

How to Write Promotional Emails

(NOTE: To see the promotion schedule, refer to The Money Club class, “How to Do Webinars & Launches, Part 1” taught on January 16, 2018.)

Remember the 3 Launch Phases:

- Phase 1 – Promoting your webinar (getting people to opt in and watch)
- Phase 2 – Getting people to opt in to and watch your encore/replay
- Phase 3 – Promoting your offer

When you're doing a launch, you will send a number of promotional emails:

- 2-4 Webinar Promo Emails
- 4-8 Promo Emails to promote your Program/Sales Conversation/Product

While some people may jump on your invitations as soon as you announce them, other people need different types of "convincing."

For that reason, you want to send DIFFERENT TYPES of promo emails.

Types of Promotional Emails:

- "Problem/Solution" Email
- "Stories & Lessons" Email
- Objections / FAQ Email
- Future Pacing ("Emotional Push") Email
- Cart Closing Emails

"Problem/Solution" Email

- Paint a picture of what they're currently struggling with, and tell them you'll give an easy solution in your webinar/program/offer.
- You can use this type of email over and over again – but touch on a different problem (or a different angle of the main problem) each time.

The Elements of a "Problem/Solution" Email:

1. Get your reader's attention.

- a. Start with a hooky statement, or a pull question.
- b. Keep the first line short – don't make it a long paragraph, or else people will skim it.

2. Identify the need / issue / problem.

- a. This could be the overall issue that you're covering in the webinar, or it could be one very specific part of that bigger problem.
- b. Use emotional language, and be specific. Don't just tell us, "You're struggling with time management." Paint the picture: "Some days, you look up to see it's 3pm, and you realize all you've eaten today was a spoonful of almond butter."

3. Transition into the solution.

- a. "That's why I decided to host a free training on this exact subject."

4. Announce your offer (Introducing... The Title of Your Webinar)

- a. Give us 1-2 sentences about why it's awesome (what are the benefits of them being there?).
- b. Put a **Call To Action** – a link that takes them to the opt-in page. ("Click here to see the details + save your free spot")

5. Entice us. Tease us. Make us want it.

- a. Give us a bullet list of what we'll learn (this can be the same list you created for your opt-in page).
- b. What makes this class different from other trainings?
- c. "This is for you if..."
- d. Summarize the benefits.

6. Wrap it up.

- a. Got any urgency or scarcity? (Limited number of seats? Doors close tomorrow? Any special bonuses?) (Note: This may not apply to

- promo emails that are promoting a free webinar.)
 - b. **Give another Call to Action** – give us another link to the opt-in page.
 - c. **Your signoff.**
- 7. P.S. (optional)**
- a. Ask a powerful question to connect with them emotionally.
 - b. Or tell them something else that’s cool about this webinar/offer.
 - c. Remind them of the benefit of showing up.

Example "Problem/Solution" Email:

Subject: don't wait until January for this

Hey **Name**,

[Get their attention – questions are a great “hook.”]

What's your plan for 2018?

Yes, I know it's only November of 2017.

And yes, I know many of you like to think about the new year AFTER the new year actually starts. There's a feeling of renewal, like you've been reenergized.

[Paint a picture of the problem.]

But there's one problem with NOT starting your plan BEFORE the new year starts...

If you start your plan now, you go into the new year, and *the ball is already rolling.*

Let's say you want to launch a new product in February. But you figure you'll plan later..

You THOUGHT you'd plan over the holidays and get organized, but you didn't – 'cause let's be honest, it's way too easy to cave when there are family & friend gatherings, the kids are home from school, or you accidentally get sucked into a holiday movie marathon.

So now, you're starting the year already feeling behind.

You want to ask partners to support your launch, but...

- You feel like you still need to make the webpages better, or else no one will want to promote it.
- When you ask your partners, their marketing calendars are already booked.
- Or the vendors you thought you'd hire to help are either booked or shockingly expensive.

So you end up doing it all on your own, working 2-3 weeks behind schedule.

And this just snowballs all year long.

[Transition to the solution]

The only way to stop that is to get ahead NOW.

[Announce your offer/webinar]

That's why you're invited to join me next Wednesday, November 29th, for...

