

Step 1: The Email Topic Generator

To **always** have email ideas, use the **IEP Rotation**:

Inspire (Emotional Connection & Trust-Building)

- **Share a personal story** about a challenge you faced in business.
- **Write about a mindset shift** that changed the way you approach coaching.
- **Tell a client transformation story** (without giving away private details).
- **Talk about a big mistake you made** and what you learned from it.
- **Share a behind-the-scenes moment** in your coaching journey.
- **Describe a time you almost quit** and what made you keep going.
- **Explain why you believe so strongly in what you do.**

Repurposing Ideas for Inspire Emails:

- **Actionable:** *“3 Small Mindset Shifts That Changed My Business”*
- **Motivational:** *“Why I Almost Quit (And What Stopped Me)”*
- **Break Down a Concept:** *“How Fear of Visibility is Keeping You Stuck”*
- **Story:** *“The Hardest Lesson I Learned in Coaching”*
- **That Was Then, This Is Now:** *“How I Used to See Coaching vs. What I Know Now”*
- **Listicle:** *“5 Lessons From My First Year as a Coach”*
- **Review Something:** *“Looking Back at My First Coaching Offer – What I’d Do Differently”*
- **Comparison:** *“Coaching Then vs. Coaching Now: What’s Really Changed”*
- **Observation:** *“Why Most Coaches Struggle to Get Clients (And How to Fix It)”*
- **Reflection:** *“What I Wish I Had Known When I Started”*
- **Contrarian:** *“You Don’t Need a Huge Audience to Get Clients”*

Educate (Actionable Insights & Expert Positioning)

- **Explain a common mistake** your audience is making and how to fix it.
- **Break down a step-by-step process** that helps your audience solve a problem.
- **Debunk a popular myth** about coaching or business growth.
- **List 3-5 things you wish you knew** when you started.
- **Answer a frequently asked question** you get from clients.
- **Teach a mini-lesson** on something that helps your audience take action.
- **Explain a tool or strategy** you use in your business that others should try.

Repurposing Ideas for Educate Emails:

- **Actionable:** *“A Step-by-Step Guide to Writing Your First Email”*

- **Motivational:** *"You Know More Than You Think – Start Teaching"*
- **Break Down a Concept:** *"The #1 Email Mistake Coaches Make (And How to Fix It)"*
- **Story:** *"How One Email Got Me a Dream Client"*
- **That Was Then, This Is Now:** *"Why My Approach to Email Has Changed Over the Years"*
- **Listicle:** *"5 Quick Email Tweaks That Boost Engagement Instantly"*
- **Review Something:** *"Breaking Down a Great Marketing Email (And What You Can Learn)"*
- **Comparison:** *"Email vs. Social Media: Which One Actually Gets You Clients?"*
- **Observation:** *"Why Some Coaches Get Clients From Email – And Others Don't"*
- **Reflection:** *"What I Learned From Sending 100 Emails in a Year"*
- **Contrarian:** *"Why 'Just Add Value' Isn't Enough in Email Marketing"*

Promote (Subtle Selling & Invitations to Work With You)

- **Invite people to a free or low-cost offer** (workshop, training, session).
- **Announce a new program or service** and who it's perfect for.
- **Explain how you help clients** and why your method works.
- **Share a success story** and tie it back to your offer.
- **Break down the biggest hesitations** people have about coaching and why they're myths.
- **Offer a behind-the-scenes look** at working with you.
- **Make a direct ask:** "Are you ready for this kind of transformation?"

Repurposing Ideas for Promote Emails:

- **Actionable:** *"3 Easy Ways to Work With Me Right Now"*
- **Motivational:** *"You Deserve to Get Paid for Your Expertise"*
- **Break Down a Concept:** *"What Happens Inside My Coaching Program (Behind the Scenes)"*
- **Story:** *"How My Client Went From Overwhelmed to Fully Booked"*
- **That Was Then, This Is Now:** *"The Evolution of My Offers (And Why They Work Now)"*
- **Listicle:** *"5 Reasons Clients Say Yes to Coaching"*
- **Review Something:** *"Here's What One Client Said About Working With Me"*
- **Comparison:** *"One-on-One Coaching vs. Group Coaching – Which is Right for You?"*
- **Observation:** *"Why People Hesitate to Invest in Coaching (And How to Overcome It)"*
- **Reflection:** *"Looking Back at My First Offer – What I'd Change"*
- **Contrarian:** *"Why Discounting Your Coaching Services is a Bad Idea"*

Step 2: The Perpetual Email Bank Strategy

This is really simple, but extremely useful!

1. **Start a topic calendar.** Every time you write an email, add the topic to the day on your calendar. Then add it to your calendar 30 days ahead, 60 days ahead, 90, 120, and 180.
2. **Rinse & Repeat.** Once you get through a month of doing this, you'll start to see them pop up again, but now you can take the same topic and repurpose it. For example, today your calendar shows that you wrote an email about email templates 30 days ago.
3. **Choose from the "Repurposing Ideas" lists above.** Maybe this time, you write a listicle of 10 types of email templates you should use over and over again. Or 10 email templates you should create, etc. You get the idea. You'll never run out of ideas or topics!

As I said, simple but oh-so-useful. This keeps me creative flow constantly and I've found it to be one of the most useful tips for content ever!