

These email templates are designed to be used by you or AI. Each section can be just one sentence or a little more if you're going for a longer email. Each section also has an example to go by. The last section "Instructions for Final Output" is for use with AI. If you're not using AI to write the email, ignore. *Enjoy!*

1. Inspire Email Template

(Note: Throughout the template, keep the tone real and relatable to connect with the audience on an authentic, emotional level.)

Maintain a real and relatable tone throughout to connect authentically with the audience on an emotional level, helping them feel seen, understood, and empowered.

[Section 1: Introduction to the Concept or Idea]

Instructions: Start with a brief introduction that sets the theme. This should be a simple, profound idea or concept that resonates emotionally with the reader and hints at a new perspective. Keep it concise and contemplative.

Example:

"Liminal space is the space between what is... and what is next."

[Section 2: Describe the Concept and Its Potential]

Instructions: Expand on the theme by explaining what the concept means in a way that connects to the reader's experiences. Keep the explanation accessible and inspiring, helping the reader see the concept's potential in their own life.

Example:

"It's the un-manifested, unborn, pure potential form of all you desire."

[Section 3: Connect the Concept to the Reader's Journey]

Instructions: Relate the concept to the specific struggles or experiences of your audience. In this section, you'll build a bridge between the idea and the reader's own life or journey, making it feel relevant and applicable.

Example:

“As coaches, consultants, and entrepreneurs, learning to recognize and coast through liminal space (even appreciate it) is not a bad idea.”

[Section 4: Emphasize the Consequence of the Concept]

Instructions: Gently explain what happens when this concept is ignored or misunderstood. This highlights the importance of embracing it and helps the reader recognize why this concept matters in their journey.

Example:

“I wouldn’t say this if I hadn’t witnessed so many people, in the course of launching and growing their business, get derailed by liminal space.”

[Section 5: Acknowledge the Reader’s Potential Struggle or Frustration]

Instructions: Validate any discomfort or challenges the reader may feel around the concept. Describe the struggle in a relatable way, showing empathy and understanding.

Example:

“When you are in the midst of a change or transition in your business, it can feel like a setback or loss, when it’s actually the pause before the manifestation.”

[Section 6: Reveal the Transformational Insight or Reframe]

Instructions: Introduce a new way of seeing the concept that will ease the reader’s struggles. Offer a perspective shift or reframe that highlights the empowering potential of embracing the concept.

Example:

“This is when it’s really helpful to be able to recognize liminal space. When you can recognize the unknown, pure potential rolling and swirling about, you can relax into it and ride the wave.”

[Section 7: Encourage Acceptance and Flow]

Instructions: Encourage the reader to embrace the concept fully and to let go of any resistance. Use calming language to invite them into a mindset of acceptance and trust in the process.

Example:

“Let it unfold, don’t fear it.
Let it unfold and see what comes.
Be okay with what is and feel excitement over what’s next.”

[Section 8: Address Common Fears or Misconceptions Directly]

Instructions: Acknowledge any common fears, doubts, or assumptions readers may have about this concept. Briefly explain how letting go of these will help them unlock new possibilities.

Example:

“So often we fear the transitions because we think we KNOW what’s next, but when we assume we do, we collapse the wave and cancel out ALL other potential outcomes.”

[Section 9: Connect the Concept to a Larger Truth or Principle]

Instructions: Tie the concept to a universal truth, principle, or science to add depth and reinforce its significance. This can provide a grounding element and lend credibility to the message.

Example:

“This is physics.”

[Section 10: Closing Reminder or Reflection]

Instructions: Close with a final reminder that encourages the reader to carry this insight with them. Include a gentle invitation for them to reflect on this concept in their daily lives.

Example:

“So, as you go into your weekend, I want you to remember that liminal is ‘threshold’ and the space between what is and what’s next is a threshold for potential to become anything.”

[Section 11: Uplifting Statement of Possibility]

Instructions: End with a simple, uplifting statement that emphasizes the potential waiting for them if they embrace the concept. Use a warm, optimistic tone to encourage an open heart and mind.

Example:

“If you can stay neutral and let it unfold, abundance is yours :)”

Instructions for Final Output

Once the email has been written following the sections above, remove all section labels and dividers. Ensure the final output reads as one smooth, flowing email, blending insights and encouragement into a seamless message.

