# Email Writing Workshop



# RIGHT-FIT CLIENTS UNIVERSITY



# (WARNING)





# 4 Types of Emails...

#1: The Story-Lesson (NURTURE)

# #2: The Seed & Open Loops (NURTURE)

#3: The 9-word (NURTURE)

#4: The Hand-Raise + Nudge (SELL)



# #1: "Story – Lesson"





# The "Story - Lesson"

# **Behind-the-Curtain**

#### Send on Wednesday, August 9, 2023, at 6:00 am Central

Sender: Stephen Woessner and stephen@predictiveroi.com

#### Distribution List: full list

#### Subject: The Monkey's Tail

Hi [First Name] — recently, I found myself telling a disturbing story to several clients because it helped them see the actions they needed to take.

I haven't told the story in years because it leaves a very visceral image in your mind — but I promise you — it instantly clarifies decision-making.

So here goes.

Once, there was a boy who owned a monkey. The two were inseparable. While playing together one day, the boy accidentally stepped on the monkey's tail and broke it.

Needless to say — the boy felt terrible and took the monkey to his father to see what could be done.

His father quickly realized the monkey was in great pain, and it would only get worse.

He told the boy that he needed to cut the tail off so the monkey could start to heal. Crying, the boy took his monkey away. However, after several hours of hiding in the woods, he saw how much pain the monkey was in and decided to take his father's advice.

Trying to be kind, the boy decided that in order to make sure that cutting the tail off didn't hurt too much, he would cut the tail off in slices because cutting it off in | small pieces should hurt less than cutting it off all at once.

You can clearly see the flaw in the boy's logic.

But — how often do we make these same sorts of decisions in our business?

Why does it take you so long to say goodbye to a client that isn't profitable?

Why does it take us a long time to decide to raise fees when you haven't done so in years?

Why does it take you a long time to decide that this is the year that you will no longer feel the misery of the "feast or famine" cycle caused by a dry sales pipeline?

Stop making decisions in slices.

Instead — just make the decision (even if it's a difficult one) and get it done so you can start to heal as a person, a team, and as a business. Now's the time to double down.

Onward with gusto!

Stephen

P.S. Join us Wednesday, August 16th at 12 noon Central for our open-mic Q&A. Our focus will be "*How to Raise Your Prices.*" We'll kick off the session with the four ingredients from our "raise your prices" recipe. And then — we'll go open-mic to answer everyone's questions in full transparency. <u>Go here</u> for the details.

#### The Monkey's Tail

| Email Information   |
|---|
| Created<br>Tue, Aug 8, 2023, 06:50 PM   |
| Scheduled start<br>Wed, Aug 9, 2023, 06:00 AM                                       |
| From<br>Stephen Woessner<br><stephen@predictiveroi.com></stephen@predictiveroi.com> |
| To<br>:≣ FULL LIST  |
| Subject<br>The Monkey's Tail  |
| Body<br><b>View email</b>   |
| Current status 🎁<br>Sent  |
| Start time<br>Wed, Aug 9, 2023, 06:00 AM  |
| End time<br>Wed, Aug 9, 2023, 06:01 AM  |

| Broadcast stats                        |      |
|--|------|
| 4106 Total sent                        | 100' |
| 1172 Opens (Unique) 1172 Opens (Total) | 28.5 |
| 22 Clicks (Unique) 22 Clicks (Total)   | 0.5  |
| 2932 Unopened                          | 71.4 |
| Opt-ins                                | 0'   |
| 2 Opt-outs                             | 0'   |
| 2 Bounces                              | 0'   |
| O Complaints                           | 0'   |



# The "Story - Lesson"

#### Send on Wednesday, August 9, 2023, at 6:00 am Central

Sender: Stephen Woessner and stephen@predictiveroi.com

#### Distribution List: full list

#### Subject: The Monkey's Tail

Hi [First Name] — recently, I found myself telling a disturbing story to several clients because it helped them see the actions they needed to take.

I haven't told the story in years because it leaves a very visceral image in your mind — but I promise you — it instantly clarifies decision-making.

So here goes.

Once, there was a boy who owned a monkey. The two were inseparable. While playing together one day, the boy accidentally stepped on the monkey's tail and broke it.

Needless to say — the boy felt terrible and took the monkey to his father to see what could be done.

