

Business Nitrogen Client Emails

TO: People new to Jon, they likely opted in for a freebie (lead magnet or download)

FROM: Jon Gordon

SEND: Immediately after opt-in

SUBJ: She was going to leave me unless I did this...

PREH: This is a bit personal, **Name**

I grew up in a Jewish-Italian family.

That's me in the front.



Our household always had four things: a lot of food, a lot of guilt, a lot of wine, and a lot of whining.

It wasn't the most positive household and my dad was one of the most negative people on the planet. So I struggled with positivity growing up.

Then in my late twenties, my wife finally had enough of my negativity.

She told me, *"I love you, but I'm not going to spend my life with someone who makes me so miserable. You need to change."*

I had two small children—I was stressed, fearful, and negative. I lost my job during the dot-com crash. I didn't know what our future held.

How am I going to pay the bills? Get groceries? Pay for the kid's activities? It was definitely the scariest time of my life—I was crumbling from the inside out.

Facing the weight of my wife's ultimatum, I was forced to confront the stark reality of my negativity and its impact not just on myself, but on those I loved most.

It was a wake-up call that I couldn't ignore.

So I began a journey of self-discovery and growth—seeking out books, podcasts, and mentors who could guide me towards a more positive mindset.

But it wasn't just about consuming information—it was about internalizing it, applying it to my daily life, and persevering through setbacks or moments of doubt.

Everyday I worked to become a more positive father and person.

Once I saw that incorporating more positivity in my life worked for me, I hoped that it would help others as well—so I began sharing the same ideas and tips that changed my life.

After I wrote [The Energy Bus](#) at the age of 35, I mostly wrote books and spoke around the country.

I loved it and still love doing it, but a few years ago I realized I was called to do more.

One of the most important lessons I've learned is that your belief will determine what you create.

Just as stars shine the brightest in the darkness, positive people shine the most through adversity.

Being positive doesn't mean you ignore reality. It means you maintain optimism and belief to create a better reality.

When you approach your life and work with a positive, forward thinking mindset you bring out the best in yourself and those around you.

I best explain it in this short video: [How to Overcome Anxiety and Stress and Win the Battle of Your Mind](#)

Feed the positive, weed the negative, **Name**. Watch that video and it'll all make sense.

Talk soon,
Jon Gordon

P.S. I'm going to be sending you another email soon with the competitive advantage I teach to million and billion dollar companies and teams all over the world.

P.P.S. Add my email to your contacts/approved senders list so it doesn't go to spam.

AUDIENCE: Full-List Except Those Who Already Booked A Call

SEND: Saturday at 6:30am CST

SUBJ: Name, this sucks but I have to tell you

PREH: I apologize for my crocodile tears in advance...

First_Name, what I'm about to share with you in this email is a bit personal.

It took me a long time to see the positive in what was once the worst period of my entire life.

I never saw myself as the type of person to get a divorce.

But who does, right?

I had it all — the big house, fast cars, a beautiful family, money trees, but this divorce stuck to me like a parasite.

It felt like I was wearing cinder blocks for shoes.

But underneath it all, I knew I was capable of more.

Of course I had bad days where I felt stuck in the pit of hell.

But hey, I'm human. We're all human.

What matters is how you pick yourself back up.

"It's not about how hard you hit. It's about how hard you can get hit and keep moving forward." - Rocky Balboa

It was during these challenges that I stumbled upon a solution that not only healed my wounds but transformed my life in ways I could have never imagined.

That's when I realized that my experience could be a source of inspiration for others facing similar struggles and that's why I'm reaching out to you today.

I'm inviting you to book an Impact Call with my team.

My team and I specialize in helping people like you achieve the success you crave. I've helped thousands of people create the life they love, with more money, more time, and more freedom.

We'll work with you to create a customized plan that fits your unique needs and goals, so you don't have to spend years and tears trying to figure it out alone like I did.

Click here to book your call now: <https://drrewire.com/schedule-a-call/> and waive goodbye to uncertainty.

- Dr. Alok Trivedi (AKA Dr. Rewire)



Madison Jules <support@madisonjules.com>
to me

Glow On The Go Weekly With Madison Jules

Fragrances fill our daily lives—from candles and lotions to the shampoos we use and household cleaners.

You may think what you use in your day to day routine is harmless.

But beneath these pleasant scents lies a complex blend of chemicals that are impacting our health more than we realize...

The New Secondhand Smoke

It may sound harsh but it's true.

Similar to secondhand smoke, those around fragrance also inhale these chemicals, impacting their health over time.

Fragrances are intricate mixtures of natural and (mostly) synthetic chemicals.

Shockingly, many of these ingredients are not disclosed on product labels.

They are lumped together under the generic terms "fragrance" or "parfum."

This lack of transparency conceals potential dangers...

Like phthalates for scent longevity or synthetic musks and allergens, all of which are linked to health issues ranging from hormonal disruptions to respiratory problems.

The Impact On Your Health

Remember our conversation about toxic load?

Every product with fragrance contributes to the cumulative exposure of chemicals our bodies absorb daily.

Immediate reactions like headaches and skin irritations are common...

But long-term exposure can lead to more serious conditions like asthma, hormonal disturbances, and even certain cancers.

The pervasive use of phthalates in fragrances poses scary risks as endocrine disruptors, affecting hormone function in profound ways.

Safer Alternatives

Empower yourself by opting for products labeled "fragrance-free" or "unscented," or those using natural essential oils instead of synthetic fragrances.

Taking control of what you apply to your body can significantly reduce exposure to harmful chemicals.

Dr. Joseph Mercola, a health expert, talked about the concerning reality surrounding fragrances:

"The fragrance industry is a self-regulated industry. This means there is minimal oversight on the safety of fragrance ingredients."