Educate Email Template

(Note: Throughout the template, keep the tone real and relatable to connect with the audience on an authentic, emotional level.)

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[Section 1: Purpose and Key Takeaways]

Instructions: Start by outlining the key benefits or insights the reader will gain. Keep this section focused on what's in it for them, listing 2-3 specific points to create immediate value and interest.

Example:

"In this email, I'm sharing how you can:

- Break through your current money blocks
 - Feel more empowered in attracting financial abundance
 - Learn simple shifts to reframe your relationship with money"
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[Section 2: Initial Engagement Question]

Instructions: Ask a thought-provoking question relevant to the topic to immediately engage the reader. The question should invite reflection, encouraging the reader to consider their personal connection to the topic.

Example:

"What's the first thought that pops into your mind when you think about how much money you'd like to have this month?"

[Section 3: Digging Deeper – Encouraging Self-Awareness]

Instructions: Follow up with a prompt for deeper introspection, encouraging the reader to think beyond their initial answer. This builds a personal connection to the content by helping them identify any hidden reactions or beliefs.

Example:

“Actually, what I really want to know is, what was your immediate reaction to that question? Did you laugh it off, or maybe doubt it?”

[Section 4: Normalizing Common Responses or Beliefs]

Instructions: Acknowledge typical responses or beliefs the reader might have. This normalizes their experience, making them feel seen and understood, which builds rapport and relatability.

Example:

“We all have beliefs about money. For many of us, thoughts like, ‘Money is hard to come by’ or ‘I’m not someone who’s meant to be wealthy’ are common.”

[Section 5: Introducing the Problem or Misconception]

Instructions: Introduce the main issue or misconception that the email will address. Briefly highlight why this problem matters and how it may be limiting the reader’s success or growth.

Example:

“These beliefs create the relationship we have with money, influencing whether we experience abundance or scarcity.”

[Section 6: Prompt Self-Assessment]

Instructions: List a few specific beliefs or statements for the reader to consider. Encourage them to identify any that resonate, allowing them to actively engage with the content and recognize their own blocks.

Example:

“Consider which of these feels true for you:

- ‘I don’t deserve to be wealthy.’
- ‘Money causes stress and frustration.’
- ‘Spiritual people shouldn’t focus on money.’

If any of these resonate, it may be time to rethink your relationship with money.”

[Section 7: Reassurance and Positive Possibility]

Instructions: Offer reassurance that their beliefs are both common and changeable. This step provides a sense of hope, encouraging the reader to see the possibility for positive change.

Example:

“If these sound familiar, that’s okay! The good news is that beliefs can change, and quickly.”

[Section 8: Introducing the Solution Framework]

Instructions: Introduce the primary solution or teaching framework. Provide a brief explanation of how it will help the reader shift their current situation, establishing a clear and actionable path forward.

Example:

“There’s a simple shift you can make today to start reprogramming these beliefs, opening the door to a more abundant mindset.”

[Section 9: Brief Overview of Solution Steps]

Instructions: Outline the solution steps in a simple, actionable format. Aim for clarity so the reader can easily understand and feel confident about implementing each step.

Example:

“To get started, try these steps:

1. Identify a small belief you’d like to shift.
 2. Replace it with a positive affirmation, like ‘I am open to financial abundance.’
 3. Repeat it daily and notice the gradual shift in your energy.”
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[Section 10: Potential Outcome or Result of Applying the Solution]

Instructions: Highlight a positive outcome or benefit of following the solution steps. This reinforces the value of taking action and motivates the reader to apply what they've learned.

Example:

"When you take these steps consistently, you'll begin to notice subtle yet powerful changes in your mindset. Abundance becomes a natural expectation, not a distant goal."

[Section 11: Social Proof or Story of Success]

Instructions: Include a relatable success story or testimonial to illustrate the effectiveness of the approach. Social proof builds credibility and helps the reader feel that the solution is achievable.

Example:

"Just like [Name], who used this approach and started seeing unexpected opportunities for income within a few weeks."

[Section 12: Call to Action – Encouraging Full Engagement]

Instructions: End with an enthusiastic call to action, encouraging the reader to apply what they've learned and take the next step. Keep it motivating and aligned with the email's overall tone.

Example:

"If you're ready to shift your relationship with money, take a few minutes today to try these steps, and let's see what abundance you can attract!"