His father quickly realized the monkey was in great pain, and it would only get worse.

He told the boy that he needed to cut the tail off so the monkey could start to heal. Crying, the boy took his monkey away. However, after several hours of hiding in the woods, he saw how much pain the monkey was in and decided to take his father's advice.

Trying to be kind, the boy decided that in order to make sure that cutting the tail off didn't hurt too much, he would cut the tail off in slices because cutting it off in | small pieces should hurt less than cutting it off all at once.

You can clearly see the flaw in the boy's logic.

But — how often do we make these same sorts of decisions in our business?

Why does it take you so long to say goodbye to a client that isn't profitable?

Why does it take us a long time to decide to raise fees when you haven't done so in years?

Why does it take you a long time to decide that this is the year that you will no longer feel the misery of the "feast or famine" cycle caused by a dry sales pipeline?

Stop making decisions in slices.

Instead — just make the decision (even if it's a difficult one) and get it done so you can start to heal as a person, a team, and as a business. Now's the time to double down.

Onward with gusto!

Stephen

P.S. Join us Wednesday, August 16th at 12 noon Central for our open-mic Q&A. Our focus will be "*How to Raise Your Prices.*" We'll kick off the session with the four ingredients from our "raise your prices" recipe. And then — we'll go open-mic to answer everyone's questions in full transparency. <u>Go here</u> for the details.





# The "Story - Lesson"

# Practice

#### Send on Wednesday, August 9, 2023, at 6:00 am Central

Sender: Stephen Woessner and stephen@predictiveroi.com

#### Distribution List: full list

#### Subject: The Monkey's Tail

Hi [First Name] — recently, I found myself telling a disturbing story to several clients because it helped them see the actions they needed to take.

I haven't told the story in years because it leaves a very visceral image in your mind — but I promise you — it instantly clarifies decision-making.

So here goes.

Once, there was a boy who owned a monkey. The two were inseparable. While playing together one day, the boy accidentally stepped on the monkey's tail and broke it.

Needless to say — the boy felt terrible and took the monkey to his father to see what could be done.

His father quickly realized the monkey was in great pain, and it would only get worse.

He told the boy that he needed to cut the tail off so the monkey could start to heal. Crying, the boy took his monkey away. However, after several hours of hiding in the woods, he saw how much pain the monkey was in and decided to take his father's advice.

Trying to be kind, the boy decided that in order to make sure that cutting the tail off didn't hurt too much, he would cut the tail off in slices because cutting it off in | small pieces should hurt less than cutting it off all at once.

You can clearly see the flaw in the boy's logic.

But — how often do we make these same sorts of decisions in our business?

Why does it take you so long to say goodbye to a client that isn't profitable?

Why does it take us a long time to decide to raise fees when you haven't done so in years?

Why does it take you a long time to decide that this is the year that you will no longer feel the misery of the "feast or famine" cycle caused by a dry sales pipeline?

Stop making decisions in slices.

Instead — just make the decision (even if it's a difficult one) and get it done so you can start to heal as a person, a team, and as a business. Now's the time to double down.

Onward with gusto!

Stephen

P.S. Join us Wednesday, August 16th at 12 noon Central for our open-mic Q&A. Our focus will be "*How to Raise Your Prices.*" We'll kick off the session with the four ingredients from our "raise your prices" recipe. And then — we'll go open-mic to answer everyone's questions in full transparency. <u>Go here</u> for the details.





# **#1: The "Seed & Open Loops"**





# The "Seed & Open Loops": Part One

# **Behind-the-Curtain**

#### Send on Monday, June 5, at 6:00 am entral

#### Sender: Stephen Woessne ephen@predictiveroi.com

#### **Distribution List: Full List**

#### Subject Line: Build Your List

Hi [First Name] - the most valuable asset in any business is its customer. prospect, and email lists.

#### Here's the litmus test.

If all your employees walked out tomorrow — could you hire and train a new team? I get it - it would be challenging and a whole lot of not awesome. But could you do it? You did it early on - and if forced to - I promise you - you could do it again.

What if you received a call in the middle of the night and learned that your office and everything in it was a total loss in a catastrophic fire? Could you rebuild and start over? Again - not awesome, and it might feel like pushing a boulder up a hill. You did it early on - and if forced to - you could do it again.