Similarly, Dr. Anne Steinemann, an environmental engineer, warns of the broad spectrum of health effects caused by fragrance chemicals, from migraines and asthma attacks to hormone disruption and cancer.

I've experienced firsthand the benefits of cutting out synthetic fragrances—less bloating, better sleep, fewer allergies, and overall I feel way more alert and at ease.

Plus, my headaches have become very rare!

Consider brands like Heretic Parfum and Henry Rose, which prioritize transparency and safer ingredients:

- Heretic Parfum: Explore their signature scents like Dirty Coconut (my favorite) at [Heretic Parfum](#)
- Henry Rose: Discover their commitment to fragrance safety at [Henry Rose](#)

By choosing brands like these, we can advocate for safer practices in personal care and beyond.

To living the low-tox high life,

Madison Jules



P.S. Let me know if you try any of those recommendations. I have a good feeling you will love them and the scents. Tag me on [Instagram](#) if you do: @madison_jules

Madison Jules support@madisonjules.com
to me

Glow On The Go Weekly With Madison Jules

Question...

What's your opinion on seed oils?

Most people (including a lot of people I know) cook with seed (vegetable) oils because they think they're doing their body a favor.

"What's the big deal? They're seeds and veggies, they've gotta be good for you!"

I've heard it more times than I can count.

But it's not anyone's fault!

We live in a world that's constantly saying how great seed oils are for us.

It's no wonder the word-of-mouth is positive.

That's why I knew I had to share this information with you, Destinée.

I'm going to uncover the toxic truth behind these health disguised oils.

Seed Oils At A Glance

Pick just about anything packaged out of your pantry and you'll probably grab some type of seed oil.

Nut butter, mayonnaise, salad dressing, chips, cookies, canned soup, the list goes on.

Crazy Fact: The average American is consuming up to 32% (over 700 calories) of their total calories from vegetable (seed) oils. That's a lot of inflammation!

Seed oils like canola and sunflower oil have long been crowned as "heart-healthy" alternatives to saturated fats like butter. I took this picture at the grocery store the other day and it really made my blood boil. Because we should be able to believe marketing labels... right?



That's a hard myth.

I'm going to tell you right now: swapping your oils is one of the easiest changes you can make to feel better.

Seed oils are one of the biggest culprits for inflammation which trickles down to LOTS of health problems.

Here's inflammatory or highly processed oils I avoid and recommend to avoid as much as possible:

- Canola Oil
- Coconut Oil (Refined - unrefined is great)
- Corn Oil
- Grapeseed Oil
- Partially Hydrogenated Oil (Trans Fats)
- Palm Oil
- Peanut Oil
- Refined Oil (another name for canola oil)
- Rice Bran Oil
- Safflower Oil
- Soybean Oil
- Sunflower Oil
- Vegetable Oil (a blend of inflammatory oils)

The Science Behind Seed Oils

Seed oils are thought to lower your "bad cholesterol" - but they actually increase inflammation.

Unless labeled otherwise, these oils come from GMO crops that are treated with toxic pesticides and chemicals.

High consumption of [Linoleic Acid \(LA\)](#) without balancing with omega 3 is not good for us.

Industrial seed oils or vegetable oils (those listed in red below) are a primary source of LA.

Cooking Oils	% Linoleic Acid (LA) <small>(Range is Parentheses)</small>
Safflower	70%
Grass seed	70%
Safflower	68%
Corn	54%
Cottonseed	52%
Soybean	51%
Rice bran	33%
Peanut	32%
Canola	59%
Olive oil	18% (1% - 27%)
Avocado	18%
Lard	38%
Palm oil	38%
Tallow (CAND)	2%
Butter (CAND)	2%
Corned oil	2%
Tallow (Grass Fed)	1%
Butter (Grass Fed)	1%

There's four main concern when it comes to consuming seed oils:

1. They disrupt the omega-6 to omega-3 ratio AKA promoting inflammatory diseases
2. They're highly processed AKA bleaching and deodorizing. If you haven't seen how Canola oil is made you need to [watch this](#).
3. They're often genetically modified AKA genetically modified organisms (GMOs)
4. They're prone to oxidation AKA harmful compounds like free radicals

Budget V.S. Boujee

I hope this information empowers you to swap out some of those bad seed oils for better alternatives.

I know all of these terms and different oils can be overwhelming to understand.

Use my Budget V.S. Boujee Grocery List to get started!

Budget	Boujee
<ul style="list-style-type: none">• Grass fed Butter• Primal Kitchen Avocado oil from Costco• Make your own healthy salad dressing at home	<p>Swap for cleaner alternatives and different kinds of oils. All the left options +</p> <ul style="list-style-type: none">• Ghee instead of seed oils• Primal Kitchen's salad dressings• High Quality Organic EVOO for drizzling

Pro tip: use the free version of the [seed oil scout app](#) to find restaurants near you that don't use seed oils!

Keep an eye out next week for Part II.

I'm going to tell you every oil you SHOULD have in your diet.

These oils may even lower inflammation!

To living the low-tox high life,

Madison Jules



P.S. If you're looking for pantry swaps - I have a [FREE snack swap guide for you!](#)



Madison Jules <support@madisonjules.com>
to me

Glow On The Go Weekly With Madison Jules

Hey Destinie, you've probably heard that sacrificing sleep to get stuff done is productive.

Some people wear sleep deprivation like a badge of honor, believing the less time they spend resting, the more productive they are.

But it's actually harmful to your health.

Have you ever tried to "pay back" your sleep debt on the weekends?

Maybe you sleep in later...

Take a few naps...

The problem with that is it takes waay more time to catch up on sleep than what you've lost.

According to research, losing an hour of sleep takes four days to recover!

This means offsetting all that lost sleep over the weekend will never be enough. You may think those all nighters are a success but it's actually harming your health short term and long term.

