

SAMPLE MARKETING EMAILS
EMAIL #1: INVITATION FOR FREE SESSION

Hi <Insert Name>

I've always loved to do puzzles. I enjoy figuring things out and seeing a bunch of scattered pieces that don't make any sense on their own, come together to form a complete picture – even if it takes awhile.

My children have begun to enjoy puzzles too and through the long winter months we've spent many weekends working together as a team on large puzzles which take days to complete. Everyone's favorite part is being the lucky person who gets to put in The Last Piece.

In my coaching practice I've been working on a similar process. Although the Process was already highly effective and created dramatic changes in people's lives – it felt like there was one more piece that would really complete the picture in such a way as to clarify the entire process in a dramatic and final fashion.

That piece is now in place.

For the last 6 months I have been apprenticing with one of the top visionaries and personal growth gurus in the country. I am one of less than 20 people in the world who has been learning personally from him how to do what he does.

I am SO excited to share this revolutionary new knowledge with all of the special women in my life! It's kind of complicated to explain exactly what this new technique is or how it works - so I thought it would be easier just to SHOW you.

In a FREE session!

That's right, a completely free, no-strings-attached session. You can sign up [here](#) for your own private 30 minute phone session with me. When we talk you'll identify a problem you'd like me to take a look at and I'll give you insight into its root cause in our first 10 minutes together.

We'll spend the rest of your session using some revolutionary new tools to move the block and get your energy clean and clear of it.

When you experience it for yourself you will be BLOWN AWAY by how quickly and effectively it works. Here are some of the results you will experience:

- **A profound sense of feeling SEEN (maybe for the first time in your life).**
- **Identification of the root cause of ANY problem in 10 MINUTES OR LESS.**
- **Removal of your block/issue at the ENERGETIC LEVEL - in the same session!**
- **A sense of wonder and possibility about how easily you can LEARN and GROW with access to these kinds of techniques.**

Obviously since there is only one of me and thousands of you I won't be able to offer free sessions to every single person, but I have opened up my calendar for the next 2 weeks to take as many people as I can through this miraculous experience.

So... if you are interested you need to hop over to [my calendar](#) and claim your spot ASAP in order to check this out for yourself.

I can't wait to share it with you!

Warmly,

<Insert Name>

P.S. Once you've experienced this process for yourself, I know you'll want to share it with your friends. After you've completed your free session with me, I'll give you a coupon to gift to a friend so they can get a FREE session too. Now that's what friends are for!

P.S.S. Even if you are a past client, you can still take advantage of this offer. I'd love for you to experience how these new tools can shift where you are stuck in just minutes!

EMAIL #2: FOLLOW UP AFTER FREE SESSION

Dear NAME,

I so enjoyed spending time with you today. *You totally rocked by coming to the session focused on what you wanted to change and then bravely facing the feelings and doing the work to move it. Isn't it amazing to move something you've struggled with for over 60 years in just 30 minutes?!* Can you still feel the shift? I'd love to know how you feel about your experience as you continue to integrate it.

Congratulations on being willing to listen to your intuition and accept the offer for the free session. It's no accident that you ended up on that call with me today. It feels like you are ready to make some big steps in your life and I'd love to support you in continuing your journey.

If you are feeling the pull to continue to free yourself from these unconscious blocks that are holding you back and causing you pain, I encourage you to take action while you are in the energy of freedom and change.

I've put together a few options to make it easy for you to take the next step. Choose the package that feels right for you and let's continue your work together.

[LINK TO 1 Session]

[LINK TO 3 Sessions]

[LINK TO 10 Sessions]

I'm here to serve you unfolding into the truest version of yourself. I look forward to supporting your journey.

Warmly,
COACH'S NAME

P.S. As promised, you've earned a free session for a friend too! Just have them go to [LINK TO YOUR SCHEDULE] **in the next 7 days** and when they schedule the appointment have them put REFERRAL and your name in the comments section. ☐

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