Instructions for Final Output

Once the email is drafted according to each section above, remove all section labels and dividers so that the email flows seamlessly. Ensure that the final output reads as a single, cohesive message, without any visible structure indicators.

Promotional Email Template

(Note: Throughout the template, keep the tone real and relatable to connect with the audience on an authentic, emotional level.) Maintain a real and relatable tone throughout to connect authentically with the audience on an emotional level, helping them feel seen, understood, and empowered.

[Section 1: Identify Who This is For]

Example:

If you're a [insert target audience, e.g., spiritual coach, mentor, healer] who [describe specific struggle or frustration], keep reading—this is for you.

[Section 2: Desired Outcome as It Relates to Main Point]

Example:

Building a successful business means making an impact, not just for others but for yourself. If your business isn't supporting you, it can't fully support your purpose either.

[Section 3: Logic, Connect the Logical Next Step with the Desired Outcome]

Example:

To create that impact, you need [briefly describe what's needed, e.g., clear messaging, a compelling offer, and confident pricing]. Without these, it's easy to feel stuck, doubting your path, and struggling to connect with the right clients.

[Section 4: Reiterate Who This is For]

Example:

So if you're a [target audience, e.g., spiritual coach, healer, or guide] who's ready to overcome the struggles holding you back, this is for you.

[Section 5: The Challenge]

Example:

The reality is, turning your gifts into a sustainable business isn't as simple as "just be yourself." You need clear messaging that reaches the right people, an offer that resonates, and a pricing strategy that feels true to your worth.

[Section 6: The Challenge Plus Self-Identity]**Example:**

As a solo spiritual entrepreneur, you're wearing all the hats. And while you're doing it all to stay true to your purpose, it's exhausting. You're more than willing to work hard, but this constant struggle? It's draining the very energy you're meant to share.

[Section 7: The Cost, Internal and External]**Example:**

The toll this takes isn't just on your business—it's on you. The energy drain affects your spirit, your confidence, and even the results you're able to create for clients. It's hard to bring your best when you're constantly feeling worn down and questioning your path.

[Section 8: The Fear and What Happens if it's Realized]**Example:**

And if this continues, what happens then? What happens if the clients, the clarity, and the confidence never come? Staying in this cycle only makes you question if you're meant to succeed as a coach at all.

[Section 9: Offer a Solution]**Example:**

There's a better way. I've put together a set of tools designed to help you overcome these struggles so you can create a business that supports you, spiritually and financially.

[Section 10: The Solution Name, Description, and Main Benefit]**Example:**

It's called **[Solution Name, e.g., The Spiritual Coach's Starter Kit]**. This kit gives you the core essentials to build a strong foundation for your business, with tools to:

- **Identify your messaging** so it speaks directly to your ideal clients.
- **Create an offer** that resonates with your audience and feels aligned.
- **Set your pricing confidently**, reflecting the value you bring.

With these foundational steps, you'll gain the clarity and confidence to start attracting clients and build a business that's both impactful and sustainable.

[Section 11: Reiterate the Main Benefit and Add the Big Thing They Don't Want]

Example:

The [Solution Name] will help you get clear, find your people, and start charging what you're worth—all without sacrificing the values that matter most to you.

[Section 12: What They'll Learn or Gain from the Solution]

Example:

Inside [Solution Name], you'll gain tools that will transform your business and your life:

- **Instant connections**
- **Compelling offer that resonates**
- **Stepping into the value you provide, finally!**

Each of these tools helps you create a business that doesn't just survive but thrives, supporting the life you're called to lead.

[Section 13: Why I Created This for You]

Example:

I created [Solution Name] because I know the struggle firsthand. It's my way of giving you the tools to find clarity and confidence so you can build a business that feels aligned and empowers you to make the impact you're here to create.

[Section 16: Why I Love This Solution - Desired Outcome]

Example:

I love this kit because it's designed to give you a foundation to thrive, helping you bring in the clients, income, and fulfillment you deserve without compromising your spirit.

[Section 17: Reminder of Pain Point]

Example:

If you're tired of feeling drained by the constant hustle, struggling to find clarity, or feeling invisible to potential clients, it's time for a change. You can build a business that aligns with your values and empowers you to succeed.

[Section 15: Call to Action]

Example:

Check out **[Solution Name]** and get started on the path to building a spiritual business that works for you, not against you.

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