

KRISSY LEONARD

eat well. make money. change the world.

PERSONAL EMAIL STRATEGY

This is a basic template to help you draft a personal email to reach out to new/potential clients and fill up your programs.

PERSONAL EMAIL SAMPLE #1

Dear X,

(INSERT SHORT PERSONAL SENTENCE HERE – HOW ARE YOU? HOW IS X? SO NICE SEEING YOU THE OTHER DAY AT X, LOVED HEARING ABOUT X WHEN WE WERE TALKING THE OTHER DAY AT X's PARTY etc...)

I am so excited to get in touch!

I wanted to let you know about some new work I'm doing that I am thrilled to share with you. I'm working with INSERT WHO YOU WORK WITH/YOUR IDEAL CLIENT HERE AND WHAT YOU HELP THEM WITH.

I have a sense that you might really love and really benefit from this work because INSERT WHY HERE.

That's why I'd love to invite you to a complimentary conversation with me so we can get really clear on your vision for (ex. Your body, business, event etc), what's standing in your way, and how I can help you move forward quickly.

KRISSY LEONARD

eat well. make money. change the world.

As part of my business launch, I am happy to offer a big savings as well to honor our connection; I'll only be offering this for the first Y spots that fill so if you're interested, let me know by X date.

Looking forward to connecting!

SIGNATURE

PERSONAL EMAIL SAMPLE #2

SUBJECT LINE: Thought of you...

Hi [First Name],

Hope all is well! I wanted to reach out to you personally because I think this is something you might be interested in.

One big problem I've noticed many [insert your target client ex. chronic dieters] struggling with is they fail to see the biggest opportunity right in front of them to [thing your clients most want: ex. lose weight for good].

They're often so busy trying to find the right diet that they're "supposed" to be doing that they miss the chances to discover the REAL permanent weight loss secrets that are just waiting for them. (This is true whether a woman is on her first diet or has been dieting for years.)

As you know, I love being of service to passionate women, like the people you care deeply about! So I've created a special 30-minute session to help your

KRISSY LEONARD

eat well. make money. change the world.

loved ones get off the diet roller coaster for good, my new Natural Weight Loss Discovery Session.

For a limited time only, I'll be gifting these sessions to select people in my circle. This month, I have 5 sessions available. When I thought of who might benefit from a session, I thought of all the wonderful, compassionate women you know... who deserve more from life than chronic diets and hating their bodies.

If someone you love would like to have one of these spots, have her click here to schedule a time on my online calendar: [insert scheduling link] before [insert deadline].

Choosing sexy over starving! Xo, [Your Name]

Source: Holistic MBA

KRISSY LEONARD

eat well. make money. change the world.

PERSONAL EMAIL SAMPLE #3

Hi Beauty!

I've just poured my heart and soul into creating a new group program that will begin February 12th, Thursday nights from 6-8pm called Women, Food, and Yoga.

And its all about coming together as women to support each other in making healthy changes. It's also going to be an in-depth training in relaxation techniques for stress reduction, what to eat for your unique body so you can heal your digestion, balance your weight, reduce anxiety and clear up your skin, plus personalized support for health and lifestyle goals! Pretty much everything awesome I could imagine :)

You can get the full description [here](#).

When thinking of really inspiring, heart-felt women who I would love to have in this group - of course I immediately thought of you! Plus I know you know lots of other health-minded ladies out there who might be interested in this type of gathering. Feel free to share this with anyone else that you think would be a good fit!

Also, because this is a "BETA" test for my online program, and because you're my friend :), I can offer you a spot for \$150 (which means you'll receive \$100 off the regular cost of the program!)

KRISSY LEONARD

eat well. make money. change the world.

Does this sound like something you would like to do? Happy to hop on the phone and discuss/answer any questions if that's easier. Just let me know.

I hope this works for you, I would love to have you in the group!

xoxo,
Krissy

PERSONAL EMAIL SAMPLE #4

Hi NAME!

I wanted to check in with you because I have 2 spots left in my upcoming in-person coaching group: Women, Food and Yoga and I immediately thought of you for one of those spots!

This program is designed to help you make consistent steps towards your goals for your body and lifestyle while connecting with other fabulous women in Burlington (my favorite part!), plus I'll be personally preparing healthy, foodie-friendly fare for each session :)

I thought this would be right up your alley!

Here is the link to learn more about the program (it begins next Thursday, February 12th. The deadline to enroll is Monday)

If you are interested, here is the link to my personal story and how the techniques I'm teaching in Women, Food and Yoga have personally transformed my own life.

KRISSY LEONARD

eat well. make money. change the world.

I just have two spots left, so if you feel like this is something you want to be a part of let me know. I would LOVE to have you in the group!

If you decide this isn't what you are looking for right now, no worries, just hit "reply" and let me know. Also hit "reply" and just let me know how things are going for you! I am here to support you and would love the update on love and life and all the good stuff... :)

With love,

Krissy

PERSONAL EMAIL FOR WORKSHOP:

Hi NAME!!

How are you!? How has everything been going since Light, Fit and Free? Would love hear more about what you are looking forward to in the New Year!

Which is also why I am just so excited to get in touch!

I wanted to let you know about a special in-person event that I'm doing in Vermont (yay!!) - something that I am thrilled to share with you!

I'm putting on a Visioning and Goal Setting workshop with Laughing River Saturday, January 5th 12:00-1:30pm and would absolutely LOVE for you to be there and have your energy in the group.

KRISSY LEONARD

eat well. make money. change the world.

I think you'll really love and really benefit from this group because it's all about going next-level in your health, work, relationships, learning how to break through past barriers, and manifest more of what you want... all things I know you're into and are already creating!

That's why I'm just thrilled to invite you!

Please feel free to bring a friend or share this with any other like-minded women who you think could benefit.

My vision is to have a room full of powerful, creative, soul-centered women lifting each other up, getting super clear and focused, and really digging deep into how to create meaningful change for themselves, the people they love, their communities, and the world in 2019.

Are you in?

Here's the link to sign up. Space is limited!

<https://www.laughingriveryoga.com/workshop/visioning-and-goal-setting-for-the-new-year/>

Looking forward to (hopefully) seeing you on the 5th, giving you a big hug, and helping you just CRUSH in 2019! :)

Lots of love and happy holidays,

Krissy