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# Invitation Email Template

Hey [name],

I'm writing to let you know about this thing I'm up to. Something special is happening for me, and I wanted you to know.

Here's the story:

In the past few [months, years] I've been working on a specific [shortcut, technique] that helps [ideal client] [fix specific problem, accomplish specific goal]. I've actually come up with a pretty amazing [process, system, set of concepts, toolkit] that I can apply directly to people's specific situations. My [background, interest] in [this niche] has really led me to create something that's directly applicable to solving [big problem].

The thing is, most people don't know there are counterintuitive ways to [accomplish goal], while [avoiding pain]. Figuring out just a few specific things like [a mindset shift, a new behavior, a business solution] is all it takes to get [specific result/benefit].

The foundation of this is based on these three things:

- Realizing the power of this simple [mindset shift, idea]
- Knowing how to feel differently about [important action]
- Putting those together to consistently have [new behavior, way of being, great result]

So here's what I've got for you:

Because I want to test out my new [process, system, set of concepts, toolkit] on more people dealing with [problem], I'm offering a few spots on my calendar to go through my "[bolded well named irresistible conversation]."

But, I only have 3 times available for this right now, and I'm going to take the first people who respond. If you want me to take you through this process for 20-30 minutes just [shoot me an email, use this calendar link] to schedule a time.

Here's what you'll leave with:

- Why [big problem] is probably not the real thing holding you back
- What the best [secret, tactic, process] is to quickly get [benefit]
- How to get exactly the outcome you want regarding your [situation]
- Your exact next steps to take after the call so you can get [big benefit] immediately



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[OPTIONAL if you use an audio service] Oh, and I'm happy to record the call in case any really great ideas come up, and you can have the MP3 to keep.

I'm excited to do this with you (or someone you might know, feel free to share), and I appreciate your time checking out my new [system, process, idea]. The more people I can take through this [process, system, technique] the better.

Let me know if [fixing problem, getting benefit] is something you'd like to do. Talk soon,

[your name]

PS - These spots will go fast. If for any reason they are gone by the time you read this, I'll do my best to see if there's another time that works. But if I can't fit you in, I'll certainly keep you in mind the next time I do something like this. Just let me know that you're interested by [emailing me, clicking this link].



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