

Email marketing delivers an **average ROI of \$36 for every \$1 spent**—making it one of the **most profitable moves** you can make in your business.

The definition of "smart marketing"



# 50% OFF FLODESK



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# EMAIL TEMPLATES



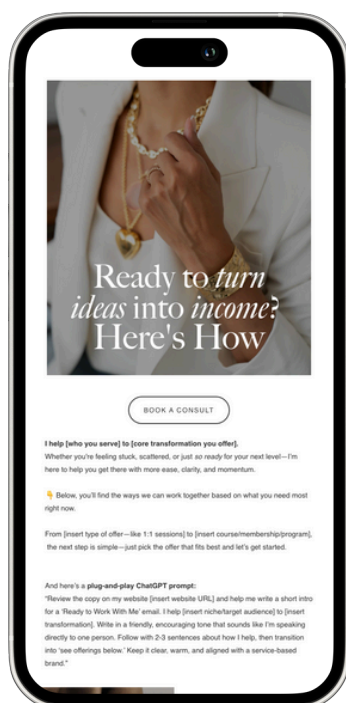
## 1. The Welcome Email

**PURPOSE:** This is the first email after they get what ever they opted in for. Use this intro to make your reader feel seen and excited to stick around.

**GOAL:** Think of this email like you're meeting them at a cozy coffee shop: warm, confident, and clear about how you can help.

[Get Template](#)

<https://leahremillet.myflodesk.com/templates/e-c98f5cf5c4d2474f8dd91424d5a033d3>



## 2. The *Ready to Work With Me?* Email

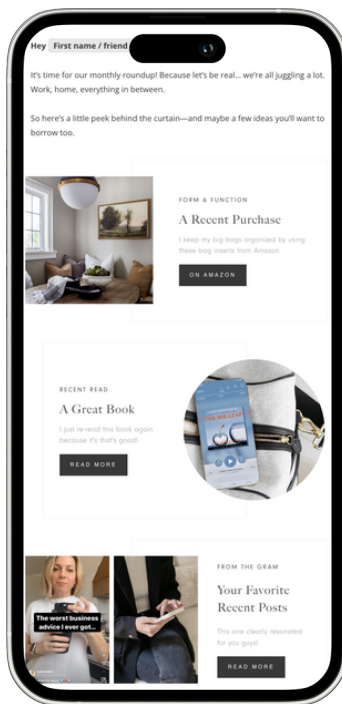
**PURPOSE:** To be incredibly clear on what problem you solve and HOW your new friend can work with you! This is a great email to send as the 2 or 3<sup>rd</sup> email they get from you. (ex: 1. deliverable 2. welcome 3. work with me)

**GOAL:** Convert Email subscribers into happy clients

[Get Template](#)

<https://leahremillet.myflodesk.com/templates/e-9b5da4c1ee924214bacf39e3b74e26ec>

# EMAIL TEMPLATES



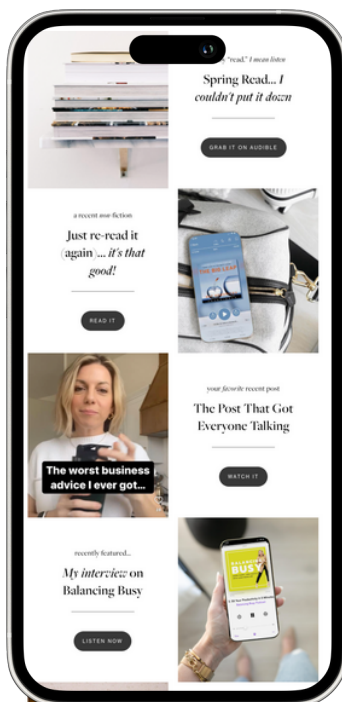
## 3a. Random But Relatable” —The Connection Builder

**PURPOSE:** Perfect for when they have no “news” to share (aka not in launch mode), but want to stay top of mind and build real trust.

**GOAL:** Personal connection with value! Simple + small-shareable favorites = magic

[Get Template](#)

<https://leahremillet.myflodesk.com/templates/e-f0f27604cdb44fe3906ac94911608585>



## 3b. Random But Relatable” —The Connection Builder

**PURPOSE:** Perfect for when they have no “news” to share (aka not in launch mode), but want to stay top of mind and build real trust.

