

**Amy Yamada's Deep Connection Copy Formula:  
11 Essential Steps to Writing a Marketing E-mail That Connects & Converts  
plus a Sample E-mail Swipe File**

**Before You Begin Writing:**

**Step 1: Get Centered and Connected**

Imagine the specific person you are writing to. Connect to him/her. What is he/she feeling and thinking? What is he/she most longing for (in his/her life, business, relationship, health, finances, etc., depending on your industry niche.)

**Step 2: What Do You Want Them to Do, and What's In It for Them?**

What is the specific action you want them to take as or after they read the email? What is the specific benefit/result they will get from taking that action?

**As You Are Writing:**

**Subject:** Question for you...

Hey Carrie!

I'm doing a quick survey and wanted to know if I can ask you a personal (and somewhat vulnerable) question...

**My question is this:**

***When was the last time you felt beautiful and amazing in your own body?***

At dinner tonight, my colleague and dear friend Amy and I were chatting, and she really opened up to me about how ***she doesn't remember the last time she felt great in her own skin.***

Amy is such a beautiful person, from the inside out... but she shared something with me that I have heard so many times from the women in my community:

***"I hate to admit it... Every single day, at some point, I think about my own body -- and I feel FAT."***

I share this because I realize you have been wanting to **FINALLY** lose those unwanted pounds and know that if you could just establish consistent daily action, you would be in such a better place.

**As You Are Writing:**

← **Step 3: Subject Line**  
Make it sound personal, as if you're writing to a friend.

← **Step 4: Opening Line**  
This line will determine if people will continue reading. It needs to sound personal and connected.

← **Step 5: Inspire & Intrigue Them**  
Share a story, ask a question, share a favorite quote

← **Step 6: BOLD a Deep Connection Statement**

← **Step 7: What's My Point?**  
Tell them why you are telling them this and show UNDERSTANDING.

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For this reason, my team and I are committed to helping women just like Amy (and you, if you can relate!) to **finally feel beautiful and fit in your own body**---- sooooo, we are opening up our online office hours to serve YOU!

← **Step 8: Transition to the Solution**

YES- we are offering you a **free Holiday Nutrition Success Call**---- so you can get totally prepared with your healthy and nutritious planning for the holiday season **AND** get a jumpstart on the New Year!!

← **Step 9: Call to Action with a Sense of Urgency**

**==> Click here to schedule your FREE Holiday Nutrition Success Call this week!**

Most women wait until AFTER the holiday season to get recommitted to last year's health goals... and find themselves in the same place, year after year after year.

Let's make THIS holiday season different.

Let's get you **back on track with an easy, consistent plan that will have you looking amazing BEFORE the New Year! You've got this!!**

← **Step 10: Sign Off In Your Own, Authentic Way (Inspire & Encourage)**

Xoxo

Tracy

***P.S. Imagine if you went INTO this holiday season, already feeling leaner, more toned, and sexier as you attended fun festivities with your family and friends! My team and I are here for you---- and our calendar fills quickly, so CLICK HERE to schedule your FREE Holiday Nutrition Success call this week- so you are totally prepared this season!***

← **Step 11: P.S.**  
Show understanding (or handle an objection) and repeat the Call to Action Again. The Time is NOW and we're in this TOGETHER!

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