The cumulative effects of sleep loss have been associated with:

- High blood pressure
- Diabetes
- Immune function
- hypercholesterolaemia (high cholesterol levels)
- Depression

And a myriad of other consequences.

Why Deep Sleep Should Be Your New BFF

In reality, sleep propels success.

From physical to mental, sleep plays important roles in how you act, think, feel and perform.

Never feel guilty about making time for sleep.

Instead, think of all of the ways getting a little shut eye can help you perform better!

When you're well rested, you have:

- A better mood
- Faster recovery from workouts
- Stronger memory retention
- Enhanced creativity
- Better weight regulation

And many more benefits. All of these combined show that getting good sleep contributes to greater productivity and efficiency.

In other words, sleep helps you be the best version of you!

How To Have Your Best Zzzz's Yet (4 Tips For Better Sleep)

Tip #1: Consumption - Have you ever found yourself struggling to fall asleep? Avoid these two things as much as you can at least 2 hours before bed:

- Eating - especially processed foods, high carbs, and sugar—don't give your body fuel while also trying to wind down for sleep.
- Blue Light - if you're someone who watches TV or Tik-Tok before bed you have 2 options: try something else like reading before bed or use blue light blocking glasses.

Tip #2: Morning sunlight - morning sunlight will help you sleep better later because getting natural sunlight in your eyes (within 60 mins of waking for 5-10 mins on a sunny day and 10-30 mins on a cloudy day). It tells your body it's daytime and offsets the production of melatonin until later in the day.

Tip #3: Atmosphere - Create the perfect atmosphere for deep sleep:

- Sleep in a cool room. Your body sleeps better when it is cooler. I recommend 66-68 °F
- Sleep as dark as possible. Invest in quality blackout curtains to block out external light from windows and consider using an eye mask.
- For an added boost, consider incorporating an alarm clock with a light that mimics the natural sunrise and sunset.

Tip #4: Schedule - Go to bed and get up at the same time every day, including weekends. Being consistent reinforces your body's sleep-wake cycle.

By embracing these tips, you'll create an environment for restful sleep, allowing your body to synchronize with its natural rhythms for optimal well-being.

To get a head start on your deep sleep environment, check out my Budget vs Boujee recommendations for your best sleep yet! 

Budget:

- [Sleeping mask](#)
- [Blue blocker glasses](#)

Boujee:

- [Sunrise alarm clock](#)
- [Luxury sleeping mask](#)
- [Blackout curtains](#)
- [Adding blue blockers to your prescription glasses for night time](#)

To living the low-tox high life,

Madison Jules



P.S. Do you have any sleep or productivity hacks? Share them online and tag me! (@madison_jules)

WREIN Emails



Hello, Gorgeous!

The countdown to Thanksgiving is on!



The smell of roasting turkey, the sound of golden leaves crunching under our shoes...

The inviting glow of the dining room table and the sound of loved ones' laughter...

Nothing makes me happier!

These things remind me to pause and give thanks for every blessing, no matter how small.

In the midst of this beautiful season, I'm thrilled to share a special episode of "Without Fear Of Her Future" with you.

In our Fall Special, "[Beyond the Feast: Tresa and Melissa's Journey into the Heart of True Thankfulness](#)," we recognize the strength that lies in a grateful heart.

This episode isn't just about Thanksgiving. It's a mindset reset that everyone should take a moment to hear!

As the sun dips below the horizon and the air grows crisp, I invite you to settle in, wrap yourself in your favorite blanket, and join us for a heartwarming conversation.

To listen to this special episode, simply [click here](#) or find us on your favorite podcast platform.

Before I let you go, I want to express my deep appreciation for you, Destinie.

Your unwavering support and engagement are what make WREIN so fulfilling, and for that, I am truly grateful for you.

May this Thanksgiving season bring you joy, peace, and an abundance of gratitude.

- Tresa Todd
#DreamBigBeBrave

P.S. If you find value and inspiration in this episode, please share it with a friend and leave us a 5-star review. After all, the power of gratitude grows when shared. 🍂❤️



Tresa Todd

TRESA TODD



Hello, Gorgeous!

Have you ever experienced anxiety walking into a situation where you know negotiation is going to be involved?

Your hands start to get sweaty...
Your mouth starts to get dry...
And your heart starts to beat faster...

And then you start thinking — how do other real estate negotiators, business owners, or women like me make it look so easy?

How do they know how to successfully navigate the tough conversations and end up creating win-wins for everyone?

Well Destinie, you can learn how to do this too!

I created a special video for you where I explain expert strategies, tips, and personal experiences to help you [Negotiate Like A Pro](#).

Trust me, you don't want to miss this!



Speaking of negotiating...

Before I started investing in real estate, I used to feel like I had to negotiate with myself to do bigger things or make a simple change in my life.

Our special guest used to feel this way too.



That's why this episode of Without Fear Of Her Future is so powerful, you'll learn how to crush your own self doubt!

Melissa and I unwrap the incredible journey of Jessie Dillon, a beauty technician turned real estate queen, who had to do a lot of negotiating with herself before she took the leap to become a real estate investor.

And now, she's sharing the thrilling details of her personal triumphs, the heart-pounding tales of getting deals, and the lessons she's learned along the way.

[Listen Now](#)

Remember, success lies on the other side of fear.

Embrace the unknown, negotiate like a pro, and dare to live a life of limitless possibilities!

- Tresa Todd
#DreamBigBeBrave



Tresa Todd

TRESA TODD



Destinie,

Let me paint you a picture.

It's 2 AM and my phone jolts me awake.

Groggy, I fumble to pick up.

Before I can say, "Hello," one of my tenants tells me a pipe burst and leaked water all throughout her living room.

I'm wide awake now.

