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EMAIL #1

Subject: Pre-Workshop Routine

Hi <Name>,

What do you do to prepare for an important event?

We all have rituals that help us get our head in the game so we can kill it when we enter the room.

You might go over your notes, practice your body language, or do something else to get ready.

Here I'd like to talk about the routine that I go through before my workshops. My pre-game rituals if you will.

I make sure to do these same things every time, which I talk about in this video:

INSERT LINK TO VIDEO

First, I wake up and walk by the beach. If the weather's nice, I might go for a swim. It helps to get the blood flowing and energizes me.

I hang out with my kids a bit and we have some fun before the workshop. This sets the right tone for the rest of the day, and it makes me happy and more productive.

After that, I like to get my hair and beard done. I think it's essential to present yourself in the best way possible. The last thing my clients want to see is me looking shabby..

And last, I do lunch with my team. It allows us to bond, solve problems, and brainstorm whatever ideas come up.

Not to mention, spending time with them is super fun.

We get to connect with each other and the day ahead of us. Also, we make sure that we're all on the same page and go over everything we have to do. This ensures that we'll be ready for everything that might come our way.

How about you? Do you have a routine that gets you ready for superior performance?

Watch the video and steal some of my ideas, if you wish.

Taki 'Preparer' Moore

EMAIL #2

Subject: 3 Holiday Mistakes Coaches Make

Hi <Name>,

The holidays are just around the corner, and we all know what that means: it's time to get out of the grind mode and take a well-deserved vacation.

Or is it?

You see, many coaches believe that it's unnecessary to work during the holidays. This can be a costly mindset that results in them making three big mistakes.

I get into this further in this video:

INSERT LINK TO VIDEO

1. Calling Off the Hunt Too Early

If you're like most coaches, I know what you're thinking at this time of the year.

'Everybody's going to do their own thing, so there's no point in me chasing after clients.'

Not only is this not true, but you're missing out on a great opportunity to bag some A-grade clients during the holidays. It's actually one of the best periods to chase after new leads and expand your business.

Here's what I want you to do:

Market yourself all the way through to the 31st of December. You never know if someone might be making a New Year's resolution to seek out a coach to help them grow their business.

You want to be that coach.

2. Not Providing Value During the Holiday Season

In addition to not chasing after new clients, many coaches forget about their existing clients during the holidays. They assume that the clients will take time off and won't need their services.

But that's not true. As long as they're paying you, your clients expect value. The holidays are no excuse.

Make sure to find a way to deliver value. It doesn't matter if your clients are looking for it during the holidays.

3. Failing to Preload the New Year

As the year comes to an end, your achievements and losses for the year will become clear. Our ambition is often too big such that we don't always meet all of our goals.

But even if you hit it out of the park, what's the plan for the year ahead?

Without one, you'll be limping into the new year. It's going to take time for you to get your mojo back. The market isn't going to wait for you to catch up.

You'll want to make a plan for the new year and start working on it on the first day.

To learn more about avoiding common holiday mistakes, watch the video.

Taki 'Planner' Moore

EMAIL #3

Subject: Leverage Coaching

Hi <Name>,

How do you structure your coaching?

If you're like most coaches, you're likely doing one-on-one sessions.

There's nothing wrong with this. With one-on-one coaching, you get to devote all your attention to the one client.

But is this really the best way to structure your business?

I don't think so.

There are a few reasons for this.

First of all, it's really hard to scale with one-on-one sessions. We all get the same 24 hours a day, so inevitably, you'll reach a point where you can't take on any more clients.

And even before that, you might become overworked. Not only that, your work will feel rather monotonous.

You'll meet with one client, help them to solve their problems, and move on to the next. It's like Groundhog Day over and over again.

You don't want to run your business and live your life on repeat every day.

On top of that, one-on-one coaching may not always work for the client. That's because they won't have the same sense of community working one-on-one as they'd get working in a group.

Coaches and companies need a network or support system – people who will kick them in the butt when they need it.

With all this in mind, it's safe to say that one-on-one coaching comes with quite a number of flaws. This is why leveraged coaching is a much better option for those who really want to scale. By this, I mean growing your business without worrying about bottlenecks or interruptions.

You can smear your knowledge across multiple clients at once without sacrificing the value that you're providing.

But how?

There are many ways to move your coaching from one-to-one to one-to-many. I'll show you how you can do it in the next couple of emails.

One-to-many leveraged coaching has worked amazingly for me and other coaches. You're going to want to do that.

Taki 'Leverage' Moore

EMAIL #4

Subject: Skill Sessions

Hi <Name>,

So, you've learned from my last email that a teach webinar is perfect for coaching more clients in less time.

As I've mentioned, there are other ways to scale your business. I'd like to dive into another super-useful model:

Skill sessions.

Webinars are all about giving your clients new content to explore. Skill sessions, on the other hand, are about further exploration of the content that you've already presented.

These sessions are about giving people practical ways to implement what they've learned.

