



Behind The Scenes Content

Description: People want to invest in leaders who inspire them and who they look up to. Share a bit of your life outside of your business —and watch your "likeability" soar!

Connection Content

Step 1: What is your direct offer? We want you to be selling NOW!

You're selling YOU—your leadership, lifestyle, and personal story as part of your brand.

Offer ideas: * Strategy Call * Opt-in to a behind-the-scenes video series * Share a new podcast or blog about your life routines * Simply build connection for future offers

Step 2: Brainstorm 4 topics from your life outside of work

Here are 4 example email topics for the month that build trust and likability:

- Topic 1: My Morning Ritual That Keeps Me Grounded
- Topic 2: What Training for a Half Marathon Taught Me About Business
- Topic 3: Why My Kitchen Table is Sacred Ground
- Topic 4: How My Love for Gardening Shapes My Client Experience

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook:
- Share a story from your past:
- Share how this relates to your business:
- Share the teaching point/s you want to make. (The first qualifier) ...
- Leave your audience with a question to ponder.
- CTA (see step 4)

Example:

****Topic:**** My Morning Ritual That Keeps Me Grounded

****Subject Line:**** This one habit keeps me from burning out

****Email Opening Hook:****

Before I check one email or open Instagram, I do this **one** thing every morning.

****Share a story from your past:****

When I first started my business, I woke up with a racing mind. My “to-do” list started before my feet hit the floor. Within months, I was exhausted—mentally fried, spiritually disconnected, and physically anxious. I remember breaking down one morning just from the pressure of being "on" all the time.

****Share how this relates to what you’re doing now:****

I knew something had to shift if I was going to sustain this work. So I created a 15-minute morning ritual just for ME: light stretching, breathwork, journaling one page (no pressure!), and a hot cup of tea. That simple container grounds me before I show up for my clients. And now, years later, it’s still non-negotiable.

****Share the teaching point/s:****

People think leadership is hustle, strategy, and execution. But leadership is also stillness. It's how you set your energetic tone before you ever “perform.”

Showing your life **off the clock** shows your audience you're living the values you teach.

****Leave them with a question to ponder:****

What's one small ritual you can give yourself to start your day on YOUR terms—not Instagram's?

****CTA:****

Hit reply and tell me your favorite way to **ground** yourself before the day begins. I'd love to hear what keeps you centered.

Step 4 CTA - What do you want people to do next?

👉 Hit reply and tell me your favorite way to **ground** yourself before the day begins.

👉 Alternatively, direct them to a blog, video, or offer that shows more of your behind-the-scenes lifestyle.

Sample Email: Behind the Scenes Content

Subject: The 15-minute ritual that keeps my strategy sharp

Preview Text: Before I lead, I ground.

Hi FNAME,

Before I scan my inbox or open a single Asana thread, I do this *one* thing every morning—and it's become non-negotiable.

Back when I was building everything myself, my mornings used to start in a full sprint. I'd wake up already bracing for the day, AND my shoulders were already tight, my mind didn't stop racing, and my energy felt scattered, at best.

By 9am, I felt behind.

One morning, in the middle of my kitchen, I realized: I was making space for *everything*—except myself.

That moment changed how I lead. I designed a 15-minute ritual that now anchors every workday.

✨ Gentle stretch

✨ Breathwork

✨ One page of reflection

✨ Coffee in silence

It's not elaborate, but it is powerful.

Because here's what I know now:

Your energy sets the tone for everything your business touches, from your leadership voice to your team culture to how your marketing resonates.

When you ground yourself before the day starts, you show up with more clarity, more conviction, and more calm. And in a season of scaling, that matters.

So let me ask:

What's one quiet ritual that could help you start your day rooted—not reactive?

Even five minutes can shift the way you lead.

xo,
Shannon

P.S. I'd love to hear yours—hit reply and tell me what's been grounding you lately (or what you wish you had more of).