This on top of the headache of late rent payments and eviction notices?

It's overwhelming, it's draining.

This is NOT something I have to deal with anymore and I'm going to show you exactly why!

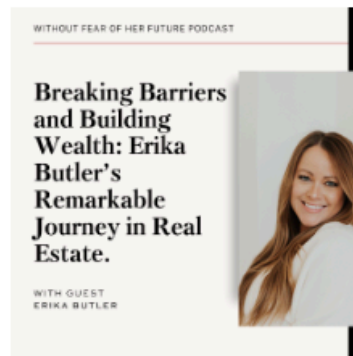
Imagine if you didn't dread the possibility of a late-night emergency or the start of a new month.

That's why I created this brief video for you because I know you're a lot like me:



Now, imagine yourself swapping those 2 AM emergency calls for a sound sleep and the stress of late rent for steady cash flow.

It may sound like a dream, but it's not Destinie.



Erika has been where you are, and she's not only survived but thrived in the world of real estate.

She's broken barriers as a female real estate investor and transformed her life in an industry often dominated by men.

Eager to hear how she did it?

Tune into our podcast episode, "[Breaking Barriers and Building Wealth: Erika Butler's Remarkable Journey in Real Estate](#)," to hear how!

There's a lot to learn from Erika's story, just as there's a lot to gain from avoiding the common mistakes I covered in the video I shared with you above.

Both will help you transform your real estate experience into a smoother, more profitable journey.

So, hit play, and let's start turning those property headaches into wealth-building stepping stones!

- Tresa Todd
#DreamBigBeBrave



ABANDONED CART EMAILS STRATEGY & COPY

STRATEGY —

AC Sequence One:

- Email 1: *Send immediately after abandon cart*
- Email 2: *Send 20 minutes after abandon cart*
- Email 3: *Send following morning after abandon cart*
- Email 4: *Send 24 hours after abandon cart*
- Email 5: *Send 24 hours after abandon cart*

Delay AC Sequence Two Until One Week Before Event

AC Sequence Two:

- Email 1: *Send four days before SheCan '23 begins*
- Email 2: *Send three days before SheCan '23 begins*
- Email 3: *Send two days before SheCan '23 begins*
- Email 4: *Send morning before SheCan '23 begins*
- Email 5: *Send six hours after email #4, final chance*

Structure:

Introduction Text

Items Left In The Cart

Checkout Button Or CTA

Reviews Or Social Proof

Sense Of Urgency

Closing Text

Goal:

Re-engage woman's interest in SheCan '23

Get them to purchase

AC SEQUENCE ONE —

EMAIL #1

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 🙅

Send Time: Immediately After Cart Is Abandoned

SL: %FIRST NAME%, You Forgot Something!

PH: Don't Miss Out!

<SHECAN '23 BANNER>

Hello, Gorgeous!

80% of investors say community is their
✨competitive advantage✨ and vitally important
to their success according to [Harvard Business Review](#).

There's no larger community than the women who
attend the **Largest Event For Women Investing In
Real Estate In The World.**

And YOU are invited to JOIN with open arms 🤗

SheCan '23. If She Can, You Can too.

We're holding your ticket 🎫 for you but don't wait
too long because they're selling out fast!

The WORLD'S LARGEST Event For Women Investing In
Real Estate is right around the corner! 🏃

<RETURN TO YOUR CART>

<SheCan '23 Hero Photo>

I have a feeling I'll see your beautiful face soon,
Gorgeous!

Tresa Todd

<WREIN sig pic>

P.S.

At SheCan '23, you have the opportunity to network
with over 25,000 women like you. Women who
share your goals and aspirations.

Imagine what's possible if you take just 3-days for
yourself and attend SheCan '23...

**Barbara Corcoran was a keynote speaker last
year:**



Gain YEARS of knowledge in just 3-DAYS. Click below
👉 to begin your transformation now!

SECURE YOUR TICKET

EMAIL #2

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 🙋

Send Time: 20 Minutes After Cart Is Abandoned

SL: %FIRST NAME%, Did Something Go Wrong?

PH: Don't Worry! We're Here To Help!

<SHECAN '23 BANNER>

%First Name%,

I have a feeling you're looking for something...
Something that would change everything for you.

But maybe you're uncertain about the process...

Confused about the specifics...

Or worried about the risk...

Over 300,000 women just like you have already
found financial security through investing in real
estate **the right way.**

And now it's your turn. See how the wealthy invest in
real estate **the right way** at SheCan '23.

Your ticket is waiting to be reserved for SheCan '23,
but you left it in your cart! 🛒

<SheCan '23 Hero Photo>

<RETURN TO YOUR CART>

It's time to invest in yourself. By doing so you invest in your future and your family's future.

Here's what women just like you are saying:



**Vanessa
Lackowitz**



"I started with tremendous debt a year ago, and now have \$978,000 of wealth. I still can't believe it."



**April
Little**



"Information is confidence. Within 30 days I closed on my first house."



**Kristin
W.**



"I quit my job and since then I've closed 18 deals and will close 2 more this month."



**Nile
A.**



"If you feel like you're not good enough or where you've come from isn't enough, this is where you move on to become strong."

Secure your ticket to **SheCan '23** before it sells out!

If you have any questions at all please don't hesitate to reach out to support@womenrein.com

See you soon, Gorgeous!

We'll be celebrating before you know it! 🎉

Tresa Todd

<WREIN sig pic>

EMAIL #3

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 🙋

Send Time: Following Morning After Abandon Cart

SL: %FIRST NAME%, You're 99% Finished!

PH: 🕒 is Running OUT!

TIME IS RUNNING OUT
MAKE FINANCIAL FREEDOM YOUR REALITY
AT SHECAN '23

<countdown timer>

<SHECAN '23 BANNER>

%First Name%,

You were probably daydreaming...💭

Side-tracked over all the vacations possible when
you
land your first wallet-fattening real estate
investment.