But - what if you walked into the office Monday morning and received email after email that all of your clients had fired you and your team?

And — what if all of your prospects were no longer interested?

And what if, for some reason, your email list had been corrupted and could not be replaced?

The probability of recovering from that trifecta would be the most challenging because your list is the most valuable asset inside your business.

And yet ironically - when we meet with prospective clients for the first time and inquire about their list and how they are currently growing and nurturing it - the answers are usually a mix of "not much" to "we know we should be doing better, but who has the time?"

To help solve this — would you like to know more about how to build your email list without ads or a bunch of complicated tech?

If so - vou're in for a treat.

This week — I'm going to share how it's done. For now - just know it involves three pieces:

- 1. Creating something screaming cool that generously shares your smarts
- 2. Finding and getting in front of the right "ponds" 3. Giving it away

If you want the rest of this series so you can build your email list and move further faster — check your Inbox on Thursday.

I'll make sure you get the training, our latest PDF framework, and the action steps you need.

Now's the time to double down.

#### Onward with gusto! Stephen

P.S. Whenever you're ready - here are 4 ways we can help you stop the feast and famine of biz dev and instead fill your sales pipeline with right-fit clients:

#1 Subscribe to our "Sell with Authority" podcast.

Each episode includes proven strategies and tactics for filling your sales pipeline with a steady stream of right-fit clients. Everything you need to move further faster is shared in full transparency. Go here.

#2 Order your free copy of "Sell with Authority" in paperback or Kindle.

Honest — no hoops to jump through. No credit card for shipping. Nothing. It's 100 percent free. Just go here to order your copy.

#3 Join our free "How to Fill Your Sales Pipeline" Facebook Group.

We run a free Facebook group with over 1,100 agency owners and strategic consultants who want to build and scale. It might be useful for you, too. Go here for details.

#### #4 Work with my team and me privately.

If you'd like to work directly with my team and me to help you win more right-fit clients ... just reply here with the word "Clients" ... tell me a little about your business and what you'd like to work on together, and I'll get you all the details.

| Build Your List  |  |       |
|--|--|-------|
| Email Information  | Broadcast stats                        |       |
| Created<br>Mon, Jun 5, 2023, 08:35 AM                                  | 5004 Total sent                        | 100%  |
| Scheduled start<br>Mon, Jun 5, 2023, 09:00 AM                          | 1337 Opens (Unique) 1337 Opens (Total) | 26.7% |
| From<br>Stephen Woessner <sw@predictiveroi.com></sw@predictiveroi.com> | 21 Clicks (Unique) 21 Clicks (Total)   | 0.4%  |
| To<br>= FULL LIST  |  |       |
| Subject<br>Build Your List   | 3666 Unopened                          | 73.3% |
| Body<br>View email   | Opt-Ins                                | 0%    |
| Current status 👔<br>Sent   | Opt-outs                               | 0%    |
| Start time<br>Mon, Jun 5, 2023, 09:00 AM                               | 1 Bounces                              | 0%    |
| End time<br>Mon, Jun 5, 2023, 09:03 AM                                 | Complaints                             | 0%    |



Hi Stephen — we put together a quick guide that maps out how to build your email list by siphoning someone else's audience into your own — and in the process — attracting more right-fit clients.

To make it easy — <u>I uploaded it here.</u>

Onward with gusto!

Stephen

# **Behind-the-Curtain**

| Build Your List  |  |       |
|--|--|-------|
| Email Information  | Broadcast stats                        |       |
| Created<br>Wed, Jun 7, 2023, 10:41 AM                                  | 5008 Total sent                        | 100%  |
| Scheduled start<br>Thu, Jun 8, 2023, 06:00 AM                          | 1525 opens (Unique) 1525 opens (Total) | 30.5% |
| From<br>Stephen Woessner <sw@predictiveroi.com></sw@predictiveroi.com> | 69 Cilicks (Unique) 69 Cilicks (Total) | 1.4%  |
| To<br>:≣ FULL LIST   | US Clicks (Unique) US Clicks (Iotal)   |       |
| Subject<br>Build Your List   | 3481 Unopened                          | 69.5% |
| Body<br>View email   | 0 Opt-Ins                              | 0%    |
| Current status 👔<br>Sent   | Opt-outs                               | 0%    |
| Start time<br>Thu, Jun 8, 2023, 06:00 AM                               | 2 Bounces                              | 0%    |
| End time<br>Thu, Jun 8, 2023, 06:02 AM                                 | O Complaints                           | 0%    |



# The "Seed & Open Loops": Part One

# Practice

#### Send on Monday, June 5, at 6:00 am Central

#### Sender: Stephen Woessner stephen@predictiveroi.com

#### Distribution List: Full List

#### Subject Line: Build Your List

Hi [First Name] — the most valuable asset in any business is its customer, prospect, and email lists.

