

Inbox Income

WORKSHOP



EMAIL MARKETING
THAT MOVES THE **PEOPLE**,
THE **PURPOSE**, AND
THE **PROFIT**



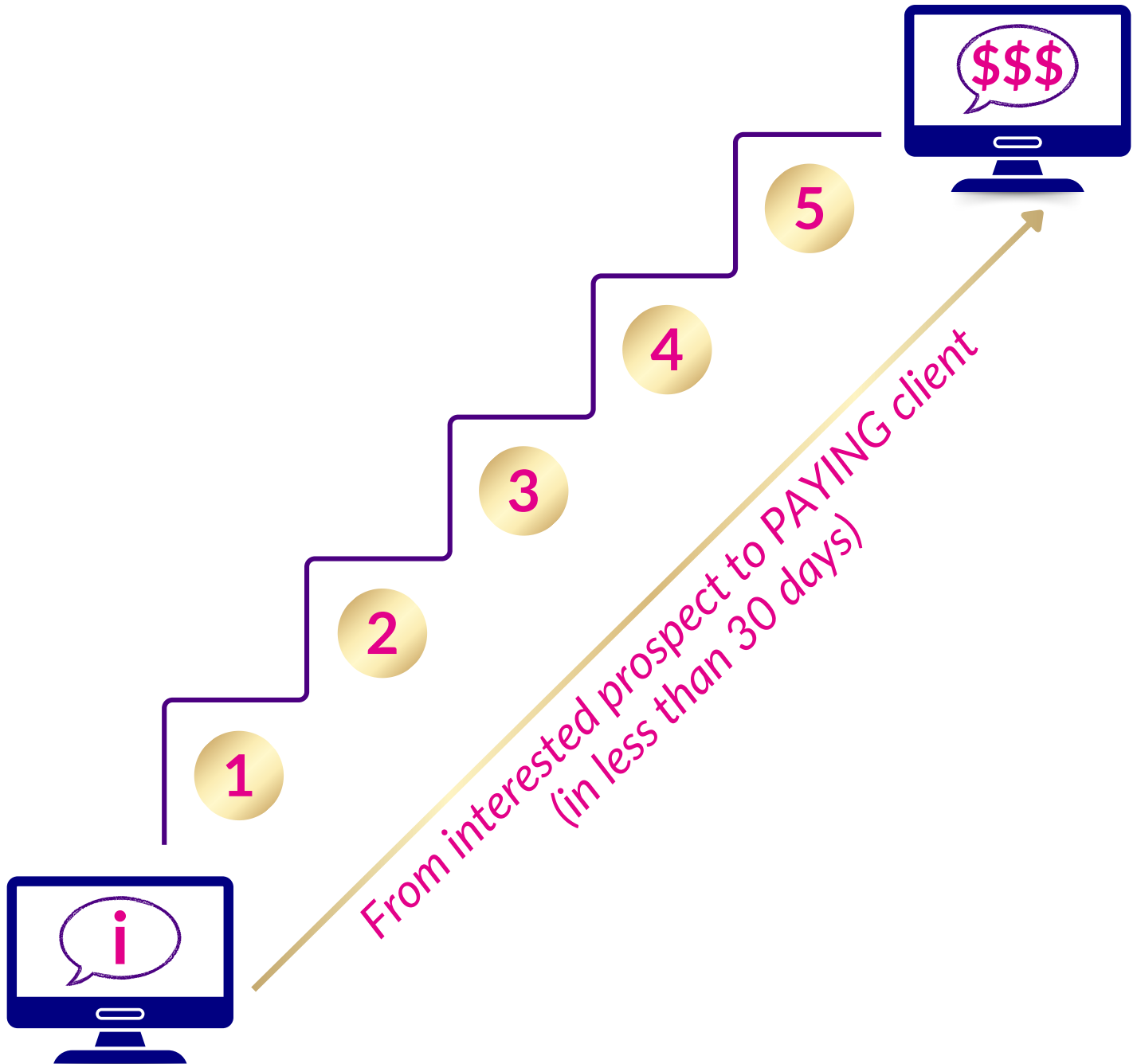
Joyful Business
REVOLUTION

 [JOYFULBUSINESSREVOLUTION.COM](https://www.joyfulbusinessrevolution.com)

Session 1: Define Your Level 5 Buyer

THE ONE WHO IS READY TO BUY NOW

5 LEVELS OF BUYER AWARENESS



Session 2: *Messaging Clinic*

CREATE AN EMAIL DESIGNED TO CALL IN YOUR LEVEL 5 CLIENTS & CREATE SALES *(continued)*

STEP 2 | YOUR DIFFERENTIATORS

Brainstorm at least 4 things that make your process, program, or methodology different from others in your space.

