

Matt Gallant & Dawson Church



ENERGY PSYCHOLOGY CERTIFICATION

MARKETING MODULE

10X MESSAGE EMAIL
MARKETING EXAMPLES

Welcome Email Example

Subject line: **Here's your free report Adrienne**

Hey Adrienne,

You just requested access to my brand new report on **How To Relieve the Mental Stress of Pregnancy with EcoMeditation**.

[Click here to access the PDF report now.](#)

I'm so excited for you.

The report will take you about an hour to read through and digest.

To get the most out of it, I recommend that you print it out, grab a pen or something else to write with, and fill up a cool glass of water.

Set yourself up away from distraction for the next 60 minutes so you can really soak up what I have to share with you in the report.

[Click here to access the PDF report now.](#)

When you're done reading it, please reply to this email and tell me your thoughts about the report.

INSERT ORIGIN STORY (3 TO 5 PARAGRAPHS)

Talk again soon,

Steph

Certified Energy Psychology Practitioner

P.S. In the report, I share an EcoMeditation technique that helped me virtually turn off anxiety at the "flip of a switch" during my pregnancy. I used it at almost every meal, because I was SO nervous about the food I was eating... worried that EVERYTHING would cause harm to the growing boy in my belly. This technique helped tremendously and I'm excited for you to try it too.

[Click here to access the PDF report now.](#)

Gift Email Example

Subject line: **[NEW PDF Download] How to Fight Insomnia with EFT**

Hi Adrienne,

A few years ago, one of the biggest health problems I struggled with was insomnia.

I visited my doctor for my annual checkup and she told me that my blood sugar levels were approaching those of a diabetic!

At this time, I was sleeping 3 hours a night while trying to grow my business, raise two children, and pursue competitive yoga.

Needless to say, I eventually burnt out and had to face reality: I could not continue functioning and striving towards my goals with my insomnia.

Luckily, a mentor of mine who had spent years developing tapping techniques specifically for battling insomnia was visiting town, and while catching up with her, she shared her techniques with me.

(Thanks Marie!)

Today, I want to share these same techniques with you.

I created a new and free PDF download that packages together the tapping techniques my mentor shared with me, as well as other strategies I've developed along my journey.

[How to Fight Insomnia with EFT: Click Here to Download the New PDF](#)

In the PDF, you're going to discover ...

The 3 minute tapping technique my mentor taught me that helped me overcome insomnia. This allowed me to eventually grow my business beyond 7 figures while raising my children (as a single parent), and win Silver at the 2016 Yoga Nationals.

5 subtle changes to your bedroom to get rid of insomnia for good.

How to become a "morning person" and LOVE it -- so you can get more done in your day while feeling less rushed, and more in control.

And more ...

[How to Fight Insomnia with EFT: Click Here to Download the New PDF](#)

After you download and read it, reply to this email and let me know what you think of it.

I read every reply, and take your feedback seriously.

With love always,

Lucy

Certified Energy Psychology Practitioner

P.S. Having a full night of sleep every night has changed my life for good. My business ideas are better, my decision making is sharper, and I seem to always have an extra skip to my step that I never had before. I want you to feel the same.

[How to Fight Insomnia with EFT: Click Here to Download the New PDF](#)

Hammer Hottest Problem Email Example

*Subject line: **How social anxiety ruined my dating life for 15 years***

Adrienne,

This weekend I was invited to be a speaker at a small and private event Oprah put on. It was an honor, and a once in a lifetime experience.

Since the theme of the event was "Women and Confidence", I shared my story of overcoming the social anxiety that plagued me throughout my teens and twenties.

It was a great weekend, and many fascinating stories were shared as part of every speaker's talk. The interesting thing was, as I was speaking on stage, sharing my story and struggles, I couldn't help but to think of you.

Thinking back, I really felt again what it's like to be in your shoes...

- » I know what it's like to not have any friends to hangout with on the weekend.
- » I know what it's like to look at my phone, and have no one to text or call.
- » I know what it's like to not have my first kiss until my early thirties.
- » I know what it's like to never be asked out on a date by a guy.

That's why I'm really, really happy that Oprah allowed me to film my talk and share it with you.

[Click here to see my talk at Oprah's event this weekend.](#)

Please watch the video all the way through, and then leave a comment telling me what you thought of it.

Talk again soon this week,

Lucy
Certified Energy Psychology Practitioner

P.S. Oprah actually shared HER story of struggling with dating during my talk. It was so touching. I don't think she's ever shared this side of her before.

[Click here to see my talk at Oprah's event this weekend.](#)

9 Word Email Examples

*Subject line: **Margaret***

Were you still interested in a free EcoMeditation consult?

*Subject line: **London***

I'm coming to London next month, are you interested in getting together?

*Subject line: **What's your biggest challenge?***

Tom,

What's the biggest challenge in your life right now?

Testimonial Email Example

Subject line: **3 dates in one week**

Hey Marion,

Last week, one of my newest clients (who had a free consult with me two months ago) had some fantastic news to share.

To keep the words true to HER heart, I'll share with you exactly what she said below...

"Steph, I can't believe it. Since working with you and using the Dating Tapping Techniques you've been teaching me every week, I've got THREE dates lined up this week.

For some girls this might not be anything special ... but for ME, it's HUGE.

With the 8 month dry-spell I had before this, it honestly feels like a miracle. I can really FEEL the confidence radiating from me now, ever since I've been consistent with the tapping.

My feminine energy is being unleashed and everything's different about me. I stand differently. I talk differently. I even dress differently.

