

EMAIL 1 – EVALUATE INTEREST

SL

Are you interested? (Details inside)

BODY

Hi there!

I have something kinda exciting that I want to ask you, but let me give you a little bit of back story first...

I just got back from a dance studio seminar.

(You remember that my other, non-online business is a dance studio, right?)

I talked with *so* many talented and passionate studio owners! It was a blast.

But I was also surprised at how many questions they had for little old me. (I wasn't running the seminar, after all.)

People were really curious about how I could run both my dance studio and my online business—at the same time, and profitably.

And not to brag, but very profitably! ☺

I was talking to a lot of people who were really “in the weeds” with their businesses.

As in, they're working ALL the time just to keep the doors open, the students coming in, and the lights on.

They were pretty stunned when I told them that I spend only about two hours every week working on my business. (And that's *on* it, too—not *in* it.)

And that my online business has actually *positively* impacted my studios.

They were shocked...

Until I explained how I do it. Then they were pumped—because they immediately got that they could do it, too.

So, here's where my question comes in:

I'm thinking about doing a 1-hour free live call to basically give *you* the same information:

To share with you how my online business has allowed my studio to reach our highest student enrollment numbers yet and bring in a full \$100,000 more than last year.

I'd love to share with you how to take your studio business to the next level, definitely without putting in a billion hours a day! (More like 20 minutes each day.)

So, what I wanted to know is: Are you interested?

If you are, just hit reply and say, "Yes, I'm interested!" Simple as that.

Once I hear from you, I'll start working on it and then get you the details for the free call. I'm thinking next week.

In the meantime, too, if you have any questions, send 'em along!

I want to make sure this call is valuable to you, so please be sure to ask anything you can think of. I'd love to include it in the call.

Chances are, if it's in your head, there are a bunch of other people who have the same question.

Okay, that's it! But remember, if you'd like to hop on that free call with me, you have to let me know you're interested.

Just reply and let me know!

Talk to you soon!

Stacy

EMAIL 2 – A SURPRISE AND MYTHS

SL

Yay! We're doin' it! More info inside...

BODY

Hi there!

You asked for it, you got it!

I got an overwhelming response from my last email about the live free call—the one about running a successful studio (*and* an online business).

So I've scheduled the call! I put the details at the bottom...but I have something I want to share first.

It's what I call The Big Surprise.

But maybe I should call it The Big Shock, because that's how people usually react.

See, most mompreneurs have really great work ethics. (As if we have a choice, right?? :D)

And so they're willing to put in a ton of elbow grease.

Because most of them—maybe even most *people*—think that the more time you put into your business, the better it will do.

But guess what? Most people are *wrong*.

In fact, it can often be the opposite:

The *less* time you put in, the better it will do.

And not just “better”: Gangbusters.

Of course, I'm not saying you should give up working on your business in favor of naps and Netflix. (At least, not *every* day...)

There's a system behind scaling back your hours, a specific way to do it that makes it work.

And it's not hard to implement at all, but you have to know what and how to implement it.

Which is what most people haven't figured out.

And why most people work 100+ hours a week on their business just to barely stay afloat.

Sooooo, I thought we'd cover exactly how to do it on the call! Sound good?

I'll send a more detailed breakdown of the call and topics in a few days, but I wanted to give you a high-level look now.

Oh, and thank you for your questions! They've actually prompted me to add in a few things that I wasn't going to cover, so I'm thrilled you sent them.

If you think of any more things you'd like to know, please be sure to send them soon! I'm working on the outline of the call as we speak.

And, of course, to make sure you get on the call, be sure to sign up below. Spots are limited, and this one is looking pretty popular.

Here's all the info:

[CALL TITLE, DATE, & TIME]

[Click here to sign up.](#)

If you want to join me (and get the "how to" for getting better results while working less), be sure to sign up soon!

Thanks!
Stacy

EMAIL 3 – TAKING OWNERSHIP

SL

A crazy-crucial pre-topic

BODY

Hi there!

