

Email 1

GOAL - get the reader to download and use the 50 Questions Freebie

From: Marla Tabaka, Entrepreneur Coach

SUBJECT LINE

Your 50 Tough Questions Action Sheet is inside NAME

BODY

Hey _____, it's Marla here. Congratulations for taking this step! Here is your 50 Questions action sheet:

50 Tough Questions You Never Ask Yourself But Should

I'm so glad you're here! This is an exciting moment for you and your business.

As an entrepreneur coach, a healthy mindset and happiness matter first and foremost to me. After all, happy entrepreneurs are more likely to have flourishing businesses.

Lasting growth starts with introspection - examining your own mental and emotional state is not the easiest thing to do. Many of those I speak to have missed this key step that will help you on your way to achieving your life and business goals.

Fear not - don't let the \$0 price tag fool you.

The questions in here are tough but priceless!

They could change the way you look at everything forever!

I suggest you take a few coffee breaks with this action sheet in front of you:

- *Answer a few questions at a time.*
- *Take time to reflect on your answers.*
- *Then take action.*

CTA

Download your action sheet here and get started.

50 Tough Questions You Never Ask Yourself But Should - [Link to Freebie](#)

It's great to have you here!

Marla

PS - Don't forget to come back and tell me what you've learned about yourself, NAME!

*What are the steps you need to implement first? Hit reply to this message and let me know. **MT - ask BB if this is possible.***

Email 2

Goal - Drive traffic to Marla's site.

From: Marla Tabaka, Entrepreneur Coach

SUBJECT LINE

A/B test

A: Stop wasting time on overwhelm: Do this instead

B: Sky-rocket your well-being with this easy hack

BODY

Hey _____, it's Marla here again. How did it go with your 50 tough questions? What did they reveal about you and your business? Seriously, I'd love to know (the good stuff and the frustrating stuff) so drop me an email soon! [BB-EMAIL LINK?](#)

If you're feeling a bit deflated or overwhelmed, you're not alone. It's so tempting to focus on all the things you need to get done or the things that are frustrating you the most. You know, those nagging voices in your head that shame or pressure you the most?

But NAME, Have you ever paused to reflect on all of the successful things you have achieved?

Taking time to reflect on your progress, no matter how small, will increase your sense of wellbeing AND make you more confident and productive!

Take time now to appreciate one thing you have accomplished today. How does it impact your goals? One simple pause in your day can make all the difference.

Feels great right? Excited to find out more?

CTA

[Read More About The Pause](#)

Hit reply to this message and let me know what you celebrated today when you practiced The Pause.

By doing this one tiny action, you chose to kick overwhelm to the curb. You focused on your success.

You are flippin' amazing NAME and you have made the first step toward unshakeable self-belief. Congratulations!

I believe in you,

Marla

Ready to kick-butt and become the entrepreneur you know you can be?

[Schedule a free 30 minute call](#) with me. Let's see if we're a good fit.

Email 3

GOAL: Build awareness of Marla's approach - Balance of Strategy and Mindset mastery

FROM: Marla Tabaka, Entrepreneur Coach

SUBJECT LINE

A: Your secret weapon to even greater success!

B: Let's meet your goals way faster!

BODY

You're doing great, NAME! In my last email I asked you to focus on on your achievements. This will lead you to greater confidence and to achieve so much more every day. Be proud!

Now let's move to the next step in your journey to profitability, freedom, and happiness!

As a coach, I passionately believe that you need to balance your business strategy with mindset mastery.

The way we feel can affect our energy and productivity, right? How long have you been stuck, NAME?

So what should you do when you feel weary, depressed, and discouraged? These can all be barriers to success. If we let them, but let's remove those barriers--Oh yes we can, NAME!

The first step is a bit counter-intuitive. I want you to give yourself permission to feel whatever it is that you're feeling right now. It's totally okay and important to acknowledge and accept all of your feelings, even the ones that don't feel so good.

But acceptance isn't easy, so I created this little 2-minute mindset exercise for you. And, yes...it's free!

CTA:

[Try the mindset exercise now](#)

Try it - I promise you'll feel more inspired to take your next steps. Nothing's gonna stop you now!

I'm here for ya NAME!

PS - One conversation can be all it takes to get you on the road to success. Are you ready? [Schedule a call with me.](#)

Email 4

GOAL: Awareness of Bullshit Challenge and how Marla can help them - like hiring Marla for free.

From: Marla Tabaka, Entrepreneur Coach

SUBJECT LINE

Loved my emails so far? Hire me for free!

BODY

Hire me for the next 10 days - for zero dollars!

*Hey there NAME,
Let's get real for a minute.*

No one cares about your business as much as you do. But that will all change when you partner with me as your business coach and ally. Because I get it. As your coach, your success is my success—it's my job, and it's my passion.

I understand - hiring a coach is a big step. It may even terrify you.

I felt EXACTLY the same when I hired a coach for the first time - but it was a major turning point for me and a huge relief!

So I have an idea for you.

Why not hire me for 10 days for FREE? Yep - for zip. Nada.

Here's how. (NOTE: I think we need to add something for a different next step for those who've already downloaded the challenge. Recognition that they did and maybe a simple, Call Me CTA.)

Join my Bullshift Challenge™ and receive a Mindset Mastery exercise email for 10 days.

*Hey if you've already worked through the Bullshift Challenge™, you rock! Nothing is going to stop you now so keep this momentum going!
CTA: Schedule a FREE call with me*

Together we will tackle these challenges:

Day 1 - Bullshifting Your Negative Thoughts

Day 2 - Facing Your Worst-Case Scenario

Day 3 - Finding Your Why

Day 4 - Transitioning Beyond the Imposter Syndrome

Day 5 - How to Change a Money Mindset That's Holding You Back

Day 6 - Let Go of the Hard Work Mentality

Day 7 - Formula to Fund New Hires

Day 8 - Erase the Effect of Negative Memories

Day 9 - Creating Effective Boundaries

Day 10 - Your Long Term Vision

CTA: Join the BullShift Challenge now!

See you inside, and remember, I am always here to cheer you on. Hit reply throughout the challenge and keep me updated on your thoughts, questions, and feelings as you go through the BullShift process.

Marla x

PS: Ready to make the leap to scale your growth, profit and freedom?

[Schedule a free 30-minute call with me](#)