Don't worry; it happens to the best of us! Especially
when financial freedom is this close...

Click below to complete your reservation to **SheCan**
'23!

<Complete Your Purchase Here>

Complete your reservation today and receive **FREE**

bonuses delivered directly to your doorstep! 📺

GOING, GOING, (ALMOST) GONE

By the time you get to this part of the email, more tickets have sold for SheCan '23.

Historically, this event has **sold out**.

Don't miss your only opportunity this year to attend the World's Largest Event For Women Investing in Real Estate!

Just 3-Days Changed Everything For Women Just Like You:



**Vanessa
Lackowitz**



"I started with tremendous debt a year ago, and now have \$978,000 of wealth. I still can't believe it."



**April
Little**



"Information is confidence. Within 30 days I closed on my first house."



**Kristin
W.**



"I quit my job and since then I've closed 18 deals and will close 2 more this month."



**Nile
A.**



"If you feel like you're not good enough or where you've come from isn't enough, this is where you move on to become strong."



**Shona
Lepis**



"They gave me ALL the tools! From legal stuff, to branding, to marketing! These concepts have never been spelled out anywhere else."



Veronica



"I made \$10,000 in less than two weeks wholesaling. I'm still learning and can't wait to get another one."

EMAIL #4

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 👉

Send Time: 24 Hours After Abandon Cart

SL: %First Name%, We Can't Find Your Order!

PH: Please Confirm Inside.

<SHECAN '23 BANNER>

%First Name%,

We noticed that you recently showed interest in SheCan '23, the largest event for women investing in real estate in the country!

But something went wrong...

Your order did not confirm and your ticket is expiring! ❌

Think of it as concert tickets to a popular show, they don't last long!

You're one step away from gaining access to the strategies of real estate moguls like Barbara Corcoran or Elania Cardone, and networking opportunities that transform real estate deals into wallet-fattening investments.

Join us at SheCan '23 and take a giant leap towards your financial freedom for good!

But remember: time is of the essence! ⏰

We understand that life gets busy, and opportunities can slip away if not seized promptly.

That's why we are extending this limited-time offer to you, available for the next 24 hours only! 🕒

We can guarantee your ticket if you [click here](#) to complete your purchase ASAP!

Don't let this chance escape you!

Act now, secure your ticket, and enjoy the transformation to financial freedom by investing in real estate like the wealthy.

You won't be on this incredible path alone. Become a part of a community of empowered women who are taking charge of their financial destinies through investing in real estate just like you!

Remember, investing in yourself is the first step to creating lasting wealth and financial security.

SheCan '23 is your gateway to unlocking the knowledge and connections you need to succeed.



Claim your spot before it's too late!

<I'm Ready To Make My Desires Reality!>

See you on the inside,

WREIN Team

P.S.

If you have any questions or need assistance, contact our dedicated support team at support@womensrein.com

<WREIN sig pic>

EMAIL #5

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 🙅

Send Time: 24 Hours After Abandon Cart

SL: %First Name%, Seize the Moment!

PH: Carpe Diem!

<SHECAN '23 BANNER>

<countdown timer>

%First Name%,

You were so close to securing your spot at SheCan '23, the largest event in the country that shows women like you how to achieve financial security through investing in real estate like the wealthy!

It's time to make a powerful decision that will shape your future forever.

But here's the truth: opportunities knock softly, and if we don't answer, they slip away, leaving us wondering what could have been.

We don't want that for you. We believe in your potential, your dreams, and the power of taking action.

SheCan '23 is more than an event; it's a catalyst for your transformation.

It's where you'll meet remarkable women who are determined to carve their path to financial freedom through investing in real estate, just like you.

It's where you'll uncover the secrets of successful real estate investing, propelling yourself towards a life of true financial security.

Today, we offer you a second chance to claim your **SheCan '23** ticket.

Don't let fear, doubt, or uncertainty hold you back. Embrace the unknown, for it is where greatness resides.

Ready to make a difference? Grab your ticket here:
<Secure My Seat>

The time is now, %First Name%.

Rise above what you thought wasn't possible and step into the reality of your true potential.

You deserve this. Your dreams deserve this. And Your children and grandchildren deserve this.

Embark on a remarkable journey at **SheCan '23**.
Your transformation awaits...

See you on the inside,
WREIN Team

<WREIN sig pic>

AC SEQUENCE TWO -

EMAIL #1

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 🙅

Send Time: Send 4 days before SheCan '23 begins

SL: %First Name%, The Countdown Begins... ⌚

PH: <5 Days Remain! Don't Get Left Out!

<SHECAN '23 BANNER>

<countdown timer>

%First Name%,

We're reaching out with an exciting update!

In just 4 days, the LARGEST event for women investing in real estate in the country will commence! 🎉

We noticed that you haven't completed your ticket checkout yet, and we wanted to extend one final reminder for you to secure your seat!

SheCan '23 is a transformative experience that will equip you with the tools, knowledge, and connections to thrive in your real estate investments. 💰

Don't let this chance slip away to learn from industry experts like Tim Tebow or Brooke Thomas!

2 Reasons To Act Now:

1. Limited Availability – Seats are filling up fast, and we don't want you to miss out on this exclusive event. Reserve your spot today!
2. Life-Changing Insights – At SheCan '23, inspiration meets action. Join us for a dynamic lineup of speakers who will share their expertise and empower you to take control of your financial future through investing in real estate the right way.

Don't wait any longer. Click the button below to secure your ticket:

[Insert button to complete purchase]

If you have any questions or need assistance, our dedicated team is here to support you. Feel free to reach out to us at support@womensrein.com at any time.