#### Here's the litmus test.

If all your employees walked out tomorrow — could you hire and train a new team? I get it — it would be challenging and a whole lot of not awesome. But could you do it? You did it early on — and if forced to — I promise you — you could do it again.

What if you received a call in the middle of the night and learned that your office and everything in it was a total loss in a catastrophic fire? Could you rebuild and start over? Again — not awesome, and it might feel like pushing a boulder up a hill. You did it early on — and if forced to — you could do it again.

But — what if you walked into the office Monday morning and received email after email that all of your clients had fired you and your team?

And — what if all of your prospects were no longer interested?

And what if, for some reason, your email list had been corrupted and could not be replaced?

The probability of recovering from that trifecta would be the most challenging because your list is the most valuable asset inside your business.

And yet ironically — when we meet with prospective clients for the first time and inquire about their list and how they are currently growing and nurturing it — the answers are usually a mix of "not much" to "we know we should be doing better, but who has the time?"

To help solve this — would you like to know more about how to build your email list without ads or a bunch of complicated tech?

If so — you're in for a treat.

This week — I'm going to share how it's done. For now — just know it involves three pieces:

- Creating something screaming cool that generously shares your smarts
- Finding and getting in front of the right "ponds"
   Giving it away

If you want the rest of this series so you can build your email list and move further faster — check your Inbox on Thursday. I'll make sure you get the training, our latest PDF framework, and the action steps you need.

Now's the time to double down. Onward with gusto!

## Stephen

P.S. Whenever you're ready — here are 4 ways we can help you stop the feast and famine of biz dev and instead fill your sales pipeline with right-fit clients:

#1 Subscribe to our "Sell with Authority" podcast.

Each episode includes proven strategies and tactics for filling your sales pipeline with a steady stream of right-fit clients. Everything you need to move further faster is shared in full transparency. <u>Go</u> here.

#2 Order your free copy of "Sell with Authority" in paperback or Kindle.

Honest — no hoops to jump through. No credit card for shipping. Nothing. It's 100 percent free. Just go here to order your CODY.

#3 Join our free "How to Fill Your Sales Pipeline" Facebook Group.

We run a free Facebook group with over 1,100 agency owners and strategic consultants who want to build and scale. It might be useful for you, too. <u>Go here</u> for details.

# #4 Work with my team and me privately.

If you'd like to work directly with my team and me to help you win more right-fit clients... just reply here with the word "Clients"...tell me a little about your business and what you'd like to work on together, and I'll get you all the details.





# The "Seed & Open Loops": Part One

# Practice

#### Send on Monday, June 5, at 6:00 am Central

#### Sender: Stephen Woessner stephen@predictiveroi.com

#### Distribution List: Full List

#### Subject Line: Build Your List

Hi [First Name] — the most valuable asset in any business is its customer, prospect, and email lists.

#### Here's the litmus test.

If all your employees walked out tomorrow — could you hire and train a new team? I get it — it would be challenging and a whole lot of not awesome. But could you do it? You did it early on — and if forced to — I promise you — you could do it again.

What if you received a call in the middle of the night and learned that your office and everything in it was a total loss in a catastrophic fire? Could you rebuild and start over? Again — not awesome, and it might feel like pushing a boulder up a hill. You did it early on — and if forced to — you could do it again.

But — what if you walked into the office Monday morning and received email after email that all of your clients had fired you and your team?

And — what if all of your prospects were no longer interested?

RIGHT-FIT CLIENTS

And what if, for some reason, your email list had been corrupted and could not be replaced?

The probability of recovering from that trifecta would be the most challenging because your list is the most valuable asset inside your business.