THE 2018 PLANNING PARTY

November 29, 6:00 PM ET

[>>Save your FREE spot here<<](#)

[Make us want it!]

In this virtual workshop, you will discover...

- **4 steps to planning for a business** that pays for and creates space for an amazing life (Monica will even send you her exclusive planning worksheet when you register)
- **3 reasons most plans don't work** – and how to avoid them
- the secret to **actually following your plan** (and making it all very simple)

We'll also have plenty of time for open Q&A, so you can ask me about YOUR specific business situations or challenges.

Why am I calling it a "planning *party*"?

Because planning a breakthrough year doesn't have to be boring, scary or restrictive.

When you try to plan out your year by yourself, the voices in your head start asking questions:

"What should you charge for that new offering?"

"HOW are you going to get those 5 new clients you just wrote down under 'Goals'?"

"Will you actually have TIME to create that new flyer?"

"When are you going to find time to update your website?"

"Should you launch your group first? Or focus on getting private clients?"

You get into a circle of, "I don't know, I don't know, I don't know."

And then you stop completely, telling yourself, "I just need more clarity. Then I'll figure out the plan."

Which means you never get around to it.

Wanna know how to avoid that?

[Wrap it up!]

Work on your plan with ME – because I'll help you answer those questions, AND we're making it fun.

[Let's do this together, in the 2018 Planning Party.](#)

With much appreciation,
Monica "Planning IS a Party" Shah

P.S. When you register for the Planning Party, please plan on being there live. You CAN create an amazing plan for next year and be ahead of the game – but the only way to do that is to actually register and then SHOW UP to do it with us. [Save your free spot now, then put it on your calendar ASAP.](#)

“Stories & Lessons” Email

- Tell a story or teach a lesson that’s relevant to the material they will learn in the webinar / program.

- Usually, you'll tell a story about yourself or someone (often a client) who overcame the same struggle your reader currently has.
- You can use this type of email over and over again – but touch on a different problem (or a different angle of the main problem) each time.

The Elements of a "Stories & Lessons" Email:

1. Get your reader's attention.

- a. Start with a hooky statement, or a pull question.
- b. Keep the first line short – don't make it a long paragraph, or else people will skim it.

2. Jump into the story!

- a. **Use the story to establish a problem your reader is likely experiencing.**
- b. This could be a conversation you had with someone (see example below).
- c. Or it could be a story about a difficult time in your life.
- d. Or it could be a story about something you saw.
- e. Or it could be a story about something a client/friend/stranger went through.

3. Relate the story to the READER.

- a. Ask them, "Any of that sound familiar?"
- b. Or say, "I hear stories like this all the time."
- c. Or ask, "What about you? Have you ever felt/experience/thought...?"

4. Transition into the solution.

- a. "That's why I decided to host a free training on this exact subject."

5. Announce your offer (Introducing... The Title of Your Webinar/Program/Offer)

- a. Give us 1-2 sentences about why it's awesome (what are the benefits of them being there?).
- b. Put a **Call To Action** – a link that takes them to the opt-in page, sales page, or your calendar. ("Click here to see the details + save your free spot")

6. Entice us. Tease us. Make us want it.

- a. Give us a bullet list of what we'll learn (this can be the same list you created for your opt-in page).
- b. What makes this class/program different from other trainings?

- c. “This is for you if...”
 - d. Summarize the benefits.
- 7. Wrap it up.**
- a. Got any urgency or scarcity? (Limited number of seats? Doors close tomorrow? Any special bonuses?) (Note: This may not apply to promo emails that are promoting a free webinar.)
 - b. **Give another Call to Action** – give us another link to the opt-in page.
 - c. **Your signoff.**
- 8. P.S. (optional)**
- a. Ask a powerful question to connect with them emotionally.
 - b. Or tell them something else that’s cool about this webinar.
 - c. Remind them of the benefit of showing up.

Example "Stories & Lessons" Email:

Subject Line: whatever you do - don't do this

Hi Name,

[Get their attention – stories are great “hook.”]

I was speaking to a woman about her business recently.