The clock is ticking, %First Name%. ⌚

Take charge of your destiny, and claim your financial security at SheCan '23. Remember: If She Can, YOU Can Too!

See you on the inside,
WREIN Team
<WREIN sig pic>

EMAIL #2

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 👉

Send Time: Send 3 days before SheCan '23 begins

SL: %First Name%, Time is Running Out! ⌚

PH: Secure Your Spot Now!

<SHECAN '23 BANNER>

%First Name%,

We're reaching a critical point on our countdown to SheCan '23! ⌚

<countdown timer>

With only 3 days left until SheCan '23 begins, we noticed that you haven't secured your seat yet... 😞

Why Act Now?

1. Last Chance: As the days slip by, opportunities fade away. Reserve your seat today, as this is your final opportunity to be a part of history at the country's largest event for women investing in real estate.
2. Unleash Your Potential: Picture yourself surrounded by women who are driven by ambition and a shared goal of financial security. At SheCan '23, you'll tap into the collective energy and wisdom of our

esteemed speakers, gaining the insights and strategies needed to thrive in real estate investing.

SheCan '23 is not just an event; it's a catalyst for permanent change.

It's where dreams become realities, and where you'll find the guidance and inspiration you need to embark on your journey towards financial security through successfully investing in real estate.

Don't hesitate any longer. Click the link below to secure your ticket:

[Insert link to complete purchase]

If you have any questions or need assistance, please don't hesitate to contact us at support@womensrein.com.

We're here to help you every step of the way. ❤️

Time is of the essence, %First Name%... ⏰

Shape your financial future at **SheCan '23**. 25,000 other women will be there too. Right at your side.

Take action today, and embrace the transformative journey that lies ahead.

See you on the inside,
WREIN Team
<WREIN sig pic>

EMAIL #3

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 🙅

Send Time: Send 2 days before SheCan '23 begins

SL: "Will this work for ME?"

PH: Get Your Answer Inside 🙄

<SHECAN '23 BANNER>

Hey %First Name%,

You're probably wondering, "Will this SheCan '23 event work for ME?"

You're asking that question because you don't want to waste your time and money. You want real help. You want real results.

We want to share with you some testimonials we've gotten from people who have attended the our event in the past.

Whether you're a seasoned investor in real estate, looking to grow, or a beginner, **SheCan '23** will work for you.

Are you a mom? Here's what Dixie Reeves had to say:



**Dixie
Reeves**



"WREIN was a pure blessing. As a stay-at-home mom I was yearning for more."

Do you have a lot of debt? Here's what Vanessa Lackowitz had to say:



**Vanessa
Lackowitz**



"I started with tremendous debt a year ago, and now have \$978,000 of wealth. I still can't believe it."

Do you struggle with uncertainty? Imposter syndrome? Here's what Nile A. had to say:



**Nile
A.**



"If you feel like you're not good enough or where you've come from isn't enough, this is where you move on to become strong."

%First Name%, SheCan '23 has been life-changing for so many women, and it will work for you, too.

<Claim My Seat Now>

During the event, you'll have thousands of women just like you by your side every step of the way to make sure you feel confident in your investments.

Registration closes in 48 HOURS, so **Register Now** to secure your spot!

See you soon,

WREIN Team

<WREIN sig pic>

EMAIL #4

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 👉

Send Time: Send morning before SheCan '23 begins

SL: 🕒 FINAL HOURS: Your Ticket is EXPIRING! 🕒

PH: Don't Let Your Dreams Wait Another Year – It's Now or Never!

<SHECAN '23 BANNER>

<countdown timer>

%First Name%,

Can you imagine standing at the crossroads of your journey towards financial security?

Now, think of this crossroads as a conference hall, filled with the echo of inspiring success stories, expert advice, and the collective strength of thousands of like-minded women who are reshaping the world of real estate investing.

That is what **SheCan '23** offers, and your ticket to this enriching experience is just one click away!

We noticed you've left a ticket in your cart. We understand, commitments can be challenging, and decision-making can be tough.

But remember, this is not just an event – it's an investment in your future.

Picture yourself among thousands of like-minded women, absorbing priceless wisdom, connecting with potential partners, and igniting the spark for your next big investment.

SheCan '23 isn't just a event, it's a transformational journey.

Don't let this opportunity slip through your fingers!

Be a part of the history women make at **SheCan '23.**

Be a part of the women who dared to dream, who defied the odds, and are now leading the way in the world of real estate.

Remember: If She Can, YOU Can Too!

Click the button below to secure your seat at **SheCan '23.**

<Claim My Seat Now>

See you soon!

WREIN Team

<WREIN sig pic>

EMAIL #5

From: tresa@masterclass.womensrein.com

To: Women Who Give Us Their Info/Opt-In But Don't Purchase

Excluded: Everyone Other Than 👉

Send Time: Send six hours after email #4

SL: Your offer expires in a few hours, %First Name%! 🕒

PH: Here's your last chance to be a part of history!

<SHECAN '23 BANNER>

%First Name%,

The countdown is ending!

<countdown timer>

In just 6 hours, your access to SheCan '23, the country's largest event for women investing in real estate, will close!

Your life-changing ticket is waiting in your cart, but not for long!

We understand that life gets busy, and sometimes even our most desired plans take a backseat.

But this isn't just another plan – it's a turning point in your life and your family's lives forever.

Imagine being surrounded by smart and inspiring women in real estate, feeling the energy, the empowerment, the exchange of game-changing

ideas, and knowing you're a part of history as an attendee at the largest event for women investing in real estate in the country.

But time waits for no one, and neither does success.

Your chance to attend SheCan '23 is slipping away...

Don't miss your opportunity to invest in yourself, your future, and your family's future.

Claim your ticket now and step into a world where She Can, and so can YOU!

Click below to complete your purchase.

