

YOUR OVERTURE CAMPAIGN

Hello! It's ever so nice to see you.



Here you have the 6 emails that we use in our business to promote our products using the 6 'Hooks' we talked about in the training.

For the sake of all of our subscribers, don't use the emails as-is, change them up, add your voice and turns of phrases so the people read your emails they're like 'I can hear your voice in my head'.

Also, this is a free resource for students of ours and Melissa Love's, so no selling it or sharing it please.

If you have more questions or you'd like to come hang out in our corner of the internet, we have a smashing, free Facebook Group just here which you are more than welcome to come hang out in:

<https://www.facebook.com/groups/emailmarketingshow>

Right, let's get into it!

- Kennedy

The one with the white hair

=> Email 1: Planting The Seed

Subj: A [WHAT?] of email marketers?

Hi [FIRST NAME],

What's the collective term for a group of people who wanna sell their stuff with email marketing?

A flock?

A pride?

A gaggle?

We would call it a 'League' of Email Marketers.

In fact, we DO call it: "The League of Email Marketing Heroes".
(Just to give it a bit more of a 'Hero' vibe).

And we'd like to invite you to join.

[Click here to get the full scoop.](#)

Speak soon,

Rob

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=> Email 2: The Transformation

Subj: Let us throw you a fish. 🐟

Hi [FIRST NAME],

What if we offered to build (and help you implement) a high-converting email campaign for you...

...that drives more sales of your products, every single month?

How about if we also offered to teach you the important psychology behind the campaigns, that makes your subscribers literally want to throw their money at you...

...so you can apply it to every email campaign you create on your own? Sounds pretty cool, right?

That's the reason that we created [The League of Email Marketing Heroes](#).

We're obsessed with helping entrepreneurs and experts, like you, to 'level up' your email marketing and get more sales from your list, starting fast!

You'll have a proven, powerful campaign structure to follow that gets massive engagement, builds credibility, creates a ton of excitement and whips your subscribers into a buying frenzy.

But we aren't just giving you 'the fish'.

We're going to teach you HOW to fish, by giving you the principles and strategies that make these campaigns work, so that you can apply it to all of your marketing.

Actually, as this is still pretty new, we have a special offer for the first 300 people to join.

[Here's the details and the link to enrol.](#)

We're really excited to bring this to you.

Jump inside today.

Speak soon,

Rob

PS. You're about to start building the ultimate library of proven-to-convert campaigns like nothing you have EVER seen before, right there at your finger tips. [The first few are right there and waiting for you, now.](#)

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=> **Email 3: Vulnerability + Credibility**

Subj: I made a 'Whoopsie'.

We sold NOTHING, [FIRST NAME] 🤔

A couple of weeks ago, we ran a promotion to our email list and for the first couple of days it had a whopping ZERO percent conversion rate.

Seriously, we didn't sell a single one for a couple of days.

That's when I realised I hadn't hooked up the order form to process payments, so it was just sat there doing nothing.

Here's the sneaky marketing hack for you:

Make your checkout pages work, and you'll make more sales
See, we've been doing this online marketing thing for 17 years (each)
and still make massive cock-ups like that.

But we make fewer mistakes than we used to.

And it's our 17 years of experimentation to see what works (and what doesn't) that [we want to share with you inside The League of Email Marketing Heroes](#).

We have sent millions of emails inside each of our own businesses,
and millions more for clients...

...so we are constantly testing and trying crazy things to build our own
high performing campaigns.

As a member of The League, you'll benefit from those campaigns
'transplanted' into your business, as well as the exciting theory
behind what makes them work so well

[Click here to check out The League and join as a charter, founding member.](#)

Speak soon,
Rob & Kennedy

PS. Let's cut the learning curve out of your email marketing by sharing
with you what is actually working, right now, with applied email
marketing. [Click here to find out more and join today.](#)

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=> Email 4: The Popular Contradiction

Subj: The problem with the 'Gurus'

[FIRST NAME] -

We're always being told that we should watch what successful marketers do, and then copy it for ourselves, right?

But there's an issue there...

When you watch the Gurus at work, you only see what they want you to see.

You only get to see the emails they want you to see.

There's no way of seeing what other people are seeing, or what's going on 'behind the scenes'.