She told me she didn't understand why her business wasn't working – **and that she desperately needed to start making money NOW.**

[Paint the picture of the problem with a story]

“My husband makes \$3,000 a month. We have 2 kids, with a 3rd on the way. But I can't afford to take time off from my day job for the baby. Not unless my business starts bringing in more money.”

It's a real-life Urgent Situation.

I asked her, *“What are you doing to get clients?”*

She said, *“I'm doing social media, like posting on Facebook.”*

I waited, expecting her to continue listing off everything she was doing...

...but that was it.

She was posting on social media, thinking someone would message her back to say, *“Yes! I need to hire you!”*

It broke my heart.

She needed money yesterday.

She was doing what she’d heard other people say to do.

And she had no idea this behavior wasn’t going to generate money. (Certainly not enough to support 3 kids and a husband.)

[Relate the story to your reader.]

The sad thing is – I hear this all the time.

People want to change their results, but they don’t know HOW.

They’re getting so many mixed messages from all the marketing gurus out there.

And it’s easy to stick with the method that seems safest + most comfortable (like Facebook - which could work for a few clients - but not a full time income. Note: I’m not talking ads here - just posting).

[Transition to the solution]

But here’s the key to changing your results...

It’s a phrase that keeps coming up for me...

“In order to change your results, you have to change your behavior.”

I ask myself every day, *“Do I like the results I’m having?”*

If I don’t, I then ask, *“What behaviors do I need to change?”*

It’s a nightly check-in that I do.

So then the problem becomes – knowing what the NEW behaviors should be.

And that's what I'm going to show you on my **brand new free webinar...**

[Announce your offer]

The End of Feast or Famine

4 Steps to Start Generating Consistent Income

Every. Single. Month.

This is a F.R.E.E. webinar for anyone – at any stage of business – who is ready to make REAL money, consistently.

[Get the details + save your spot here.](#)

[Make us want it]

Here's what you'll learn...

- **The secret behind generating consistent income** – without these 4 steps “money” will always be hard.
- **The 2 types of income** – and which YOU should be focusing on right now, based on your stage of business growth. (Do this in the wrong order, and you could be spinning your wheels for years.)
- **The most critical step when talking to potential clients** – especially if you want a “Yes” + actual money in the bank. (It still shocks me how many business owners skip this step.)
- **Programs vs Packages** – you'll find out the differences between them, and how to know which one is best for YOUR business model.
- **The first step to shifting your relationship with money** – because we only do things we enjoy and that we have no fear or “story” around. So if you want to focus on making consistent income, we have to start with your money mindset.
- **The #1 mistake most entrepreneurs make when deciding which activities to do in their business** – before you put one more thing on your to-do list, you MUST fix this in your business (because it's probably costing you hundreds of hours and thousands of dollars).

[Wrap it up]

If you're ready to end the cycle of Feast or Famine, then I created this FREE training for YOU.

Will I see you there?

[Save your spot here](#) (there's no charge)

With much appreciation,
Monica

Objections / FAQ Email

- Answer all of the objections or questions people have that are keeping them from taking action on your invitation.
- You'll likely only use this email once during an entire launch – toward the end, close to the offer ending.

The Elements of a "Problem/Solution" Email:

1. Briefly remind them of your offer:

- a. "I still have a few spots open on my calendar for free Breakthrough Sessions."
- b. Include a Call to Action – a link they can click, or email address they should write to, whatever you want them to do.

2. FAQs:

- a. Let them know you've been getting some questions about your offer, and you want to provide the answers here.
- b. List the questions/objections you expect to get, and give answers to each one.
- c. These can be actual questions/objections you've received, or typical ones you KNOW they're thinking, like "I can't afford it" or "I don't have time."
- d. See the example below for typical questions/objections and how to

support@Revenuebreakthrough.com | www.revenuebreakthrough.com | 1-800-208-0913

<http://CopyLuv.com>

Taking a stand against boring copy.

info@copyluv.com

answer them.

3. Wrap it up.

- a. **Remind them of any important information**, like expiring bonuses, or deadline to sign up.
- b. **Give another Call to Action** – give us another link to the opt-in page.
- c. **Your signoff.**

4. P.S. (optional)

- a. Ask a powerful question to connect with them emotionally.
- b. Or tell them something else that's cool about this webinar/offer.
- c. Remind them of the benefit of showing up.

