

— Pack *Your* Pipeline —

TOP 10 EMAILS

— FOR COACHES & EXPERTS —



— BY SKYLR —

Congratulations on grabbing your free copy of
“Top 10 Emails” ...

This email course will be delivered over the next 10 days with your very first lesson starting today!

Check your email inbox for an email with the subject line: **Lesson #1**

Each lesson will walk you through the corresponding template.

You can use any one of these 10 email templates to write an email to your list every single day.

My hope is that you'll open each day's email lesson and do the work.

The more often you write an email – the easier it will become.

But more importantly, sending email is a great way to...

Build Know Like & Trust

Nurture Your Leads

Amplify Your Authority

Stay in Front of Your Audience

And Convert Prospects into Clients

Nurtured leads spend **47% more than non-nurtured leads.**

It's common for coaches and experts to focus on generating more leads to drive more revenue.

They think - more leads automatically means more clients — but that's not always the case.

It's the nurturing of those leads that brings you more sales because in the process, you're developing meaningful relationships with your audience.

But did you know...

Even though lead nurturing is an important part of lead generation, not many coaches or experts follow through.

If you put as much effort into nurturing your leads as you do into generating those leads, you could potentially crush your competition when it comes to sales and revenue.

79% of marketing leads never convert into sales.

Lack of nurture is the leading cause for this. 

A report by Marketing Sherpa confirms everything we talked about so far – lead generation doesn't bring any results if you don't nurture your leads. That's because lead nurturing involves lead qualification – a process that helps you figure out whether the lead is ready to buy.

And you can qualify your leads by emailing them every day.

By answering their questions, overcoming objections, sharing case-studies...

Building relationships, providing help and free training...

And sending them to your social content, videos, webinars and workshops.

So, let's get into it...



Skylr

Copywriter – Marketer – Coach

The “Look Over Here” Email

Subject Line: [curiosity statement about the question / answer / or knowledge bomb]

Headline: **[benefit statement about the same]**

Dear [First-Name],

Many people have asked me about question / answer / knowledge bomb.

Here’s why it’s so important...

[List a few statements why this topic is so important]

Here’s what I had to say about this... **[Click here to watch / listen / read]**

And let me know what you think in the comments.

Talk soon,

[Sign-Off]

P.S. If you have any questions you want me to answer or topics you want me to cover... hit reply and send me a message.

I’d love to hear from you! 😊

The “Hey - It’s a Case Study” Email

Subject Line: [Tease the win or outcome]

Headline: **Meet [insert name here]**

Dear [First-Name],

I want you to meet [insert name here]...

Before we started working together [explain what they were struggling with and what their situation was like].

It’s only been [insert time frame] - and [insert name here] just sent me a message telling me they [insert win or outcome here].

Take a look at this...

[add screenshot of message]

This is exciting!!

I love seeing my students make breakthroughs like this.

And to think it started from them [insert action they took to get into your world].

Talk soon,

[Sign-Off]

P.S. If you want to see how [insert name] was able to [insert the outcome], then [insert action: fill out this form, book a call, etc.]

The “Drawing a Line in the Sand” Email

Subject Line: [Tease Controversial or Bold statement]

Headline: [**Controversial or Bold statement (repeated)**]

Dear [First-Name],

That’s right, I said it...

[Controversial or Bold Statement]

Hear me out...

[Explain why you believe what you said]

But there’s more to it...

[Explain how it ties into your proprietary methodology]

But don’t just take my word for it... take a look at this.

[Show some proof to back up your claim - ie. testimonials, before and after photos, etc.]

If you have any questions about [the topic you made a bold statement about] - please hit reply and let me know.

I look forward to chatting with you.

Talk soon,

[Sign-Off]

P.S. Have you seen [this video]?

The “Why Now?” Email

Subject Line: [Use an Urgency statement]

Headline: **[Use FOMO]**

Dear [First-Name],

[#1 reason] people say they don't join [name of your high ticket program]...

But what's funny is...

After joining [name of your high ticket program], people say they saw [#1 benefit]

It's crazy right?

The one reason people are scared to join – also happens to be the #1 benefit they get after joining.

If you're struggling with [the BIG problem you help them solve] – and want to finally [achieve the outcome they want]...

Now is the time to get started.

Or would you rather look back a year from now – and see yourself still struggling with [the BIG problem you help them solve]...

And still frustrated because nothing has changed?

I know you want better.

So to give you a little encouragement, I have something special for you today...

[A free strategy call]

Top 10 Emails for Coaches & Experts

We can get on a call and you can tell me all about your current situation...

I'll give you some ideas and explain how I can help you (if I think it's a good fit)...

And this way – at least you'll know how to move forward and [achieve the outcome they want]

Sounds good? >>> **[Click Here to Get Started](#)**

Talk soon,

[Sign-Off]

P.S. Don't forget – If you'd like to ask me any questions, you could always reply to this email or post in the group.



