## BSM Influencer Sample Emails to Send

### **Email #1: Exciting New Book to Shift Your Mindset**

**Subject:** The Secret to Thinking—and Living—Prosperously

Hi [FIRST NAME],

If you’ve ever struggled with a scarcity mindset—feeling like there’s never enough time, money, or opportunity—you’re not alone. The good news? There’s a way out.

My friend, Kim Butler, has just written a new book that I *know* you’re going to love: *Busting the Scarcity Mindset: Your Guide to Becoming a Prosperity Thinker.* This book is packed with insights, strategies, and real-life stories to help you break free from scarcity thinking and step into abundance.

✨ *Here’s what you’ll learn:*✅ How to recognize scarcity thinking in your daily life  
✅ The specific steps to shift into a prosperity mindset  
✅ True stories of people who have overcome scarcity thinking—and how you can too

This book will change how you think about money, opportunity, and success.

📖 *Pre-order your copy now and start your journey to prosperity!* <https://bustingscarcitymindset.com/>

To abundance and success,  
[YOUR NAME]

### **Email #2: What’s Your Biggest Financial Question?**

**Subject:** Let’s Talk About Money—What’s Holding You Back?

Hey [FIRST NAME],

I want to ask you something: *What’s your biggest financial question?*

Is it about growing your income? Overcoming limiting beliefs? Investing wisely?

I ask because my friend, Kim Butler, has just written an incredible new book, *Busting the Scarcity Mindset: Your Guide to Becoming a Prosperity Thinker*, and it addresses some of the *biggest* questions we all face when it comes to money and abundance.

This book isn’t just about money—it’s about how *your mindset* determines the results you get in every area of life. And the best part? It’s full of practical strategies you can start using today.

💡 *Pre-order your copy here:* <https://bustingscarcitymindset.com/>

I’d love to hear from you—hit reply and tell me your biggest financial question, and I will send it over to Kim.

[YOUR NAME]

### **Email #3: A Simple Shift That Can Change Everything**

**Subject:** This 5-Minute Rule Changed How I Think About Success

Hi [FIRST NAME],

I recently came across a powerful story that completely shifted how I think about setbacks.

Back in college, my friend Kim Butler was on a struggling soccer team. They lost every game—until their coach introduced a new *rule:*

⏳ After every loss, the team had *5 minutes* to sulk. Then, they had to shift their focus.

👉 10 minutes reviewing what went *right*👉 20 minutes recognizing the strengths of their teammates  
👉 Then—no more talk about the loss. *Only forward movement.*

This *Gap vs. Gain* approach, from Dan Sullivan, is just one of the incredible lessons inside Kim’s new book, *Busting the Scarcity Mindset: Your Guide to Becoming a Prosperity Thinker*. It’s a practical, eye-opening guide to shifting from lack to abundance in all areas of life.

I highly recommend you grab a copy! 📖

📢 *Pre-order here:* <https://bustingscarcitymindset.com/>

Let’s start thinking—and living—prosperously!

[YOUR NAME]

### **Email #4: The Book That Will Transform Your Money Mindset**

**Subject:** 2 Quick Tips to Shift from Scarcity to Abundance

Hey [FIRST NAME],

Have you ever felt stuck in a *scarcity rut*—where no matter what you do, it feels like there’s never *enough*?

Here are two quick mindset shifts that have worked wonders for me:

💡 **1. Give gratitude *before* receiving.** Don’t wait for a reason—just express gratitude now, and watch your mindset shift.  
💡 **2. Visualize financial success.** Before you *have* the money, *see* it. Picture it in your hands, in your bank account, and in the opportunities it will create.

These small shifts *rewire* your brain for prosperity.

If you want more practical steps like this, my friend, Kim Butler, has a *must-read* new book: *Busting the Scarcity Mindset: Your Guide to Becoming a Prosperity Thinker.*

📖 Pre-order it here: <https://bustingscarcitymindset.com/>

I can’t wait for you to read it!

[YOUR NAME]

### **Email #5: The Book I Can’t Stop Talking About!**

**Subject:** It’s Launch Day—Get Your Copy of *Busting the Scarcity Mindset*!

Hey [FIRST NAME],

Today’s the day! 🎉 *Busting the Scarcity Mindset: Your Guide to Becoming a Prosperity Thinker* is officially *available!*

If you’re ready to:  
✅ Let go of limiting beliefs  
✅ Shift into an abundance mindset  
✅ Learn practical ways to create prosperity in *every* area of life...

Then this is the book for you!

I’ve already started implementing the lessons, and let me tell you—it’s a *game-changer.*

Don’t miss out—grab your copy today!

📖 *Order now:* <https://bustingscarcitymindset.com/>

Once you read it, let me know—what’s your biggest takeaway?

To your success,  
[YOUR NAME]