I'm going to send out the email about what we'll go over on the call shortly, but I wanted to cover something really important first.

Per my subject line, something crazy-crucial.

It's actually something I need from you before you get on the call.

Before you do anything, really.

And it'll only take a second, but it's not an easy second to take.

See, something that a lot of entrepreneurs don't understand is that the success or failure of their businesses is almost entirely in their hands.

Like 99.9%.

When things aren't working, it's easy to look for outside reasons.

"It's a bad business climate."

"The web traffic/foot traffic just isn't there."

"There's too much competition."

But all of this—*all* of this—can be overcome.

In fact, it's looking for outside reasons that's a huge contributor to why some businesses don't work.

So what I need from you today,

(before we get on the free call on [DATE linked to sign up URL])

is something that, honestly, not a lot of people are willing to do.

But you're not "a lot of people." ☺ So I'm askin'.

What I want you to do is make the commitment to own everything.

To fully, bravely, laugh-in-the-face-of-opposition-ly, pledge that you're willing to take responsibility for the fate of your business.

It's scarier than you'd think it'd be, right??

But that's why it's so important!

You can't be successful until you get real with yourself and with the world, and that's why I want you to make this pledge *before* you get on our call.

So if you're willing to do it, (and I deeply hope you are), just reply to this email and let me know.

Tell me "I take full responsibility for the success of my business and the happiness in my life."

Heck, if you're feeling *really* brave, post it on Facebook or Twitter and tag me so I can see it!

Because when you say that, you tell the world—the universe!—that you're in it to win it.

That you won't accept anything less.

That you'll do what it takes to make your dream come true.

So be brave. I believe in you!

(There are details coming about the call soon, so I want you to get this taken care of first.)

Hit reply and tell me *now*.

Lots of (sometimes tough) love,
Stacy

EMAIL 4 – STEPS WE WILL DISCUSS

SL

The details you've been waiting for

BODY

Hi there!

It's almost time for our free call!

I hope you're getting excited, because I certainly am. ☺ You all sent through some *great* questions!

And some of the topics we'll be covering are things I've *never* covered before.

We're talking some real "behind the curtains" kind of stuff.

So I wanted to send out this email today to give you a bit more detail about what we're going to go over.

As I mentioned in previous emails, one of the big topics will be how to run your business and your marketing so that you spend *less* time working on it (and in it) and get *more* results.

This topic alone is worth tuning in for, believe me. It's a complete game changer.

Along those lines, we're also going to cover how to get over the guilt of not being in your studio 24/7—and why my dance families are actually 100% okay with it.

Again, we're talking less time for better results. I don't have to see every single student and family to generate crazy loyalty and referrals.

We'll go over three brand new strategies I've put into play that I actually created as a mash-up of what I learned in my online business and outside trainings.

This is stuff that's specific to the dance studio business, they're all major success builders...and it's stuff nobody else is talking about.

I'm also going to let you in on the biggest thing that I've *stopped* doing, and why it's been so good for business. (It'll be a relief.)

Plus, we'll go over some online tools that I needed to invest in to keep up with today's business market that I never had to consider before.

Don't worry about that word "investment", by the way. They're all reasonable, but they'll also absolutely pay for themselves many times over.

And this stuff is just the tip of the iceberg.

Oh!

I almost forgot an important note:

****There will be *no* replay.****

That means if you want to learn all of these tactics and tools, you've *got* to be on the live call.

If the spots on the call completely fill up, I'm toying with doing another live call next week, but that's still theoretical.

So if you want to be sure you learn everything in this email (and more), the real step-by-step plan of what I've done to make my businesses a huge success —and one that keeps growing every year—then you've *got* to be on this call.

Make the time to be on the call now, and you can watch your business thrive moving forward.