Example FAQ/Objections Email:

Subject Line: Questions about the Love Breakthrough Session?

Hi Name,

[Briefly remind them of your offer]

I still have a few spots open for my 1-on-1 Amazing Love Program.

If you're to finally leave behind the days of mediocre (or just plain awful) dates and ho-hum relationships that fizzle out (or explode in a burst of dramatic heartbreak), now's your chance!

[Join us in Amazing Love here.](#)

Now, if the reason you haven't joined yet is because you have questions, I'd love to see if I can answer those questions here...

[FAQs]

Q. The program sounds great, but how do I know I'll see results?

Great question. The truth is, the results you get out of the program depend on how much you're willing to commit.

But the good news is, you have me with you every step of the way, giving you guidance, cheering you on, and helping you troubleshoot any new problems that crop up along the way.

And honestly, what you get from this program is absolutely CRUCIAL to having any lasting, intimate, healthy relationship. So even if you haven't found the love of your life by the end of our time together, you WILL have the tools needed, as well as a greater awareness of how to attract in the love of your life.

Q. What I'm not sure I can afford it?

I absolutely understand that cost can be a major consideration – especially since most of us aren't used to investing in programs to better ourselves, rather than "stuff."

But what I usually ask people is – is it that you genuinely don't have the money? Or is it that you have the money (or the ability to GET the money), but you think you'll need to spend it on other things?

Because while we all seem to get super resourceful when we need to replace a broken phone or plasma TV, we tend to let our true dreams slip away all too easily.

The truth is, if finding lasting, intimate love is what you truly, truly want – then how can you afford NOT to go after it with all you've got PLUS the guidance, support, and tools that I can provide?

Q. How does it work again?

Glad you asked! [The Amazing Love Program](#) is a 6-month program. Each month, you get 3 45-minute private calls with me, where I take you through my Amazing Love methodology.

During our time together, we dive in deep on your own obstacles around finding love, you get actionable steps and homework from me to make finding a great partner happen faster, and get my support as you progress through the different phases of finding YOUR love.

You also get unlimited email support and five S.O.S. calls, which means you can still get my support even in between our scheduled sessions.

Q. What if I'm too busy?

Again, do you truly want an amazing relationship, or not? Because trust me – it's going to take time.

Luckily, this program doesn't involve a huge time commitment. We meet three times a month, but it's over the phone, so we can meet wherever you're at.

Outside of our calls, I'll be challenging you to take action – but you'd have to spend that time getting out into the dating world with or without this program, so why not do it with some loving support along the way?

Q. What if I have other questions?

I'd love to answer them! Let's get on the phone! [Simply click here to schedule a free call with me, and I'll answer any and all questions you have.](#)

I want you to feel comfortable about your decision to join Amazing Love, so don't be shy – let's talk!

[Wrap it up]

Remember – if you join Amazing Love before midnight on Thursday, February 15th, you ALSO get access to my BONUS audio: **5 Pre-Date Affirmations to Stop the Jitters & Self-Criticism**

I can't wait to help YOU find your very own Amazing Love.

Much love,
Lulu Smith

Future Pacing / Emotional Push Email

- Show them what life could be like vs what's at stake if they don't take you up on this offer. (This is also called an "Emotional Push.")
- You can use this type of email multiple times during a launch, but it works best toward the end of the launch, either day before or the day of the offer ending.
- It helps people who are still "on the fence" to get emotionally invested and finally make the decision, before time runs out.

The Elements of a "Future Pacing" Email:

1. **Paint a picture of the dream/the result your reader wants:**
 - a. You could talk about things your clients have created.

