

Email #1 (Cold Email)

SUBJECT LINE: Oh p*ss off, not another marketing idiot sliding into my DM's

SUBJECT LINE: This was really useful for me {Name}

SUBJECT LINE: I saw this and thought of you {Name}

BODY:

This is what I **DON'T** want you to think {Name}, so please hear me out...

My name is {insert your Name}, I'm an Ambassador for Easy Peasy Business who specialise in {Insert product / service name - Choose from "90 Day (Evergreen) launch loops / In-person Networking events"}

However, I've spent the last {insert number of years} years as {insert name of your industry / career} which gives me a unique insight into {insert name of your prospects industry}.

I've been a fan of {insert name of prospect's company/business} for years now and I admire your {insert main admiration you have for them}.

Anyway,

The reason I'm messaging you today is because I've got something I feel you'd be interested in.

It's a {insert name of lead magnet or product / service} of Easy Peasy Business...

...and honestly {Name}, when I first heard {insert benefit - Choose from "Danny Clarke speak of this marketing strategy, I was blown away" or "you could get access to so much incredible value for just a few quid a week, I was blown away"}.

To find out more {Insert prospect benefit - Choose from "WATCH THIS HIGH LEVEL MASTERCLASS" or "READ THIS REALLY USEFUL BLOG"}

{Watch it, don't watch it... or Read it, don't read it...}

...it's totally up to you {insert Name}.

Take it easy,

{Your Name}

Email #2 (for prospects)

SUBJECT LINE: Sanity check time

SUBJECT LINE: Finally, a way to network ethically. Here's how.

SUBJECT LINE: Does this sound like you? (I hope not)

BODY:

Hey {Name},

If you're out here, like me, always looking for ways to grow and improve your business online (or you're just getting started), let's do a little reality check.

Does this sound like you? {Insert your own list of customise some of the list below with some of your frustrations before joining Easy Peasy}

1. Doing basic things for your business (like building your website, setting up your email marketing) seems to take forever and you're tempted to just give up and hire a professional that you can't truly afford yet.
2. You work on your own and miss being around people and getting out of the house every now and then. Heck, it would be nice to wear something other than PJs for a day - am I right?
3. You're trying to get ahead but you don't what to do next and it's holding you back. A coach or mentor would be great, but you cannot afford to invest a 4-5 figure amount just now.
4. You'd love to get more eyes and ears on your business. You know if just enough people can hear about what you do, everything would change.

If you can see yourself in this list, then I'm glad you've opened this email.

Because I can relate. I've been there.

It was getting so bad, I considered giving up altogether. {INSERT 1-2 sentences about when you realised that you needed to change the way you were running your business or customise the following} I was struggling to meet people and find new customers for my business.

Here's the good news: You don't have to accept struggle and hustle as some sort of online business "status quo."

I want to share something with you that changed the game for me. It's called Easy Peasy Business, and it's a membership network platform for {insert the term that best fits yourself/your audience - course creators, coaches, etc} knowledge entrepreneurs that streamlined my business.

{insert 2-3 sentences about how Easy Peasy Business changed your business, or customise the following} With Easy Peasy Business, you can become part of one of the UK's fastest growing network and membership platforms, partnered with some of the largest digital software companies used by business owners; Active Campaign, Canva, ScoreApp, TryInteract, Divi and much much more.

They call it a one stop shop. Everything you need is literally inside one place.

You can create your website...

- ... build your lead magnets
- ... network with a range of business owners
- ... be kept accountable on a daily basis
- ... receive support by a range of coaches and trainers
- ... and much, much more.

See what I mean by clicking here: {Insert your Ambassador Link}

And whether or not you choose to join Easy Peasy Business, I want you to take away one thing from this email:

You don't have to sacrifice your life and your sanity just to run a successful business online. There are solutions out there (including Easy Peasy Business) that will make your life as an entrepreneur so. much. easier.

Full transparency: As you might imagine, the above link is an affiliate link, and if you sign up, I make a commission as a Easy Peasy Business Ambassador. I only ever recommend products and services that I know, love, and use personally to this day. Easy Peasy Business is 100% that.

{Your Name}

PS. If you're unsure whether Easy Peasy Business is for you and have questions, I'm here! Reply to this email and ask away.

PPS. Tif you've heard enough and are ready to join, click on the link here {LINK}

Email #3 (for prospects)

SUBJECT LINE: This group helped me get to the next level

SUBJECT LINE: Can you relate?

SUBJECT LINE: Is Easy Peasy worth it?

Hey {Name},

I often get asked, "Why do I promote Easy Peasy Business alongside my {insert name of your business}? Is it worth it?".

Here's why I love to share it with my business owner friends (maybe you can relate): {insert 1-2 sentences about what Easy Peasy Business has done for your business/what you like best about Easy Peasy Business, or customise the following} There's no better support group out there for bringing all pieces of an online business (website, email, funnels, courses, etc.) under one roof, and getting rid of the challenges that slow you down.