[If you haven't yet, click here to sign up and reserve your spot.](#)

I'll talk to you tomorrow!!
Stacy

EMAIL 5 – CALL TO ACTION

SL

Oooo... You missed this. (But good news!)

BODY

Hi there,

I missed you yesterday!

But as someone whose basement has flooded, whose babysitter has flaked, and whose clients sometimes need me at the weirdest times, I get it.

Sometimes life gets in the way.

Which is why I'm sending this.

Like I said, there's no replay of yesterday's call...

But I *have* decided to do another live call next week. (I'm kind of a big believer in second chances.)

Here are the details:

[DATE AND TIME]

[And you can click here to reserve your spot.](#)

Again, there won't be a replay, so this is your very last chance to learn the studio success secrets I cover, including

- How to run your business and your marketing so that you spend *less* time working on it (and in it) and get *more* results
- How to get over the guilt of not being in your studio all the time—and why my dance families are fiiiiine with it
- Three brand new, studio-specific success strategies I created as a mash-up of what I learned in my online business and outside trainings
- The biggest thing that I've *stopped* doing, and why it's been so good for business
- Plus, online tools that I needed to invest in to keep up with today's business market

And, of course, plenty more. ☺

[Here's that link again to sign up.](#)

But there's also one more thing we talked about on the call that I want to make sure you're aware of.

I've gotten such an amazing response from dance studio owners, that I've gone ahead and created an in-depth, full-on training program.

It's a 90-day program that starts on November 21st. And it's going to *completely* revolutionize your business.

(Yes, I know: All doubters' ears just perked up. But you *can* make your business a huge success in just 90 days, and you and I are going to do it together.)

It'll consist of:

- Live Q&A calls with me every week (we'll be off for Christmas/New Years)
- A done-for-you, complete 12-month marketing calendar with systems for absolutely everything. This includes what to do 90 days out, 30 days out, 1 week out, the day of, and even a week after for follow up.

And you *don't* need a full-time person to do this!

- A system for creating a "we give you more" document that will position you far and above your competitors
- The secrets to upselling students, even if you have a very recreational studio
- The "second location" system: Why most second locations fail, and how to make yours even more profitable than the first one!
- A complete system and strategy for tracking your competitors and how to use it to plan your classes and always stay at least two steps ahead

Plus, it'll include these bonuses:

- Bonus 1: A special, one-hour "How to Get Started in Real Estate" class. This will completely change how you look at your studio and your assets—and you'll be surprised at how easy it can be.
- Bonus 2: A special, one-hour "How to Create a Six Figure Online Business" class. If you ask me, you can never have too much revenue or too many streams of income. Here's a complete system for creating another one in next-to-no time.
- Bonus 3: Two tickets to my "Get Focused Academy" live event in April! (Valued at \$497)
- Bonus 4: My exclusive Mompreneur Money Map Video Library. We're talking 12 *weeks* worth of content here, and you get it all. (This alone is valued at \$1,800)

If you're ready to super-charge your studio business and maximize your revenue—without driving yourself crazy or working your poor self to the bone—this is where you've *got* to be.

One warning though: This is only open to 10 mompreneur dance studio owners.

Once those spots fill up, registration *closes*.

And, actually, I'm writing this to you before I checked yesterday's sign ups because I wanted to get it out, so I'm not sure how many are left.

Long story short: space is *extremely* limited and you can't wait.

I'm also giving you the option of paying \$497 over the course of three months, *or* getting a major discount by paying \$1297 at once.

So, you have two things to do.

One: Sign up for next week's free live call! I don't want you to miss it again. 😊

Two: Sign up now for my 90-Day Studio Owner Program.

You owe it to yourself, your business, your employees, and your dancers to make your studio the success it deserves to be.

It's all within your reach, and we can absolutely get you there together.

You're not in the business to be stressed out or anxious all the time, you're in the business to succeed.

So let's make sure you *thrive*.

Sign up now for my 90-Day Studio Owner Program now.

Talk to you soon!

Stacy