And I've gotten so many compliments from my friends lately. They keep telling me that something's different about me -- and it's not just the clothes. I love it.

Thank you SO MUCH. I finally feel comfortable in my own skin. Can't wait to see where I'm going to be in another 4 months working with you."

I love hearing stories like this -- it always sparks so much joy and lets me know what I'm doing in this world is making a difference.

Hope you enjoyed the share.

If you liked it and would like to spend some time with me, one-on-one, sign up for a free consult with me by clicking the link below:

[Click here to schedule a free Dating Tapping Techniques consult with me.](#)

There's no strings attached, and I'm just excited to spend some time with you.

We're going to rock it and get your dating life back on track!

Talk soon,

Steph

Certified Energy Psychology Practitioner

P.S. When you get to my free consult booking page, you'll be able to select the day and time you want to hang out with me. If there aren't any dates available, then that means I'm totally booked out, and you'll have to wait for next time! So make sure to act quick.

[Click here to schedule a free Dating Tapping Techniques consult with me.](#)

Cool content

*Subject line: **Top 5 Abundance Books that WORK***

Hey Aileen,

Have you ever wondered how some women seem to “have it all”? How is it that some women can be beautiful, fit, wealthy, happily married, incredible at business, AND more ... all at the same time?

The answer lies in their ability to receive the abundance that the universe has to offer to them. Instead of constantly forcing their way into getting what they want, they let go and surrender to what is supposed to COME to them.

This is the common theme among the Top 5 Abundance Books I’ve read this month. I took notes and jotted down the most important action items of each book, and have shared them on the blog.

[*Click here to read my latest blog post: Top 5 Abundance Books that WORK*](#)

When you check out the blog post, you’ll see both summaries of each book, and the most important action takeaways to implement.

The important thing to remember is to put this wisdom into action REGULARLY. Don’t just use the tactics once and expect miracles to happen overnight.

[*Click here to read my latest blog post: Top 5 Abundance Books that WORK*](#)

After you’re done reading the blog post, make sure to leave me a comment to let me know which action item you plan to use first.

See you in the comments section!

Steph

Certified Energy Psychology Practitioner

P.S. My favorite book to read this month was “The Secret” by Rhonda Byrne. I had the most action items come out of that book, out of the 5 books I read.

[*Click here to read my latest blog post: Top 5 Abundance Books that WORK*](#)

Solid Pitch Example (“Selling The Damn Thing”)

Subject line: **Limited free consultations spots left**

Hey Adrienne,

I’m emailing you today with a relatively urgent notice -- because I don’t want you to miss out!

I’ve only got a handful of FREE Tap The Fat Off Consultations left this month, and wanted to make sure you had a chance to claim yours, if you haven’t already.

As I’ve mentioned before, on my free Tap the Fat Off Consultations, we get into the most powerful EFT techniques that you can use to control sugar, fat, and fast-food cravings. I’ve used these techniques with over 259 women in the past 5 years, and they’ve ALL lost between 1-5 dress sizes.

[Click Here Now to claim your Tap the Fat Off Consultation](#)

Last month I had consultations with 9 women, and 7 of them have already dropped half a dress size. When it comes to “tiny hinges” that “swing big doors”, controlling your cravings is what matters the most.

Make sure to claim your free consultation today if you’d like to experience similar results.

[Click Here Now to claim your Tap the Fat Off Consultation](#)

Hugs and love,

Christina
Certified Energy Psychology Practitioner

P.S. my boyfriend always tells me “abs are made in the kitchen” whenever I get a little tempted with the idea of some junk food.

What he means by that is controlling your diet and CRAVINGS matters more than your workouts, when it comes to getting trim and fit.

Let’s take control of your cravings once and for all.

[Click Here Now to claim your Tap the Fat Off Consultation](#)

Interesting Science Example

*Subject line: **Your son's depression and EFT***

Hey Adrienne,

As a mother myself, I looooooveeee it when my friends share blog posts, videos, articles, and other juicy insights with me that help me raise my family. I came across some interesting research in the Energy Psychology Journal yesterday that I thought you'd like to hear about.

A study was done last month at the University of New Brunswick in Canada, involving 20 moderately to severely depressed college students.

They divided the students into two groups. One group received conventional antidepressant therapy with medications. The other group received four 90-minute EFT sessions over a 1-month time period.

When the students were asked to assess their symptoms at the end of the trial, the group that received EFT showed significantly less depression than the antidepressant group.

To read the full study, click the link below:

<http://samplelink.com/sample-link>

When I read this, it put a big smile on my face. Not just because I'm a Certified Energy Psychology Practitioner and support EFT, but because I've had friends and family who have had VERY bad experiences with antidepressant medication.

Several of my family members have had depression symptoms WORSEN after using medication.

So I love seeing that alternative methods to treat depression are finally being studied.

Take a read of the article, and share it with your friends.

Talk to you again soon,

Beth

Certified Energy Psychology Practitioner

Invitation to group party/meditation (Broadcast)

*Subject line: **Are you free next Thursday?***

Hey Adrienne,

Are you free next Thursday?

I'm having a private get together with some of my friends, and wanted to invite you.

We'll be having a guided group meditation followed by some fun board games and food after (all organic, lots of alkaline water available, and vegetarian/vegan options too!).

It'll be happening next Thursday night at 9 pm. The address will be revealed to you after you RSVP.

If you're interested, click the link below, RSVP, and let me know how many guests you plan to bring :).

<http://samplelink.com/sample-link>

Beth

Certified Energy Psychology Practitioner