And yet ironically — when we meet with prospective clients for the first time and inquire about their list and how they are currently growing and nurturing it — the answers are usually a mix of "not much" to "we know we should be doing better, but who has the time?"

To help solve this — would you like to know more about how to build your email list without ads or a bunch of complicated tech?

If so — you're in for a treat.

This week — I'm going to share how it's done. For now — just know it involves three pieces:

- Creating something screaming cool that generously shares your smarts
- Finding and getting in front of the right "ponds"
   Giving it away

If you want the rest of this series so you can build your email list and move further faster — check your Inbox on Thursday. I'll make sure you get the training, our latest PDF framework, and the action steps you need.

Now's the time to double down. Onward with gusto!

# Stephen

P.S. Whenever you're ready — here are 4 ways we can help you stop the feast and famine of biz dev and instead fill your sales pipeline with right-fit clients:

#1 Subscribe to our "Sell with Authority" podcast.

Each episode includes proven strategies and tactics for filling your sales pipeline with a steady stream of right-fit clients. Everything you need to move further faster is shared in full transparency. <u>Go</u> here.

#2 Order your free copy of "Sell with Authority" in paperback or Kindle.

Honest — no hoops to jump through. No credit card for shipping. Nothing. It's 100 percent free. Just go here to order your <u>copy.</u>

#3 Join our free "How to Fill Your Sales Pipeline" Facebook Group.

We run a free Facebook group with over 1,100 agency owners and strategic consultants who want to build and scale. It might be useful for you, too. <u>Go here</u> for details.

## #4 Work with my team and me privately.

If you'd like to work directly with my team and me to help you win more right-fit clients... just reply here with the word "Clients"...tell me a little about your business and what you'd like to work on together, and I'll get you all the details. Hi Stephen — we put together a quick guide that maps out how to build your email list by siphoning someone else's audience into your own — and in the process — attracting more right-fit clients.

To make it easy — <u>I uploaded it here.</u>

Onward with gusto!

Stephen



# **Practice**

# #3: The "9-word"





# The "9-word"

# **Behind-the-Curtain**

#### Send on Monday, June 19, 2023, at 6:00 am Central

### Sender: Stephen Woessner stephen@predictiveroi.com

Distribution List: Full List — exclude "PROI Clients," "Founders Circle," and any FB Group tags.

## Subject Line: Over 1,100

We run a free Facebook group with 1,100+ agency owners and strategic consultants looking to build and scale.

Might be useful for you, too.

If you're not yet a member — you can find it here.

Onward with gusto!

Stephen

| Over 1,100   |  |       |
|--|--|-------|
| Email Information  | Broadcast stats                        |       |
| Created<br>Sun, Jun 18, 2023, 08:42 PM                                 | 4511 Total sent                        | 100%  |
| Scheduled start<br>Mon, Jun 19, 2023, 06:00 AM                         | 1315 Opens (Unique) 1315 Opens (Total) | 29.2% |
| From Stephen Woessner <sw@predictiveroi.com> To</sw@predictiveroi.com> | 23 Clicks (Unique) 23 Clicks (Total)   | 0.5%  |
| := New List - June 18, 2023 9:40:52 PM<br>Subject<br>Over 1,100        | 3196 Unopened                          | 70.8% |
| Body<br>View email   | Opt-Ins                                | 0%    |
| Current status 🍞<br>Sent   | 1 Opt-outs                             | 0%    |
| Start time<br>Mon, Jun 19, 2023, 06:00 AM                              | O Bounces                              | 0%    |
| End time<br>Mon, Jun 19, 2023, 06:01 AM                                | O Complaints                           | 0%    |



# The "9-word"

#### Send on Monday, June 19, 2023, at 6:00 am Central

Sender: Stephen Woessner stephen@predictiveroi.com

Distribution List: Full List — exclude "PROI Clients," "Founders Circle," and any FB Group tags.

## Subject Line: Over 1,100

We run a free Facebook group with 1,100+ agency owners and strategic consultants looking to build and scale.

Might be useful for you, too.

If you're not yet a member — you can find it here.

Onward with gusto!

Stephen





# The "9-word"

# Practice

#### Send on Monday, June 19, 2023, at 6:00 am Central

Sender: Stephen Woessner stephen@predictiveroi.com

Distribution List: Full List — exclude "PROI Clients," "Founders Circle," and any FB Group tags.