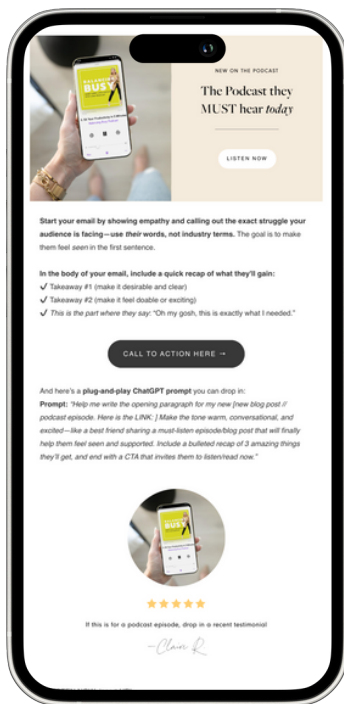
**GOAL:** Personal connection with value! Simple + small-shareable favorites = magic

[Get Template](#)

<https://leahremillet.myflodesk.com/templates/e-a7c1df58c6d1478bbb598a5602557a10>



# EMAIL TEMPLATES



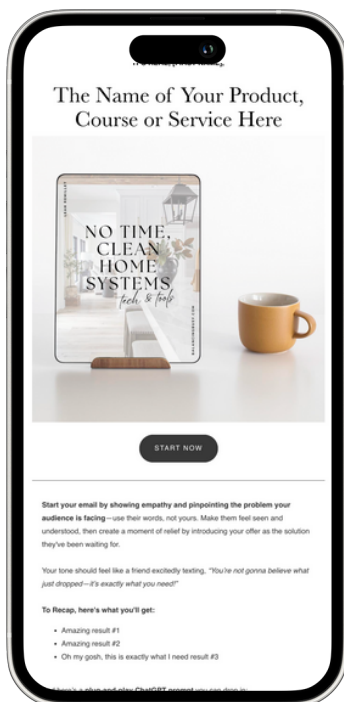
## 4. New Podcast, Product or Blog Post Announcement

**PURPOSE:** To announce something new and exciting. This email has only ONE CTA (Call to Action) and that's to click the link and check out your new thing.

**GOAL:** Get eye balls on what's new

[Get Template](#)

<https://leahremillet.myflodesk.com/templates/e-8ebe6fe5452341289930da53aa563474>



## 5. The NEW PRODUCT/OFFERING Email

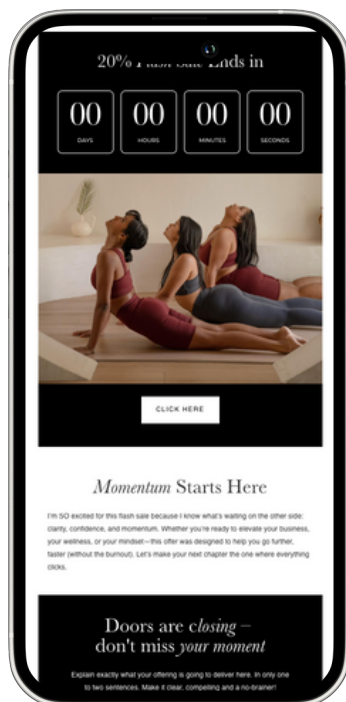
**PURPOSE:** To let them know the wait is over and your new product or offering is finally available

**GOAL:** This is why you work so hard to build your list... To get more SALES! Increase visibility and reach for a new offering or opportunity

[Get Template](#)

<https://leahremillet.myflodesk.com/templates/e-5cbf2028c56e473ab73a02207d45b25f>

# EMAIL TEMPLATES



## 6. The Countdown Sale Email

**PURPOSE:** To light a fire under your audience and make it crystal clear —now's the time to jump in. It's the friendly, final nudge that says, "Don't miss this!"

**GOAL:** Drive fast action from warm leads who already want what you're offering.

[Get Template](#)

<https://leahremillet.myflodesk.com/templates/e-773b61aed6cc45779b4bb45f36dccc6a>

## NEWSLETTER 101

### *Top 8 Rules for Increasing Opens, Clicks and Conversion*

Mom Business Academy | MBA

22:31

[WATCH NOW](#)

[www.mba.leahremillet.com](http://www.mba.leahremillet.com)

# THE EMAIL TEMPLATES

50% OFF FLODESK

IT'S HERE, [FIRST NAME],



BOOK A CONSULT

I help [who you serve] to [core transformation you offer].

Whether you're feeling stuck, scattered, or just so ready for your next level—I'm here to help you get there with more ease, clarity, and momentum.

Below, you'll find the ways we can work together based on what you need most right now.

From [insert type of offer—like 1:1 sessions] to [insert course/membership/program], the next step is simple—just pick the offer that fits best and let's get started.

