

EMAIL TEMPLATE: If They Can Do It, You Can Too

WHY & HOW TO USE IT

This template is your secret weapon to build credibility and showcase the real people who've soared with your brand. It's about tapping into those success stories that make your audience think, "Hey, that could be me."

We're in the business of building connections, and nothing does that quite like a tale of transformation that your customers have lived and breathed.

Let's get down to brass tacks. To make these spotlights shine, zero in on a customer journey that mirrors your audience's aspirations, detailing the before, the during, and the oh-so-sweet after.

Pepper in the tangible triumphs—be it numbers that make you want to high-five or the kind of personal victories that bring a tear to the eye.

Then, nudge your readers with a call to action that feels like you're cheering them on from the sidelines, ready to guide them to their own success story.

MICROCONVERSION:

Click through to offer page/application

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EMAILS ON TAP

SUBJECT LINE IDEAS:

is [trend] the future? here's my take...

have you heard about [trend]? it's big news!

[trend] is shaking things up - are you ready?

THE TEMPLATE:

Hey there [Name],

I hope this note finds you [something on-brand, but definitely not "well"... Ex. bustling through a day full of copywriting inspiration and caffeine-fueled productivity]. But if you're feeling more overwhelmed than overjoyed, you're not alone.

In fact, my [client/customer, etc.] [Customer Name], felt just that way not too long ago.

[Customer Name] stood where you stand: [describe the customer's initial challenge, ex. *Staring at the blank page yet another week without an idea of what to email her list*].

But then, [something happened, ex. *Jessica came to me*]. [Describe the customer's journey, emphasizing the emotional and practical turnaround].

[Point to your offer's role in the transformation. Ex. *We navigated the ups and downs, and with each step, Natalie found solid ground inside my Evergreen Email Experience.*]

Now, let's fast-forward to the good part.

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EMAILS ON TAP

[Customer Name] didn't just [something surface level, ex. reach their goals]—they [did something much more, ex. soared past them]. [Detail the success they've achieved with specific examples and metrics if possible]. Seeing their transformation from [initial challenge] to [outcome] is nothing short of inspiring.

And I believe with every ounce of my being that [your product/service] can do for you what it did for [Customer Name].

So here's my invitation to you, [Reader's First Name]: whether you're looking to [describe the transformation or outcome], [your product/service] is the missing puzzle piece.

I've made it super simple to get started. Just click over to [insert link to product page/landing page/application]. There, you'll find all the details you need to [whatever this offer will help them do/get, ex. begin this life-changing journey].

[Sign off]

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EXAMPLE:

This example is for an e-commerce artisan tile maker.

Hey Home Enthusiast!

Ever stared at a space in your home and pictured it straight out of a decor magazine?

Jane did—and she made it happen. Her kitchen, once a relic of the past, now boasts a stunning vintage charm, thanks to our signature tiles.

<<image>>

Jane's journey began with a vision: to blend nostalgic vibes with modern chic.

She chose our handcrafted Vintage Collection for her backsplash, transforming her kitchen into a space that's both timeless and trendy.

The result? A Pinterest-perfect look that's racking up likes and shares.

This isn't just about tiles.

It's about transformation. Jane's story is a testament to the magic that happens when you bring the right elements together—just like we do with our collections.

Inspired to revamp your space too? Visit our site to see the transformation and explore how our Vintage Collection can elevate your home.

Who knows, your kitchen might just be the next sensation!

Cheers to spaces that tell your story,

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EMAILS ON TAP

Natalie

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