

The Deeper Path Cohort Sample Email Script

Note: This is only a script. The more “authentic” you make this email the better. Use your own voice and DO NOT copy it word for word. We live in a small world. It will get around if you just blast this email out to people. And it WON'T work then. Use your own short examples and tell your own story. It's only a guide...but it DOES work.

First Official Email:

Hi _____,

Hope your day is going great. From what I've heard you've been experiencing some great success. Congratulations!

I've found that clarity is the key.

As you might know I am taking a few select people through a transformational process that is helping them achieve amazing results. We've seen the following pattern:

Clarity>Competence>Confidence>Influence>Impact/Income

I have a group starting in the next few days and I have _____ spots left. I had a feeling you might want one of them.

I have an awesome 2 minute video that tells you more about it. The director studied under Sir Ridley Scott, the guy who produced Gladiator. Would you like to see it?

First Email Reply:

Thanks for your email. I'd love to see the video. It sounds fascinating.

Second Official Email:

Great. I'm so glad you want to see it. Here's the link for the video.
<http://www.youtube.com/watch?v=tUUXCrFCBJO> I hope you enjoy it.

If you're interested in joining the cohort contact me back quickly. I've offered the last _____ spots to a very short list and whoever grabs it gets it.

This coaching cohort is modeled after the structure (the Deeper Path/OPUS) built by one of my coaches. It's 10 sessions long. He took me through it before I _____ or had any _____.
(talk about transformation) It helped me get clarity and find my voice in a stronger, more authentic way.

Blessings on all you are doing _____! (their name)

(Your name)

Second Email Reply:

I am interested, what are your fees? And I am traveling quite a bit in the near future. I am not sure I can do it.

Third Official Email:

I understand about traveling. The coaching cohort is 10 sessions long. You can miss some sessions. We do record them all and I will send them to you.

I am more excited about this than almost anything else (besides my faith and family). The process works. I believe it so much that if you are not 100% happy after the 3rd session (Just show up on the calls) then I will return your money no questions asked.

Hurry though..several people are seriously considering the last _____ spots....so if you want it, let me know. All the details about the cohort are included in the attached sheet. (Include a PDF of the Cohort)

You can register below: (Put your own way to register)

Tuesday nights 9-10 PM Eastern

<http://www.karyoberbrunner.com/store/deeper-path-cohort-sept-16th-copy>

Here are a few comments from people who've experienced amazing results.

PUT YOUR OWN TESTIMONIALS_____

Ever felt like someone just “wrote your book?” Just was on a Deeper Path call. Talk about “powering MY OWN potential.” Thank you!!!

– Pam from North Carolina

Getting absolute clarity for my OPUS on my Deeper Path Coaching call. Unbelievable... -Bob from Canada

Third Email Reply:

Kary, I signed up today! I am in _____ right now so won't be able to be on this evening's call, but I would love to receive the recording. I am looking forward to the journey! Thank you!

Fourth Official Email:

Huge congrats. You got the spot. This is going to be awesome _____.

Possible Objection:

I joined. I also sent the above information to my friend too. She wants to join but it might be hard due to her work schedule and young children.

Possible Answer:

Even if she can't BE on the call, here is what I can do for her.

I understand she can't be on the calls. That isn't a problem. She can still do her homework and submit it in. I will read her homework over the recording and offer her tweaks and revisions. We can also interact in between the sessions via email.

Also, she can always pop on to the live calls for 10 min. I can address her OPUS specifically. Then she can jump off and catch the rest of the recording. I hope this helps.