These will be the 4 topics for your 4 emails this month.

Differentiator 1: _____

Differentiator 2: _____

Differentiator 3: _____

Differentiator 4: _____

Extra Ideas & Inspiration:

Session 2: *Messaging Clinic*

CREATE AN EMAIL DESIGNED TO CALL IN YOUR
LEVEL 5 CLIENTS & CREATE SALES *(continued)*

STEP 3 | YOUR MAIN POINTS

Outline the main points of your **FIRST** email.

- Subject line: _____
- Email opening hook (first line): _____

- Share a story that includes your first differentiator: _____

- Share a client testimonial that supports your first differentiator: _____

- Invite your email audience to think deeper/differently about the results they want (ask a question!): _____

- CTA (see step 4).

Session 2: *Messaging* Clinic

CREATE AN EMAIL DESIGNED TO CALL IN YOUR
LEVEL 5 CLIENTS & CREATE SALES *(continued)*

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EXAMPLE EMAIL

From: hq@joyfulbusinessrevolution.com
Reply to: hq@joyfulbusinessrevolution.com
Subject: Lucrative Email Marketing
Preview: [Illuminate]
Send Date: March 11, 8a ET
Who gets it: Everyone on list unless they have already registered for March 20th Email Marketing workshop

Hello FNAME!

Gasp Another FB hijacking!

A couple weeks ago, I got a message from a coaching friend that her Facebook account had been hacked. Obviously, she couldn't log in.

But she tried, and tried. Facebook never answered and she has permanently been locked out of her network. THOUSANDS of her contacts - poof! gone!

Thank goodness she had started growing her **email community**.

Now, this coach is a smart cookie - she understands that you don't own your social media accounts. They're rented space.

In contrast, email marketing is the **only** marketing tool that you truly own - you're not Zuckerberg, after all.

And when you consider that Social Media gives you an average of only 24% return (how much time are you spending on socials, [NAME]?)...

...but then you realize that email marketing gives you a 4200% return...growing your email community becomes a no-brainer.

But HOW you leverage email is what makes this platform truly special.

But how do you make your email marketing JOYFUL and LUCRATIVE?

Well, for starters, email is **personal** - far more personal than social media. And you own your email list (remember that friend of mine who lost her FB account?).

Secondly, **we need to start thinking about email differently.**

I want you to start thinking of your email as a two-way communication tool. Ask for replies. Get conversations started.

(After all, sales result from conversations with your community!)



Session 2: *Messaging* Clinic

CREATE AN EMAIL DESIGNED TO CALL IN YOUR LEVEL 5 CLIENTS & CREATE SALES *(continued)*

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EXAMPLE EMAIL *(continued)*

Finally, creativity in email is important – it helps you stand out from the crowd (rather than blend in).

This is where your unique Content Personality® comes in.

(Side note: I am the only one on the planet teaching you how to leverage your Content Personality® in your email marketing.)

Now you might be wondering how to make email work better for you if you are not a written Content Personality®? *(Yes, for all you written types—we are a tad bit jealous of your simplicity here).*

If you're not a written Content Personality®, HOW can you leverage email?

Well...you have to think *outside the box* – start adding video, Headliner clips, or creative illustrations. You can also share about your upcoming speaking engagements or live events.

If you're reading this email, I know that you know that we don't believe in boxes, so it's time to break your email strategy out of jail (so to speak) and start allowing it to serve you, your Content Personality®, and your community.

Want to learn more about creating a 4200% return using email marketing that connects and converts?

[Be sure to register for our upcoming workshop on March 20th!](#)

xo,

Shannon & Amy

P.S.



How can you leverage your current connections via email marketing to help you connect with future clients?

Michelle has been in the design industry for nearly 20 years. She founded Creative Edge Interiors, an award-winning interior design firm specializing in large-scale residential and commercial renovations and full-service furniture packages.

When Michelle arrived on our doorstep, she had great relationships with current and past clients but no strategy to stay in touch with them. Once she started to email them regularly, it was amazing who she could reconnect with and who started to make referrals to her.