<Claim My Seat Now>

Your new future is just a click away.

See you soon,

WREIN Team

<WREIN sig pic>

Product Delivery Emails Strategy & Copy

STRATEGY —

Email 1: Confirmation Email

Goes out right after purchase - confirming the purchase and letting them know when/how they'll receive their products (in this case it's a digital product so they have immediate access)

Email 2: Delivery Email

Reiterates how to access materials, more praise for purchase, and builds customer loyalty by offering customer service access for any help or questions

Structure:

- Thank customers for their purchase, let them know their order was received and appreciated
- Confirm the contents of the order
- Provide useful details like how to access materials and customer service contact information
- Tell them to check their email for further information from Kajabi on login and such

Goal:

The main goal of sending emails after the customer has made a purchase is to provide information, value, and peace of mind. It's a great way to stay engaged with your customers and provide excellent customer service and customer retention.

These emails, which also act as customer retention emails, are sent to customers after they have completed their purchase, and can be used to build customer loyalty as well as increase sales.

CONFIRMATION EMAIL | UPSELL 1 (MINDSET MINI COURSE)

From: support@womensrein.com

To: Women Who Make Upsell #1 Purchase

Excluded: Everyone Except 🙅

Send Time: Directly After Purchase is Made

SL: 🧠 Your Mindset Makeover Begins Now! 🚨

PH: Thank You For Your Purchase!

<Insert Upsell Banner Here>

%FIRST NAME%,

We're sooo excited for you! 🎉

You're about to dip your 🧠 in pure **GOLD!**

Your order is confirmed for **Think Like An Investor: Mindset Makeover** course.

Your transformation begins on [Enter Date Here.]

Keep an eye on your inbox on [Enter Date Here.]
for your course deliverables!

In the meantime, here's some vital info regarding
the **Think Like An Investor: Mindset Makeover**
course! 📧

We've teamed up with Kajabi, an online learning
platform, to give you a seamless experience.

You'll receive an email from Kajabi with your login details on [Enter Date Here] *Keep an eye on your inbox (and maybe even the spam folder) for that!*

You can access the **Think Like An Investor: Mindset Makeover** course in four easy steps:

1. Go to Kajabi.com or open the Kajabi App
2. Log in using credentials provided in your Kajabi email
3. When you log in the name of the course will be at the top of the page
4. Click the course photo and then click "Get Started"

Once you're in, you'll have everything you need at your fingertips. 🧠 And the best part? You can start whenever you want and go at your own pace.

If you ever need a hand, our customer success team is here for you. Contact us at support@womensrein.com or give us a call at (XXX) XXX-XXXX.

We're available M-F, 9 am to 5 pm (central time), and we're always eager to help. ❤️

Don't be surprised if you're so ✨inspired✨ that you find yourself wanting to share this course with a friend! 👯

Your **Think Like An Investor: Mindset Makeover** course will be delivered on [Enter Date Here] *so be sure to keep an eye on your inbox!*

DELIVERY EMAIL | UPSELL 1 (MINDSET MINI COURSE)

From: support@womensrein.com

To: Women Who Made Upsell #1 Purchase in past 24 hours

Excluded: Everyone Except 🙅

Send Time: 24 hours after they made upsell #1 purchase

SL: Investor Mindset: Unlocked! 🔑

PH: Thank You For Your Purchase!

<Insert Upsell Banner Here>

%FIRST NAME%,

WOW! 🤖

In the past 24 hours, you made a life-changing decision: you purchased the **Think Like An Investor: Mindset Makeover** course.

This definitive course will transform your mindset into one of a millionaire investor in real estate!

Your course will be delivered on [Enter Date Here.]

In the meantime, here's some vital info regarding the **Think Like An Investor: Mindset Makeover** course. 📧

Keep an eye on your inbox for an email from Kajabi. This email will include your login details and course access instructions.

If you ever need any help at all, we're here for you at support@womensrein.com or (XXX) XXX-XXXX.

Get ready to be blown away, gorgeous! ✨

Think Like An Investor: Mindset Makeover course
will be delivered on [Enter Date Here.] *Keep an eye
on your inbox!*

See you soon!

WREIN TEAM

<WREIN sig pic>

CONFIRMATION EMAIL | UPSELL 2 (OPM 2.0)

From: support@womensrein.com

To: Women Who Make Upsell #2 Purchase

Excluded: Everyone Except 🙅

Send Time: Directly After Purchase is Made

SL: Loading Your Investing Superpower... 🚀

PH: OPM 2.0 Course Purchase Confirmed.

<Insert Upsell Banner Here>

%FIRST NAME%,

Congratulations! 🎉

You now have the 🗝️ to using other people's money to invest in real estate!

Your purchase is confirmed for the **OPM 2.0 Workshop!**

Prepare to embark on a thrilling path that will forever change how you invest in real estate.

Your course will be delivered on [Enter Date Here.]

In the meantime, here's some vital info regarding the **OPM 2.0 Workshop!** 📌

We've teamed up with Kajabi, an amazing online learning platform, to give you a seamless course experience.

You'll receive an email from Kajabi with your login details soon! *Keep an eye on your inbox (and maybe even the spam folder) for that!*

You can access the **OPM 2.0 Workshop** at any time in four easy steps:

5. Go to Kajabi.com or open the Kajabi App
6. Log in using credentials provided in your Kajabi email
7. When you log in the name of the course will be at the top of the page
8. Click the course photo and then click "Get Started"

Once you're in, you'll have everything you need at your fingertips. 🙌 And the best part? You can start whenever you want and go at your own pace.

If you ever need a hand, our customer success team is here for you. Contact us at support@womensrein.com or give us a call at (XXX) XXX-XXXX.