## Subject Line: Over 1,100

We run a free Facebook group with 1,100+ agency owners and strategic consultants looking to build and scale.

Might be useful for you, too.

If you're not yet a member — you can find it here.

Onward with gusto!

Stephen



# #4: The "Hand Raise + Nudge"





# The "Hand Raise + Nudge"

#### Send on Thursday, June 15, 2023, at 6:00 am Central

Sender: Stephen Woessner stephen@predictiveroi.com

Distribution List: Full List — exclude "PROI Clients" and "Founders Circle."

#### Subject Line: New Program

This month, we're launching a new program with everything you need to fill your sales pipeline with right-fit clients who are eager to work with you - all without ads or complicated tech.

Would you like to join us?

Stephen

#### Send on Tuesday, June 20, 2023, at 6:00 am Central

Sender: Stephen Woessner stephen@predictiveroi.com

Distribution List: Full List — exclude "PROI Clients," "Founders Circle," and "June '23 Hand Raise" tags

#### Subject Line: [First Name]

Are you thinking of joining us in our new right-fit clients program?

Stephen

# **Behind-the-Curtain**

| New Program  |  |       |
|--|--|-------|
| Email Information  | Broadcast stats                        |       |
| Created<br>Wed, Jun 14, 2023, 01:05 PM                                 | 4 <u>871</u> Total sent                | 99.9% |
| Scheduled start<br>Thu, Jun 15, 2023, 06:00 AM                         | 1379 Opens (Unique) 1379 Opens (Total) | 28.3% |
| From<br>Stephen Woessner <sw@predictiveroi.com></sw@predictiveroi.com> |  | 0%    |
| To<br>∺≣ New List - June 14, 2023 2:04:47 PM                           | O Clicks (Unique) O Clicks (Total)     | 0%    |
| Subject<br>New Program   | 3490 Unopened                          | 71.6% |
| Body<br>View email   | Opt-Ins                                | 0%    |
| Current status 🚯   | 4 Opt-outs                             | 0.1%  |
| Start time<br>Thu, Jun 15, 2023, 06:00 AM                              | 2 Bounces                              | 0%    |
| End time<br>Thu, Jun 15, 2023, 06:02 AM                                | <u>O</u> complaints                    | 0%    |

| ~Contact.FirstName~  |  |       |  |  |  |  |  |  |  |  |  |
|--|--|-------|--|--|--|--|--|--|--|--|--|
| Email Information  | Broadcast stats                        |       |  |  |  |  |  |  |  |  |  |
| Created<br>Sun, Jun 18, 2023, 08:45 PM                                 | 4717 Total sent                        | 99.9% |  |  |  |  |  |  |  |  |  |
| Scheduled start<br>Tue, Jun 20, 2023, 06:00 AM                         | 1562 Opens (Unique) 1562 Opens (Total) | 33.1% |  |  |  |  |  |  |  |  |  |
| From<br>Stephen Woessner <sw@predictiveroi.com></sw@predictiveroi.com> | O Clicks (Unique) O Clicks (Total)     | 0%    |  |  |  |  |  |  |  |  |  |
| To<br>:≣ New List - June 18, 2023 9:45:21 PM                           |  |       |  |  |  |  |  |  |  |  |  |
| Subject<br>"Contact.FirstName"   | 3155 Unopened                          | 66.9% |  |  |  |  |  |  |  |  |  |
| Body<br>View email   | Opt-ins                                | 0%    |  |  |  |  |  |  |  |  |  |
| Current status 👔<br>Sent   | 11 Opt-outs                            | 0.2%  |  |  |  |  |  |  |  |  |  |
| Start time<br>Tue, Jun 20, 2023, 06:00 AM                              | O Bounces                              | 0%    |  |  |  |  |  |  |  |  |  |
| End time<br>Tue, Jun 20, 2023, 06:01 AM                                | O Complaints                           | 0%    |  |  |  |  |  |  |  |  |  |



# The "Hand Raise + Nudge"

Send on Thursday, June 15, 2023, at 6:00 am Central

Sender: Stephen Woessner stephen@predictiveroi.com

Distribution List: Full List — exclude "PROI Clients" and "Founders Circle."