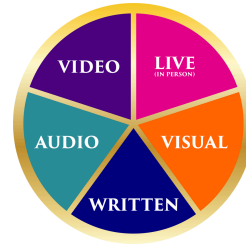
Session 3: Building Trust

HOW TO DEVELOP THE KNOW, LIKE, AND TRUST
FACTOR IN EVERY EMAIL YOU SEND

JOYFUL EMAIL MARKETING



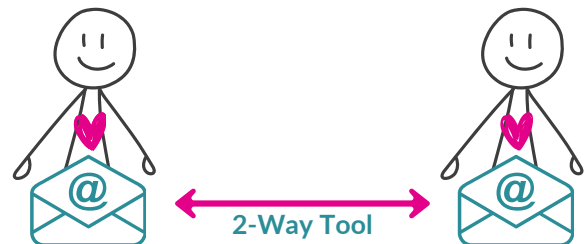
RECEIVE



YOUR SUPERPOWER



TRUST



2-WAY TOOL

The Content Personality® Club

We are committed to helping you deepen relationships and double your revenue through the power of email marketing. Join us in **The Club** to create email marketing content that connects you with more ideal clients, grows your community—AND converts those on your email list to paying clients. A healthy and growing email community directly correlates to a healthy and growing business—and we can't wait to be your messaging mentors and guides!



The Content Personality® Club is a 12-Month Email Marketing Mentorship program that is going to show you how to leverage your Content Personality® – so that you create unforgettable content that lands you clients!

To explore the features and benefits of both **The Club** and **The Club VIP** options, please refer to the comparison chart on the next page.



The Content Personality[®] Club

PROGRAM FEATURES CLICK HERE to Learn More About Each Feature Listed Below	The Club MONTHLY \$300 x 12 Months	The Club VIP PAY IN FULL \$3,950
1 Monthly CREATE Session	✓	✓
1 Monthly CONNECT Session	✓	✓
1 Monthly CONVERT Session	✓	✓
1 Monthly Email Tech Q&A Session	✓	✓
Email Marketing Cafes.	✓	✓
90 Day Content Planning Tool	✓	✓
ON-DEMAND ACCESS to all previous clinics and sessions	✓	✓
Customized Content Personality [®] Guidebook	✓	✓
The Content Personality [®] Playbook	✓	✓
A 24/7 Online Community Forum	✓	✓
2 FREE months in The Club (valued at \$600)	X	✓
One ticket to Content Creation on Location (valued at \$1,500)	X	✓
A FREE Grow with Alignment & Flow Card Deck (valued at \$30)	X	✓

FOR A LIMITED TIME, USE THE FOLLOWING CODES FOR **\$500 OFF!!**

THE CLUB:

Code **JOY500PP** reduces your monthly payment to \$258.34 (regularly \$300/month).

MONTHLY
OPTION

LEARN MORE

THE CLUB VIP:

Code **JOY500** reduces your total to \$3,450 (normally \$3,950).

PAY-IN-FULL
OPTION

Meet Your Mentors

SHANNON & AMY



M. Shannon Hernandez and Amy Hager are *ALL ABOUT THAT JOY* in life and business, championing mission-driven business owners who have BIG hearts and BIG missions. Known globally for their *JoyFueled™ Business Growth* marketing strategies and the *Content Personality® Wheel*, they specialize in empowering purpose-led businesses to grow aligned audiences, deepen community connections, and use their profits for purpose—while prioritizing fulfillment, intention, and joy.

Shannon is the Founder of *Joyful Business Revolution™* and co-founded *The Content Personality® Club* with Amy—her partner in joy. This dynamic duo is passionate about creating inclusive spaces and support systems that uplift marginalized communities. Shannon, revered as “*The Queen of Organic Marketing*,” built a thriving, million-dollar brand with zero ad spend. She is an award winning curriculum designer, working with both the *NFL* and *U.S. Military*. Known for her ability to connect with and empower mission-driven business owners, Amy draws on a rich background in marketing, communications, team building, and organizational growth to develop impactful strategies across industries.

Outside of their work, Shannon and Amy are active in philanthropy, supporting initiatives that create positive change, and enjoying time traveling, exploring wineries, and spreading joy along the way.

Join today...

What are you waiting for?

SAVE \$500

USING CODES **JOY500** OR **JOY500PP**