- b. Or use an "Imagine" bullet list:
 - i. Imagine...
 - 1. Waking up and actually feeling rested and ready to take on the world!
 - 2. Instead of having the 4pm energy slump, you're able to stay effective and energized all day long.
 - ii. Ask them what they would create, and then list off some example scenarios.
- 2. Tell them the way to get that dream is through your offer.**
 - a. The first step is...
 - b. That's why I'd like to invite you to join me for...
 - c. That's exactly what you'll learn to do in my program...
- 3. Remind them of what they get/learn with your offer.**
 - a. Since this email usually comes toward the end of a launch, your reader may not remember why they were so interested in this offer in the first place.
 - b. Remind them of the features and benefits.
- 4. Optional: Remind them of what's at stake.**
 - a. Remind them of the struggle the currently have – and the consequences of not getting it handled.
 - b. How will it continue to show up, or get worse?
- 5. Wrap it up.**
 - a. **Remind them of any important information**, like expiring bonuses, or deadline to sign up.
 - b. **Give another Call to Action** – give us another link to the opt-in page.
 - c. **Your signoff.**
- 6. P.S. (optional)**
 - a. Handle an objection that you think may stop them after they've just gotten super excited by your email.

Example Future Pacing Email:

Subject: personal question...

Hi **Name**,

[Paint a picture of the dream/result]

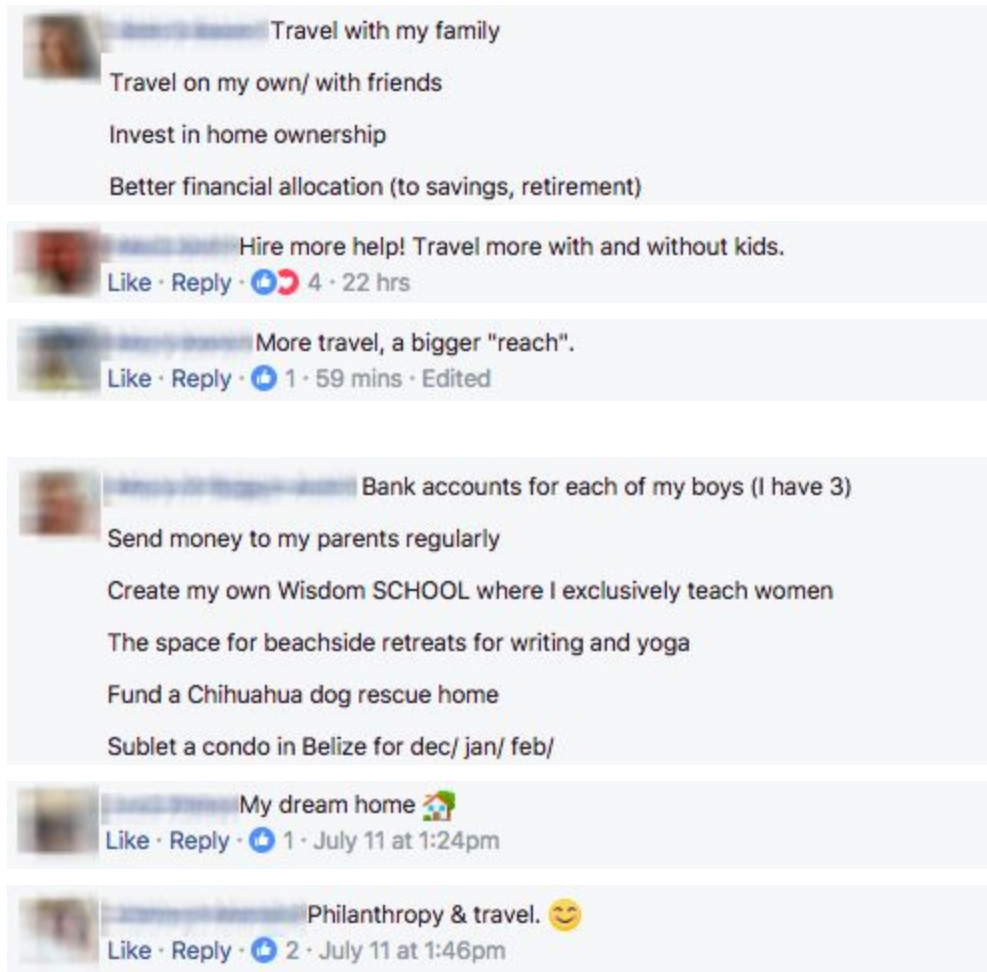
A few days ago, I asked one of my Facebook communities a question:

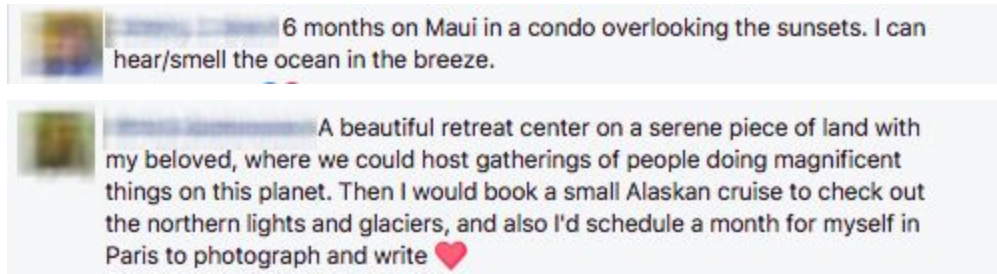
"If you got the money and business piece figured out, what would you create in your life?"

And we got back some awesome answers, most of which centered around:

- Taking care of my family
- Travel
- More impact
- Improving my lifestyle/home
- Growing the business even more

Here are a few of my favorites...





Do any of these dreams sound familiar, **Name**?

What would YOU create, if you had a business that was making great money (and left you plenty of time, energy and space to do things outside of your business)?

Whatever your dream is, I want you to know that it IS possible.

I can say this with absolute certainty because, not only have I made my own dreams a reality with my business – I've helped hundred of clients do the same **over the past 7 years.**

I have clients who have built 6-figure, multiple 6-figure and 7-figure businesses.

Clients whose partners have been able to retire without their lifestyle taking a financial hit.

Clients who are able to pick their children up from school – and take the rest of the day off to play.

Clients who have taken trips that used to seem like once-in-a-lifetime opportunities... but have now become part of their normal lifestyles.

Clients who have expanded their reach to thousands (even tens of thousands) of people who needed their help.

Clients who have moved into their dream home... without having to worry about whether or not they could handle the mortgage.

...and more.

[Tell them the way to get that dream is through your offer.]

And they all started by learning the fundamental steps to earn a consistent income, every single month... and then how to grow that income steadily.

[The doors to Cash Flow Mastery close today, at 11:59pm ET.](#)

In this 12-week program, you'll learn the most crucial steps, strategies, and tools to get yourself off the income roller coaster, generate predictable income, and increase that income over time.

You may be wondering, will you build a 6-figure business from scratch in just 12 weeks?

Most likely not. Building a sustainable business that makes that kind of revenue *consistently* is a long term game.

(And anyone who is selling you otherwise either doesn't know what they're talking about, or doesn't care enough to be honest with you.)

[Remind them of what they'll get with your offer]

So what CAN you do with Cash Flow Mastery in 12 weeks?

Well, a lot of that depends on you. (As in, will you take the steps I lay out for you?)

But I can let you know I'll be giving you the tools to...

- **Understand the top 5 ways to get new clients** and how to easily work them into your business so that you constantly have fresh leads.
- Assess your money personality to determine **how to make smart money decisions** and keep more of the money you make.
- Unlock the secret to **pricing amazing offers & packages**.
- **Know exactly when & how to raise your prices** – and an exact script to alert your clients of an increase in price. (Plus, we'll eliminate any fears or emotional blocks around raising your prices.)
- Plan your programs when you start your business + **the exact sequence of when to offer group programs, VIP Days and other offerings**. (You'll also get a script for talking about your programs' features & benefits!)

- **Eliminate 5 hours of work every week & still make more money.**
- **Systemize your marketing so it can be automatic.** No more worrying, fretting or confusion.
- Get a done-for-you script for **how to respond when they say, “But I just can’t afford you.”**
- The secret to understanding **how to give value during your sales sessions** (without giving away the whole enchilada).
- **Track + follow up with your sales conversations**, so you never leave money on the table (you’re seriously going to love how easy this is).

...and so much more.

[\(See the full details of what you'll learn in Cash Flow Mastery here.\)](#)

[Wrap it up]

If you're ready to get serious about making money in your business, you cannot skip these steps.