You've no idea if you're in a campaign, or a series of broadcasts...
...or what activities trigger what marketing campaigns.

Which means that you can watch as closely as you like, but you're still just guessing!

[That's why we're doing things differently, with The League.](#)

We want to take you 'inside' a successful, profitable email campaign, from start to finish... every single month.

We'll 'dissect' it, breaking it down into every individual email, the important psychology that makes it work and the full campaign.

That means you get to see everything and learn EXACTLY how to replicate it for yourself.

[Click here to find out more and join today.](#)

Speak soon,
Rob & Kennedy

PS. For less than the price of a coffee each day, you get direct insight into six-figure generating email campaigns that are actually working in our business and help to implement them directly into yours.

But hurry, because [this membership price](#) is ONLY available for the first 300 members.

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=> **Email 5: People Like Me**

Subj: Message from Sheila.

Hi [FIRST NAME],

I saw this notification as I was making sweet chilli chicken for dinner. Actually, I got so excited and just instantly called Kennedy to tell him...

It was a post from Sheila, a member of [The League](#).

Sheila runs a mastermind program and, until a couple of weeks ago, just didn't really *get* email marketing.

Actually, she'd only sold stuff with one-on-one conversations, in the past.

Here's what she did, following our strategies:

1. She actually *deleted* subscribers, bringing her list down to 70-something subscribers.
2. She ran two of the campaigns we gave her and sold out half of her mastermind spaces, in just a couple of days (without speaking to ANYONE).

I could tell from her post just how excited she was.

And we're excited for her.

^^^ If this sounds like it would be just a dream for you right now, then we wanna help you fix that and get this working in your business.

First step is to [jump inside The League](#) and just introduce yourself to us and our amazing community of people like Sheila.

Then we'll point you in the direction of the best stuff for *you* to study (based on where you're at) and help you get the results you need.

[Click here to find out more and join today.](#)

Speak soon,

Rob

PS. Here's a few more comments from other members:

“I would encourage anybody interested in improving their email marketing strategy and supporting it with practical action plans to work with Rob and Kennedy” - Peter Berrie (Genealogy niche)

“You should work with Rob & Kennedy. They know their stuff, they know what does work and what to avoid. It's a no brainer when you have struggled to try and do it yourself for so long and keep falling flat. Their insight into the world of email marketing is second to none” - Nic Mucedola (baby gifts & memory keepsakes)

"Thinking of joining The League? Just do it. They make email marketing fun & enjoyable. I love that if I'm confused, and not sure what the heck to email my audience, I can send a message and the boys will come in and save the day! They truly are heroes!" - Jonathan Stewart (productivity niche)

[Click here to get inside, with this lot.](#)

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=> **Email 6: Personal Urgency**

Subj: Let's be less 🐞 than yesterday...

Hi [FIRST NAME]

Most people online seem to be obsessed with 'shortcuts', 'hacks' and 'quick-fixes' to grow their business and make more sales.

"Work smart, not hard" has turned into "Work lazy, not hard".

Thing is, when it comes to email marketing... there is no substitute for just learning to write and send better emails.

Sorry - but it's true.

Ironically, the longer you spend looking for the *shortcut*, the more time you're gonna waste, and the further you're gonna push away results.

If you wanna get better sales from your email, then you need to figure out how to write emails that make your subscribers take notice and become your raving fans.

And we want to help you do it, [inside The League of Email Marketing Heroes](#).

This isn't about getting 100000x more sales by tomorrow, but about gradual improvements every single day.

This is one of those situations where slow is steady and steady is fast. Sure, we want to give you 'quick wins', by handing you proven email campaigns ripped directly out of our business...

...but we also want to give you the really important 'magic' that makes them work, so that you can apply it to all of your future emails.

Our goal? We always try to be a bit less s*** than yesterday

[Click here to find out more and join The League to improve every bit of your email marketing.](#)

Speak soon,
Rob

PS. We've worked really hard to make this as easy as possible for you to get the best results, but it is gonna require you to put some focus, work and effort into it. No get-rich-quick mentalities in here.

PPS. After all, email marketing is one of the things you're gonna spend most of your time doing and it's gonna drive the majority of the sales in your business, so let's do it right.

Stop looking for shortcuts and [lets 'level up' your email marketing.](#)