The “Transformation” Email

Subject Line: [Major Outcome]

Headline: **[Major Outcome] in Just [insert time frame]**

Dear [First-Name],

I recently sat down with one of my students, [insert name here].

They started the program [tell a story about when they joined your program and why]...

I asked [insert name here]...

What was going on with her [life / business] before she started working with me?

She told me...

[tell it in a story]

I asked her what were some of the struggles she was dealing with?

[tell it in a story]

I asked her what were some of the ‘a-ha’ moments she experienced inside the program?

[tell it in a story]

But what’s most exciting...

Is where things are now with her [life / business]...

Top 10 Emails for Coaches & Experts

[tell it in a story]

[Describe how her life or business is different – and how she feels about the way things have changed]

And lastly...

I was curious what she would tell other people that are thinking about joining my program?

She said...

[tell it in a story]

Listen, if you are serious about wanting to [achieve the outcome they want] – start by [**watching this video.**]

Talk soon,

[Sign-Off]

P.S. You can **watch the full interview** with [insert name here], by **clicking here.**

The “Questions” Email

Subject Line: [a short question or tease the question]

Headline: **[insert the question]**

Dear [First-Name],

When it comes to [insert topic here]...

Many people have asked [insert question].

[Show your understanding of why this question is relevant and answer it.]

I hope you found that helpful...

And if you have any questions you'd like me to answer...

Just hit reply to this email and send 'em over.

Talk soon,

[Sign-Off]

P.S. Did you watch the workshop yet? >>> **Click Here**

The “Need Help?” Email

Subject Line: [Free Strategy Session] (Claim Inside)

Headline: **[use Urgency & FOMO]**

Dear [First-Name],

[Ask the burning question...]

I want to help!

Here’s how it works...

[Explain how your free strategy call works]

[Benefits of the strategy call]

All you have to do to secure your spot is hit reply to this email and let me know you want one of the remaining spots.

Talk soon,

[Sign-Off]

P.S. [Remind them of the urgency or FOMO]

==

Top 10 Emails for Coaches & Experts

Alternate Email:

Subject Line: Free training on [add topic here]

Headline: **Free Training for YOU!**

Dear [First-Name],

[Ask the burning question...]

I want to help!

I am thinking about doing a free training on [insert topic here]

The goal would be to show you how to [insert the problem you're going to solve]

Would you want to attend?

What about this topic would you want me to cover?

All you have to do is hit reply to this email and give me your thoughts.

Talk soon,

[Sign-Off]

P.S. If I get a strong response - I will create the training and let you know when/where you can watch it. 😊

The “Check Out This Video” Email

Subject Line: [tease the main benefit of the video]

Headline: **Watch This Free Video**

Dear [First-Name],

This video reveals: [benefit of watching the video]

I created it to show you exactly how to [insert the problem the video solves or question it answers]

This is just a sample of the kind of content we cover inside **[Name of Your Program]**...

The entire program is designed to help [insert the people you help and the big problem you solve]

If you want to see how it works... **[Call to Action]**

Talk soon,

[Sign-Off]

P.S. If you have any questions or comments about this video – feel free to hit reply to this email and let me know.

The “Have I Got an Offer for You” Email

Subject Line: [Use FOMO or Urgency Statement]

Headline: **If You’re a [insert Who you help] Looking to Finally [Transformation you Provide] – This is for You...**

Dear [First-Name],

My flagship program is **[Name of Your Program]**

I created it to help [insert the people you help and the big problem you solve]

[Explain how it works, what they get and why, talk about the process and walk them through the program]

[Explain who it’s a good fit for and who the program is NOT for]

[Add urgency and FOMO] + [Tell them what to do next]

[Call to Action]

Talk soon,

[Sign-Off]

P.S. [Remind them of the urgency and FOMO]

[Add CTA again]

The “Watch My Workshop” Email

Subject Line: [Urgency or FOMO Statement]

Headline: **[insert your Big Promise]**

Dear [First-Name],

I am going to be delivering a workshop called:

[Name of Your Workshop]

If you're a [insert who you help] looking to finally [transformation you provide]

This is for YOU...

I am going to show you:

[insert benefit]

[insert benefit]

[insert benefit]

[insert benefit]

And so much more...

By the end of the workshop, you'll know how to [insert the Big Promise]

Want to attend this amazing training?

[Click Here / Save Your Seat / Register for Free]

Top 10 Emails for Coaches & Experts

Talk soon,

[Sign-Off]

P.S. What if you do nothing – and a year from now, you look back and nothing has changed?

How will you feel?

If you don't watch this special workshop...

And finally figure out how to [insert the Big Promise]...

Are you going to be okay continuing to struggle with [insert problem you solve]?

Do yourself a favor and grab your seat before it's too late.

[Remind them of the urgency and FOMO]

[Add CTA again]