If you're tired of chasing after false promises and shiny new "magic bullet strategies" that don't work...

If you're ready to finally get the right steps to build your business (in the right order)...

If you're ready to start making your dreams a reality...

[...I invite you to join us in Cash Flow Mastery.](#)

But time is almost up to join us.

Door close tonight, July 15th, at 11:59pm ET.

Will I see you inside? :)

Monica "making-dreams-come-true" Shah

P.S. Not sure if Cash Flow Mastery is right for you?

This program is a great fit for you if you're struggling with cash flow.

But it's also a great fit if you're NOT struggling, but are ready to stop trading dollars for hours.

Or you've hit a wall with your offline marketing and want to understand the right way to build the online portion of your business.

Or you're making great money, but you're ready to leverage your time better and create scalable income.

Cash Flow Mastery is about unlocking the secrets to creating MORE (in your business, and in your life), no matter where you currently are.

[Get the details here, and join us before the doors close at 11:59pm ET tonight.](#)

Cart Closing Emails

- Let them know that your offer is about to end.
- This email goes out on the SAME DAY your offer ends.
- You can choose how many "Cart Closing" emails you want to send on that day: 1-3.
 - Morning of ("Today is the last day...")
 - Afternoon/early evening of ("Just a few more hours...")
 - Evening of (super short: "Doors are closing...")
- **These Cart Closing emails can be short, OR they can be long, using ANY of the above email types.**
 - For example...
 - 8am: Future Pacing Email that tells them today is the last day
 - 4pm: FAQ/Objection Email that reminds them they're almost out of time

- 7pm: Super short Cart Close email that tells them they only have a few more hours left

Example Cart Close Email that uses the FAQ/Objection Email format:

Subject: Last 4 hours to join Breakthrough Planning

Okay, **Name**.

We've got 4 hours left until doors close for [Breakthrough Planning](#) for a full year.

And I still don't see your name on the list of students.

Maybe you're on the fence.

Or maybe you're one of those wait-until-the-absolute-last-minute people.

Either way, you opened this email, which tells me you're at least INTERESTED.

We'd love to chat with you about some of those voices in your head that may be coming up.

Voice #1: "I've done plans before. I know how to plan. How is this different?"

Most of the time, the problem isn't in being able to open a scheduler or calendar and decide what you want to put in it. You know how to do that.

The problem is making decisions with clarity.

What is going to work at that time of year?

How much should you charge for it?

How do you organize and think through numbers and projections, so you can hold yourself accountable?

(Hint: If you've never used the word "**projections**" in your planning before, you need [Breakthrough Planning](#).)

(Another Hint: If you've never gone back to compare your projections to your actual numbers over the course of the year, so you can then adjust the rest of your plan, you need [Breakthrough Planning](#).)

Voice #2: "Why should I trust you to show me how to plan?"

I've been doing [Breakthrough Planning](#) with clients since 2010.

Many of those clients are now 6- and 7-figure business owners (even the ones that started at zero with me).

But it's not just about planning their business – it's also planning the LIFE they want.

Some of the things my clients have been able to create include...

- **Belinda Rosenblum took two maternity leave** while continuing her business.
- **Jenny Munn learned to end work at 2:30pm every day**, while crossing six-figures in her business.
- **Cheryl Binnie learned how to travel the world** – while building a six-figure writing business.
- **Kiva Leatherman learned how to take summer off**, while still building amazing launches.

They all WANTED these results... But they couldn't see HOW to make it happen.

Until they worked with me in the Breakthrough Planning process.

You can do this too - it just takes stepping into your fear and joining us in [Breakthrough Planning](#).

Voice #3: "What if I buy this, and I don't do it?"

Ultimately, you DO have to go through the classes. You can't sign up and then magically see a difference in your business without doing the work.

But what I can promise you is that **I'm known for making things super simple, step-by-step, and easy to follow.**

So if you follow my steps, you WILL walk out with a plan.

And, it's a skill set. You can rinse and repeat.

So even though this is a [5-session course](#), you can use it over and over again throughout the entire lifetime of your business.

Voice #4: "Do I really need this now?"

First thing you should know – **we're not offering it again this year.** This is your last chance to plan out 2018 with us.