Subject Line: New Program

This month, we're launching a new program with everything you need to fill your sales pipeline with right-fit clients who are eager to work with you — all without ads or complicated tech.

Would you like to join us?

Stephen

Send on Tuesday, June 20, 2023, at 6:00 am Central

Sender: Stephen Woessner stephen@predictiveroi.com

Distribution List: Full List — exclude "PROI Clients," "Founders Circle," and "June '23 Hand Raise" tags

Subject Line: [First Name]

Are you thinking of joining us in our new right-fit clients program?

Stephen



| 8.1 |
|-----|
|     |
|     |
|     |
|     |
|     |
|     |
|     |
|     |
|     |
|     |
|     |
|     |
|     |
|     |

# The "Hand Raise + Nudge"

# Practice

Send on Thursday, June 15, 2023, at 6:00 am Central

Sender: Stephen Woessner stephen@predictiveroi.com

Distribution List: Full List — exclude "PROI Clients" and "Founders Circle."

Subject Line: New Program

This month, we're launching a new program with everything you need to fill your sales pipeline with right-fit clients who are eager to work with you — all without ads or complicated tech.

Would you like to join us?

Stephen

#### Send on Tuesday, June 20, 2023, at 6:00 am Central

Sender: Stephen Woessner stephen@predictiveroi.com

Distribution List: Full List — exclude "PROI Clients," "Founders Circle," and "June '23 Hand Raise" tags

Subject Line: [First Name]

Are you thinking of joining us in our new right-fit clients program?

Stephen



# Next...

## Takeaways

### Actions



| I |  |  |    |     |   |    |    |    |   |   |     |  |  | 1 |   |   |   |   |             |   |   |   |   |   |     |   |   |   |   |   |     |     |   |   |      |   |   |   |             |   |          |   |
|---|--|--|----|-----|---|----|----|----|---|---|-----|--|--|---|---|---|---|---|-------------|---|---|---|---|---|-----|---|---|---|---|---|-----|-----|---|---|------|---|---|---|-------------|---|----------|---|
|   |  |  |    |     |   | •  |    | •  | • | • |     |  |  |   |   |   |   |   |             | • |   | • |   |   |     |   |   |   |   |   |     |     |   |   |      |   |   |   | •           |   |          |   |
|   |  |  |    |     |   |    |    |    |   |   |     |  |  |   |   |   |   |   |             |   |   |   |   |   |     |   |   |   |   |   |     |     |   |   |      |   |   |   | ·<br>·<br>· |   |          |   |
|   |  |  |    |     |   | •  |    |    |   |   |     |  |  |   | • | • | • | • | •<br>•<br>• | • | • | • | • | • | •   | • | • | • |   |   |     |     |   |   | •    | • | • |   |             |   | · ·      |   |
|   |  |  |    | •   |   |    |    |    |   |   |     |  |  |   |   | • | • | • | ·<br>·<br>· | • | • |   | • | • |     |   | • | • |   |   |     |     |   |   |      | • | • |   | ·<br>·<br>· |   | · ·      |   |
|   |  |  |    | . ' |   | ۰. | ۰. | ۰. |   |   |     |  |  |   |   | • |   | • |             | • |   | • |   | • | . ' |   | • |   |   |   |     |     | • |   | ۰. ۱ |   |   |   | •           | • |          | • |
| ] |  |  |    | •   |   |    |    | •  | • | • |     |  |  |   | • | • | • |   | •           | • | • | • | • | • | •   | • | • | • |   |   |     |     |   |   |      | • | • |   |             | • | • •      |   |
|   |  |  |    |     |   |    |    |    |   |   |     |  |  |   |   |   |   |   |             |   |   |   |   | - |     |   |   |   |   |   |     |     |   |   | •    |   |   |   | ·<br>·<br>· |   |          |   |
|   |  |  |    |     |   | •  |    |    |   |   |     |  |  |   | • | • | • | • | •           | • | • | • | • | • | •   | • | • | • |   |   |     |     |   |   | •    | • | • |   | •           |   | <br><br> |   |
| J |  |  | ·· | •   | · | •  | •  | •  | • | • | • . |  |  | • |   | • |   | · |             | • | • | ÷ | • |   | •   | • | • |   | • | · | • • | • • | • | • |      |   |   | • | •           | • |          |   |

Date:

Name:

