their problem?

Email #9- "The Personal Transformation Email"

The origin story about how you discovered/invented/developed the habits/techniques/approach that helps you create such incredible results. Why you were frustrated/lost/out of options so you created the method/approach you use now?

This is what I'm sharing with you today, along with my call, webinar or workshop invitation.

Email #10- "The Innocent Mistake"

This is the email where you help them see that even though they had good intentions, they were making a mistake or doing something that inadvertently hurt their chances of winning/succeeding/seeing results. You're going to cover that today, along with a free resource or invitation.

Email #11 "The Superstar Mindset"

In this email, you help them see the difference between where their mindset is right now and where it needs to be to succeed. In today's video, blog posts or podcast episode,, I'm going to walk you through how to develop this mindset, step by step. (take them through your Magic Method).

Email #12 - "AMA - Ask Me Anything"

This is their best opportunity to ask any questions they have about how to make their big dream happen when it comes to the outcome you promise. Get them started by sharing the Top 5 questions you get asked on strategy calls.

Email #13- "The Biggest Hurdle"

The biggest hurdle they have is mindset/commitment/fear/etc. Which can be explored and addressed sooner than you think. Apply, register, download or join to overcome your big hurdle NOW.

Email #14- “The Results Accelerator”

Because you love to overdeliver, you’re bringing a special bonus opportunity. Invite them to learn [the ONE thing that will rapidly accelerate their results: teach a concept in a pre-recorded video and embed). Ensure you stage if they watch the video and have a quick automated follow-up that dives deeper into the topic.

Email #15 - “The Shy Brag ”

This is your chance to share a feature, story, interview, award or podcast you were in and what they must learn from it. Add the link and ask them to reply with what they thought.

Promo Email Ideas

Email #16- “The Big Win” Email

This email can share a client story (or your own) as a segue into why the problem they have now (that you help them solve) is one that is costing them time, energy and money and why they need to change that fast. Make sure you outline

- Key benefits of working with you
- Describe all elements of your offer and experience.
- Let them know when they can access it and how it’s limited.
- Link to register for a webinar, download or watch a freebie or book a call

Email #17 - “The Difference Maker”

What mindset/belief makes the difference between success and so-so results? We talked about it today in the Q&A (here’s the replay). But we also go into a lot of depth in the program.

- Several key Q&As were asked (only related to the program)
- Describe all elements of the program
- Doors are open now
- Link to register or book a call

Email #18 - "The Baby Step"

This email highlights a baby step one of your clients had to take that led to massive results. Sometimes, you're just baby steps away from big results. Let them know what those baby steps are and how you can help them take them.

- Key benefits of the program
- Describe all elements of the program
- Link to register or book a call

Email #19- "Call Out The Sceptics"

Call out that you know what they're thinking and exactly what it is in their words eg you're thinking "This will NEVER work for me because I don't have XYZ, or I don't know ABC". Then let them know why it can. Invite to a call to explore how to turn around that accepted way of thinking and why they should.

#Email #20 - "Money Fears"

Address your subscriber's biggest money fear head-on. If you don't know what it is, share yours in the form of an experience or story and how you rally against it to succeed. Give them 4 clear steps to "slay this demon" then offer to do the same with them on a free call.

- Link to register or book a call

Email #21- "The Small Win Breakthrough"

Talk about a client with a small win but a powerful breakthrough - or maybe it was you? Perhaps they overcame something dragging them down for a very long time.

Perhaps they got their very first client or a new career or big weight loss. Perhaps they finally got a "yes" to something. Describe how that puts them on a trajectory for so much more and why THEY can get on that path right now just by reaching out.

Email #22 - "The Common Ally OR Enemy"

One reason subscribers can stay in "watch mode" rather than "act mode" is that they are waiting to FEEL something. And a great way to do that is to share your strong views, and opinions and just put your flag on the hill about what you care about and who you are a stand FOR or AGAINST.

eg You're against Low-Calorie Diets if you're a Health Coach and make sure you explain why!

Email #23 - "The Showpiece Result"

This email describes a big client win story and how they finally got the dream result they had always wanted. Walk through how your offer helped them, and what they're doing now. Include photos if you can! Make sure to describe what they were up against when they started.

Email #24 - "What's your Plan B?"

Paint a picture for them about what the future holds for them if they take action and what the future holds if they don't. You'll be so glad you started today because, a year from now, you'll be ahead of the curve/living your ideal life/beating your competitors in a completely different person. But what if you don't work with me, what's your plan B? You've tried all the plan B's up until now. It's time to burn the bridges and go with plan A. Address their fear of "What if I don't see results?" It's time to reassure them that they WILL see results if they do the work. Invite them to a webinar, reply to the email or book a call.

Email #25 - "The Goodbye DIY Email"

Why should they NOT continue to try and DIY their results in this area? What does that subject them to? Why has that not worked in the past? What can you offer them above and beyond what they can do for themselves? Outline how it future-proofs their success and how it's something they CANNOT possibly do alone. Give them a link to a planner or checklist to help and then tag any clicks to follow up.

Email #26 - "The Goss"

Lay it all down? What news the news from inside your life, family or business. Tell them what you've achieved, what didn't work and what you're working on now to serve them and create big change on mission. Make sure you put them in the story and make it relevant to them.

There you have it, no more writer's block or overthinking, just take these prompts and go - or even put these in as requests to Chat GPT or Bard and get it written for you and quickly insert facts or your knowledge.

Want to get your complete launch, newsletter and storytelling frameworks to get more clients with emails (including my go-to "Application Activator" emails?

Come and join me in [Email Activate](#).

Chat soon,

Victoria