And here's a **plug-and-play ChatGPT prompt**:

"Review the copy on my website [insert website URL] and help me write a short intro for a 'Ready to Work With Me' email. I help [insert niche/target audience] to [insert transformation]. Write in a friendly, encouraging tone that sounds like I'm speaking directly to one person. Follow with 2-3 sentences about how I help, then transition into 'see offerings below.' Keep it clear, warm, and aligned with a service-based brand."

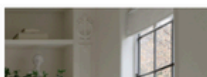


01

Your first  
Product Offering  
Name

LEARN MORE

02



Hey [First name / friend],

It's time for our monthly roundup! No big promos, no salesy stuff—just a quick check-in and a few favorite things that are making life feel a little lighter lately.

Because let's be real... we're all juggling a lot. Work, home, everything in between.

So here's a little peek behind the curtain—and maybe a few ideas you'll want to borrow too.



...and by "read," I mean *listen*

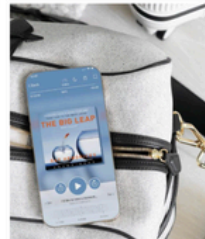
Spring Read... I  
couldn't put it down

GRAB IT ON AUDIBLE

a recent *non-fiction*

Just re-read it  
(again)... *it's that  
good!*

READ IT



your *favorite* recent post

The Post That Got  
Everyone Talking

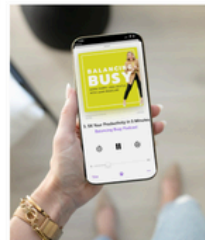
WATCH IT



recently featured...

My *interview* on  
Balancing Busy

LISTEN NOW



what I've been cooking...

The perfect *busy*  
weeknight recipe

SAVE IT



GO TO WEBSITE

Helping you *get results* so you  
can have *the life you crave*

Hello [First name / friend],

Your welcome email is your first impression—so make it count! Think of it like meeting someone at a cozy coffee shop: warm, confident, and clear about how you can help. Use this intro to make your reader feel seen and excited to stick around.

Here's what to include:

✓ **Who you help + how** – Say it in one clear sentence.

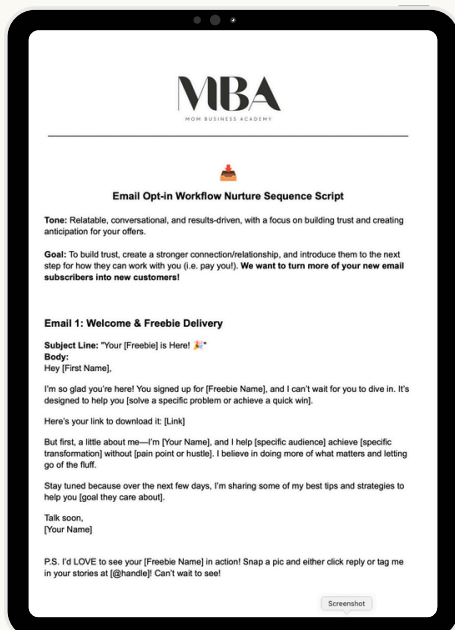
✓ **What to expect** – How often will they hear from you and what kind of value you'll bring.

✓ **One simple next step** – Link to a favorite freebie, episode, blog, or just invite them to reply.

hello!  
I'm Paige



# BONUSES



## BONUS: Your Nurture Sequence Toolkit

This bonus isn't just "nice to have"—it's your secret weapon for showing up like the pro you are. Inside, you'll learn exactly how to write your 5-email nurture sequence that turns new subscribers into raving fans (and paying clients). These 5 email scripts make sending emails as easy as copy, paste, send.

Translation? More connection, more conversions, and no more staring at a blank screen. 🙌

5 EMAIL WELCOME SCRIPT

[https://static.showit.co/file/oOPABep9IK1nUegSdzRCbw/84962/mba\\_opt-in\\_nurture\\_sequence\\_script\\_nov\\_24\\_call.pdf](https://static.showit.co/file/oOPABep9IK1nUegSdzRCbw/84962/mba_opt-in_nurture_sequence_script_nov_24_call.pdf)



# NEW TO FLODESK?

Understanding Your  
Flodesk Email &  
Workflow Analytics



[WATCH NOW](#)

<https://university.flodesk.com/email-workflow-analytics>

# Thank you!

Thank you for being here—and for trusting me to be a small part of your big, beautiful business journey.

These templates were created to save you time, spark momentum, and help you show up with confidence (even on the days that feel messy). You're doing something bold by building a business that aligns with your life—and I'm cheering you on every step of the way.

Keep going. Keep simplifying. Keep believing in what's possible.

I'm so proud of you.

*Leah*