When you say to yourself, "I'll do it later," that's code for most people (whether you realize it or not) for "never."

It's easy to say, "I'll plan over the holidays, or in January."

Then life gets in the way. And before you know it, it's the end of January and you're flying through the year by the seat of your pants, making things up as you go, always feeling 3 steps behind.

Not only that, but when you DO get to planning – you have all these questions around what to charge, what order to launch things in, etc – and there's no one there to answer those questions for you.

So you put a ton of energy and resources into something that could end up being a bad business decision to begin with.

Breakthrough Planning is the course where I tell YOU what to do, so you can do it right.

But there's only a certain percentage of people who are actually willing to invest in themselves to DO it.

Are YOU going to be part of the elite group that steps into 2018 with a plan – with a BREAKTHROUGH Plan?

Because that's what I want for you.

We close cart in 4 hours.

If you have questions, call us at 1-800-208-0913.

[If you're ready, join us here.](#)

With much appreciation,
Monica "It's Now Or Never" Shah

Example Cart Close Email that combines Future Pacing and FAQ/Objection

format:

Subject: Just 2 hours left... Cash Flow Mastery closing

Hey **Name**,

Last Chance: the doors for Cash Flow Mastery close in a couple hours.

[If you've been on the fence, it's time jump down from there and join us.](#)

Now, if you're still "not sure," it may be that you need a reminder of everything you get.

So...

Here's what you'll learn when you join Cash Flow Mastery before 11:59pm ET TONIGHT...

- **Create a Consistent Business Cash Flow System** (the amazing strategy that keeps the dollars flowing in)
- How to do your **marketing and sales from a heart-to-heart place**, so people buy from you because they feel a connection – not manipulated.
- How to **shift your money beliefs**, so they're in alignment with you getting more
- How to **systematize your marketing**, so you do it consistently, quickly, and easily
- **Craft irresistible offers** your clients can't help but say yes to, over and over again
- How to **save more, be confident in raising your prices and let go of old money beliefs** that are holding you back.

...and more.

[\(Check out the full details of what you'll learn here.\)](#)

This is a 12-week program. As in, you get 4 months to learn the material, do it, and come back and ask questions + get guidance during the live classes.

Not sure if Cash Flow Mastery is right for you?

This program is a great fit for you if you're struggling with cash flow.

But it's also a great fit if you're NOT struggling, but are ready to stop trading dollars for hours.

Or you've hit a wall with your offline marketing and want to understand the right way to build the online portion of your business.

Or you're making great money, but you're ready to leverage your time better and create scalable income.

Cash Flow Mastery is about unlocking the secrets to creating MORE (in your business, and in your life), no matter where you currently are.

[Get the details here, and join us before the doors close at 11:59pm ET tonight.](#)

If you're still wondering, "I've done business programs before. What makes this different?" here's my answer...

A lot of programs focus on how you do a specific marketing strategy... but leave you hanging when it comes to how to generate money from it.

The whole focus of Cash Flow Mastery is – What do you need to do to generate money?

It allows you to save time on doing things that aren't essential to generating money in your business. So in turn you have more time to do things that are more fun for you.

I also use my MBA background to teach you how to look at your numbers, track them, and understand what they're telling you – and I simplify the whole process. Most business coaches out there don't have the skills or tools to be able to teach that.

Imagine...

- Starting each month, **knowing exactly how much money you have coming in.**
- **No more scrambling to pay the bills.** (And no more mental exhaustion from worrying about the dangerously low levels in your bank account.)
- **Planning ahead 3 – 6 months at a time** (which means you can actually set aside time for a vacation because you know you'll have the money).
- Being able to say “no” to clients who aren't working out for you– because **you're not desperate.**
- Having the **financial freedom to step fully into your mission** – the thing you know, deep in your soul, you were put here to do.

Sound good?

[Then I'd love to see you in Cash Flow Mastery.](#)

Remember – doors close TONIGHT, Saturday July 15th at 11:59pm ET.

Our first class is next Tuesday.

From there, we're going to dive in deep, build you a strong business foundation, and get you on the path to creating more.

Can't wait to get started with you!

With much appreciation,
Monica