We're available M-F, 9 am to 5 pm (central time), and we're always eager to help. ❤️

We can't wait for you to dive into the **OPM 2.0 Workshop** and unlock your real estate investment's true potential!

Don't be surprised if you're so inspired that you find yourself wanting to share this course with a friend!



The **OPM 2.0 Workshop** will be delivered on [Enter Date Here.] *Keep an eye on your inbox (and maybe even the spam folder) for that!*

Sending you all our best,
WREIN TEAM

<WREIN sig pic>

DELIVERY EMAIL | UPSELL 2 (OPM 2.0)

From: support@womensrein.com

To: Women Who Made Upsell #2 Purchase in past 24 hours

Excluded: Everyone Except 🙅

Send Time: 24 hours after upsell #2 purchase

SL: OPM Unlocked! 🗝

PH: Congrats On Your Purchase! Prepare For A Profitable Journey

<Insert Upsell Banner Here>

%FIRST NAME%,

In the past 24 hours, you made a life-changing decision by purchasing the **OPM 2.0 Workshop**.

Prepare to skyrocket your real estate investments with other people's money!

Your course will be delivered on [Enter Date Here.]

In the meantime, here's some vital info regarding the **OPM 2.0 Workshop!** 📌

Keep an eye on your inbox for an email from Kajabi; it includes your login details and course access instructions.

If you ever need help, we're here for you at support@womensrein.com or (XXX) XXX-XXXX.

Get ready to be blown away by your investments, gorgeous! ✨

Your transformational course will be delivered on [Enter Date Here.]

Big hugs,
WREIN TEAM

<WREIN sig pic>

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PEOPLE, PETS, PLANET

YOUR FRIENDLY REMINDER



Click Your Cause Below to
Make Your Click for

FREE



CLICK HERE to Help People, Pets and the Planet

Send Good Packs to Floridians in Need

The people of Florida have been hit hard by hurricanes this season - and more are likely to come. Each Good Pack helps a person in need have access to several basic necessities.

Oops, we're sorry!

YOUR ANIMAL RESCUE SITE STORE EMAIL
MAY HAVE LOOKED A LITTLE FUNNY THIS MORNING.

Here's a special offer to help make it up:

\$5 OFF

YOUR \$35 ORDER!

Code: SORRY

Expires Tomorrow!

CONTINUE YOUR SUPPORT >

Below is the content you should've received earlier:

It's the 3rd Annual Shelter Bowl!

For a limited time,
just \$5 funds 100 meals
for animals in need +
all donations will
be matched by Purina®!

Football viewers this Sunday will spend
an estimated \$81 per person on food
and beverages. But, for that same
amount, the Shelter Bowl will deliver
1,620 meals to shelter pets in need!

Score A Goal for Animals In Need >

GreaterGood.org PURINA
Your Pet, Our Passion.

Don't Miss Out!

These popular prices on
our weekly faves end tonight!

Grab
Em
Before
They're
Gone! >



Hurry to the Flurry!

Today is the **LAST DAY** to
shop the Flurry of Savings Sale!

Paw Beat Hoodie



From \$29⁹⁹
Reg. \$39⁹⁹

Fuzzy Friends Slipper Socks



2 Pairs for just \$9⁹⁹
Reg. \$14⁹⁹

Shop Now >

Home
Sweet Home
Sale >

Shop All
Sale >

*Some exclusive designs offer good on up to \$25 orders through Thursday, February 14, 11:59 PM PST. Offer \$20000 in the promotion ends Feb 14 during checkout to redeem. Orders must be shipped within required purchase before shipping and for all discounts are applied. Excludes items that are not marked as Buy One Get One Offer, Gift, Free Gift, Buy One Get One, and Gift with Purchase. Cannot be combined with any other offer. Offer ends 2/14/17.

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To ensure delivery to your inbox, add info@greatergood.org to your address book/contacts. GreaterGood stores, 10000 GreaterGood Way, GreaterGood, Suite 1000, Seattle, WA 98101. 1-800-888-4381 Customer Service Hours: 9 AM - 5 PM, 7 days a week.

Click to Grow - FREE - Shop & Give More



Tri State Enterprise Emails



Is Your AS-phalt Summer Ready?

Do your driveway estimates feel like you're reading a foreign language?

Binder, grade, type 6, type 7, reflective cracks, alligatoring, sub-base, saw cut, resurface, crusher run, etc....

At *Tri-State Paving*, we take the time to educate our customers so we can decide together what the best plan is for your project AND your budget.

Knowledge is power and we want our customers to feel empowered, not frustrated.

Our team takes the time to fully understand your vision and budget during your free consultation and beyond!


2021 Paving Season is here. Will this be the year you finally cross off that project?


Give us a ring at (606) 202-7704 to claim your 100% free estimate today!


See ya outside,
The TSE Crew



KEEP IN TOUCH

 FOLLOW us on FACEBOOK

 BROWSE our WEBSITE

 CONTACT us ONLINE

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Our mailing address is:

Tri State Enterprise

1305 Argillite Rd

Flatwoods, KY 41134-1101

Want to change how you receive these emails?

You can update your preferences or unsubscribe from this list.

A Special Gift For You

You Deserve This.

What would your reaction be if you went out for dinner and ordered a sirloin steak, but instead you received a filet mignon at no extra charge?

Would you consider that a gift of some sort? Because that's exactly what [your special gift](#) from Tri-State Enterprise is comparable too.

We recognize the importance of home renovations that LAST.

That's why we're offering customers an upgrade to our highest quality, premium paver stones for FREE.

Yup. 100% Free.

To claim your gift before it expires, click the button below and your project will be automatically [upgraded for free!](#)

Get Started



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Our mailing address is:

Tri State Enterprise

1305 Argillite Rd

Flatwoods, KY 41120-1102

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You can [update your preferences](#) or [unsubscribe from this list](#).