While there are no one-size-fits-all solutions in online business, Easy Peasy Business is a one-stop shop that I've found to help me {insert one sentence about what Easy Peasy Business has done for your business or customise the following} get more eyes and ears on my business, than ever before.

And since we're friends, and because Easy Peasy Business has made such a measurable impact on my business, I'd like to help you figure out if it can do the same for you.

Here are a few signs you're ready to benefit from what Easy Peasy Business has to offer: {insert your own list or customise the following}

- 1. You're ready to grow your business, but you don't want to be trapped over working.** Easy Peasy Business allows you to DIY things (websites, funnels, content, lead magnets etc.) and get a professional result. It's like having a team of developers and designers on your side without the cost or

headache.

- 2. You're overwhelmed with the tech side of your business.** I think everyone reaches this point sooner or later - when you can't bring yourself to set up even one more integration. Or a plugin breaks down, and you realise there is no one to call to fix it. At that point, some people get frustrated and quit, and others recognise the difference the right support system can make.
- 3. You like to see a clear return on your investment.** Easy Peasy Business is designed to be inclusive for all business owners, meaning we keep our costs low. So when you consider everything it does (coaching, training accountability, tech, templates, networking and more) it can seem almost surprising how low the cost is. Our model allows for low expenses, meaning reduced costs for our member.
- 4. You want to be with a trailblazing company.** I've never come across a network platform that is as committed to constant improvement as Easy Peasy Business. They are always finding ways to make your process smoother and your customers happier. One example is the Easy Peasy Business Ambassador programme, after referring just two paying members, your membership fee reduces to £0 for as long as they stay with Easy Peasy Business. How cool is that?

Seeing some of these signs in yourself? Then get started here: [{Insert Ambassador Referral Link}](#)

Full transparency: As you might imagine, the above link is an affiliate link, and if you sign up, I make a commission as a Easy Peasy Business Ambassador. [{insert one sentence about your affiliate standards or customise the following}](#) I only ever recommend products that I know, love, and use personally to this day. Easy Peasy Business is 100% that.

{Your Name}

PS: If you're unsure whether Easy Peasy Business is for you and have questions, I'm here! Reply to this email and ask away.

Email #4 (for referrals during their trial)

SUBJECT LINE: Wanna get the most out of Easy Peasy Business? Here's how...

SUBJECT LINE: 4 things you must do during your Easy Peasy Business trial.

SUBJECT LINE: The best way to get started with Easy Peasy Business.

BODY:

Hey {Name},

Congrats on starting your 14 day free Easy Peasy Business trial!

I wanted to quickly share 4 key steps you can take to get the most out of your trial and set your business up for success.

New Easy Peasy Business members (like you) see way more success when they take these actions during their trial:

- 1. Introduce yourself:** The whole point of joining a network is for the connections you make. Well, start making them.
- 2. Access the daily Zoom rooms:** Meet the Founders of Easy Peasy and their support team every day at 1pm. Ask questions, take action and be kept accountable.
- 3. Use the tech, tools and templates:** I know technically you haven't paid anything yet, but don't wait. Access the resources, use them for your business and start earning.
- 4. Refer two friends to Easy Peasy Business:** The simplest thing to do. Share your Ambassador referral link with two people inside your first 14 days and unlock your free membership.

And my final piece of advice for making the most out of your trial: {insert your own advice or customise the following} Take inspired action. Yes, Easy Peasy Business isn't perfect, what is? But it is a better way to launch, grow and scale your digital business. Get that experience and keep moving forward.

If you have any questions, I'm here!

{Your Name}

Email Sequence (for marketing automations)

Email 1

SUBJECT LINE: Your {Name of Lead Magnet} is here

BODY:

Hey {First Name},

Thanks for {insert name of lead magnet used - Choose from “taking the quiz” or “downloading the eBook”}. I’m so {insert your own reason for them to join or customise the following} excited to get you pointed in the right direction when it comes to {insert reason they need your help}.

That’s why I have a few things for you today.

#1 If you want to {insert their major goal} make sure you {download your eBook now or access your Pdf report - you can get it here}.

The reason I recommend it is {insert major benefit to client} which will allow you to focus on the following things:

- {insert benefit one}
- {insert benefit two}
- {insert benefit three}

This approach will help you to get more eyes and ears on your business on a daily basis.

#2 I also want to give you an extra bonus to help you {insert their major goal}. That’s why Easy Peasy Business have created an extra bonus training that’ll be on it’s way to you shortly.

So checkout the bonus trainings when they arrive.

(If you do not have an additional bonus or do not want to use ours, miss out step 2 and move straight to step 3)

#3 - Book a consultation [{LINK}](#)

If you've been struggling to fix [{insert their major problem}](#) then it's time to speak to a member of the Easy Peasy team.

