

## Anti-Template Email Method

Slow down. Take time to strategize BEFORE you write.

Use this to plan your sequence and help you stay FOCUSED.

Avatar =

Core product =

Big Juicy Outcome =

Promo offer =

Promo BJO =

Theme =

Destination =

Build your 5-12 email sequence like a sandwich:

- Bread = value
- Meat/cheese/veggies = sales
- Bread = value

Things you can include:

- Case studies/testimonials
- Origin story
- Why/purpose/mission
- Future pacing
- Emotion
- FOMO
- Risk-reversal
- Money back guarantee
- Objections

For every email, before you write it, jot down:

- Hook
- Angle
- Outcome

Doing this will ensure your writing stays clear and concise.

Things to remember:

- Get the click - this is your number one job.
- The offer is paramount (this must be dialed in).
- Rule of ONE. One outcome, one promise, one hook, one angle, etc
- Use Hemingway App and aim for grade 3 – do NOT settle for anything grade 5 or higher (sometimes certain topics just are a higher grade level concept and it can't be helped, but you should be able to at least get it down to grade 5 & no red).
- One sentence per paragraph.
- Read everything out loud.

Use AI to generate hooks and angles and speed up your writing time.