I understand everyone has a unique situation and chances are, you need a custom plan making.

That's why they set aside time available to talk to us all directly and help you find the solution for your situation.

If you need answer fast, they are there to help [{LINK}](#)

To join, click on the link here [{LINK}](#)

[{Your Name}](#)

Email 2

SUBJECT LINE: Important information for you [{First Name}](#)

BODY:

Just a quick heads up for you, [{First Name}](#)...

Easy Peasy Business are building a really useful database of Business Owners in their online member directory.

So while you're taking the time to work through my [{insert lead magnet you sent - Choose form eBook or quiz results or training video}](#) - why not make a coffee and treat yourself to some networking.

Most weeks I receive an email message from an Easy Peasy member. Some just say hello, some have become great friends and some have turned into long term customers.

Login to your membership and access the directory here [{LINK}](#)

See you tomorrow,

[{Your Name}](#)

Email 3

SUBJECT LINE: Have you ever said this?

BODY:

{First Name}

Have you ever said one of the following:

{insert 1-2 bullet points about why you joined Easy Peasy Business / what you hoped Easy Peasy Business would give you, or customise the following}

- I wish I could generate more leads on social media
- I'm tired of trying to find new customers
- I need to make more sales, fast!
- I'm fed up trying to figure out complicated tech!

{repeat as necessary}

If the answer is yes - Easy Peasy Business can help.

I will explain more tomorrow, but in the meanwhile, if you want to jump on a call to really make the most of the Easy Peasy opportunity - click here or hit reply now [{LINK}](#)

Or, to signup now, click on the link here [{LINK}](#)

Regards,

{Your Name}

Email 4

SUBJECT LINE: This is how Easy Peasy Business can help.

BODY:

{First Name},

Let's cut to the chase.

Easy Peasy Business helps you to get more eyes and ears on your digital business. Since 2017, they have helped over 130,000 business owners to launch, grow or scale their digital business.

But it took a lot of time, and a heck of a journey to get here.

{insert your story why you love being a member of Easy Peasy Business so much}. And this is why I am so confident in Easy Peasy Businesses ability to help you to {insert their major goal}.

They've been there, seen it and got the tee shirt.

And next, I'd love to get to know you better {First Name}. I've set aside some time this week to jump on a call with you. Click here to schedule a call

Regards,

{Your Name}

Email 5

SUBJECT LINE: [PLEASE READ] I think you're missing something important.

BODY:

{First Name},

I was just talking to Danny Clarke, Founder of Easy Peasy Business, about one of the members of Easy Peasy. They're in an almost identical situation to you right now.

{insert your own story of success or customise one of the following customer stories}

Dawn, when she joined, she needed a quick start to business to begin making money immediately after being let down by multiple coaches in the past. She jumped on to three Zoom room sessions in the first two weeks of joining... This helped her generate enough revenue in her business to cover her payment for coaching for an entire year.

Dan signed up... In his welcome call he said he learned more in 15 minutes with one of our coaches than he had in 12 weeks of coaching with a 'well known' coach who he had paid several thousands more to.

Deirdre had huge dreams to launch her very own coaching business alongside her Network Marketing business. She had been working hard to build her network Marketing business for 4 years and was ready to add an extra income stream to her business but she was unsure of what to do next. In less than a month she created her very first coaching offer... In just a few days she became a fully booked (and in demand) life coach after just 1 launch earning her several thousands.

Vera wanted to become a fully booked hair and makeup artist to help sell her products. She had been getting her daughter to use social media to advertise her work on her behalf as she didn't have a clue where to start. Imagine that ... her 13 year old daughter was having to show her what to do. Through our time together she learnt clear, easy to follow steps that doubled her makeup business revenue in a matter of months.

And at the end of the call, I asked, "What was the one thing that they did which made everything *click* for them?"

And do you know what he said?

They took a leap of faith.

And I get the feeling this *might* be just what you need too.

But, let me double check.

Re: joining Easy Peasy Business. Are you worried about any of the following:

{insert concerns they might have or customise the following}

- {Insert major concern number one}
- {Insert major concern number two}
- Insert major concern number three
- I hate the idea of being pitched all day, every day by spammy sales people.
- I don't like the awkwardness of networking events, eating biscuits, drinking coffee out of a styrofoam cup, handing out business cards...
- I just don't have enough time to be chatting with people all day.

If yes, you're in good company. We all thought the same too.

It's one of the things that makes this network so incredible. It's a networking membership designed for digital business owners that does none of the above.

The events are pitch free, full of collaboration opportunities and just really fun to attend. Plus, with all of the additional benefits, such as:

- DFY Funnels
- DFY Social media templates
- Website hosting
- Tech support
- Daily accountability
- Weekly goal setting
- And much much more

To join, click on the link here [{LINK}](#)

[{Your Name}](#)