The structure of a skill session is quite simple. You have a short intro, after which you move onto a few skill drills.

Basically, skills drills are activities that your clients will work together to solve a common problem. You can have two to four skill drills that help people pick up more practical knowledge.

For example, I use three skill drills for sales calls:

- Lead the client
- Stretch the gap
- Get hired

Each of these helps clients learn new skills that they need to grow their business. At the end of the activities, we debrief the skill drills together.

In the debriefing, we note down everything they learned and highlight some of the most valuable lessons. In doing so, every person learns the best ways to achieve their goals.

To sum up, there are five steps to a successful skill drill:

1. Set up the activity
2. Split people into groups
3. Run the activity
4. Bring everyone back
5. Debrief the activity

The best part about skill drills and other one-to-many models is that they're super convenient for everyone. You can use a platform like Zoom to take it online and everyone can learn from the comfort of their home.

At the same time, you can build a sense of community. Your clients learn a ton of stuff and connect with one another.

Taki 'Skill Builder' Moore

EMAIL #5

Subject: Why Breathing Matters

Hi <Name>,

Breathing is about so much more than just survival.

We all know that we have to breathe, so I'm not going to talk about the obvious here.

Let's talk about *how* to breathe.

The thing is, breathing is automatic for all of us. We don't think about breathing – we just do it.

But have you ever switched your breathing to manual?

If not, you're missing out on a bunch of benefits that come with controlled breathing.

And this is what I mean when I say that breathing is vital. It doesn't just keep you alive.

If you use it wisely, your breathing can calm you down, energise you, and help to maintain a laser focus on whatever you have to do.

I call it mission-ready. Your breathing can take you to the point where you can handle any task that comes your way.

But how?

There are three breathing patterns that serve different but equally important purposes.

The first is the triangle pattern. You do this by inhaling through your nose, exhaling through the mouth, and then pause before repeating the cycle.

This pattern keeps you relaxed and grounded. Once you do it, you'll notice how much calmer you feel every time you get to the pause between breaths.

The second is a square, and it's all about control. With this pattern, you breathe in, pause, and then breathe out and pause again – all on the count of two. This will help you achieve more balance and energy.

And finally, there's the circular pattern, where you simply breathe in and out without pauses.

That's where the pace of your breathing comes into play. There are three possible paces and rhythms, which are:

- Fast and full

- Slow and full
- Fast and shallow

This last pattern can get you blood flowing and give you a boost of energy and focus. Paired with the square and triangle breathing patterns, you can be mission-ready in no time.

Taki 'Zen Breathing' Moore

EMAIL #1

Subject: Clear Up Your Perfectionism

Hey <Name>!

I want to talk about an issue that causes major money blocks for a lot of women out there.

It's an issue that I've dealt with in the past and it slowed me down so much. It definitely stopped me from living the life of abundance that I always wanted.

And it's probably stopping you too.

The issue?

Perfectionism.

I want you to think about the sorts of thoughts that you have about your business.

Do any of the following sound familiar:

"I can only feel like I'm successful if I'm earning more money than the people I serve. If I'm not more successful than them, why would they come to me?"

"If I'm going to help other people, I have to be perfect. I can't make mistakes or be anything less than the very best."

"I'm a fraud! I'm going to get found out and all of my clients will leave me."

These are the thoughts of the perfectionist woman.

And that means they're the thoughts of the woman who will always struggle to achieve abundance.

I believe that a lot of women have these thoughts because we've faced the same problems that our clients face.

We want to prove that we've overcome those problems.

But in desperately trying to prove ourselves, we lose sight of what we're doing. We focus more on appearing "perfect" and less on actually providing what our clients need.

You have to clear up your perfectionism.

Here's what I want you to remember.

Your clients come to you because they see that you have certain skills.

Yes, you can help them with their life or their business. But just as important, you're also somebody who's going to hold them accountable.

You're going to show them what they need to do and you're going to make sure that they do it.

Your job is to help them get through the same feelings that you're dealing with right now.

So start by giving yourself a break!

Treat yourself with compassion and you can do the same for your clients. Abundance will follow when you realize that perfection is a money block.

XX

Denise

P.S. When you're ready, here are four ways I can help you with your money mindset:

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EMAIL #2

Subject: Know Thyself

Hey <Name>!

A lot of gorgeous women out there find themselves stuck doing work that they hate.

That's draining in its own right. But the really big problem is that when you do something that you don't enjoy, you don't feel motivated by it.

And if you don't feel motivated by something, you're not going to put your all into growing it.

So...what we have here is a classic money block.

You've started your business and built it to a certain point. But now, you're starting to resent it because it's got you doing things that you don't want to do.

You don't have a lifestyle business.

You have something that you put just enough work into to generate the money you need to cover the basics in your life.

That's not what you want.

How do you escape this trap? How do you create a business that you want to nourish and grow to the point where it helps you create your life of abundance?

You need to know thyself!

You've got to figure out what you really love to do. These are the things that energize and excite you. They're the things that you want to do, which means they're the things that will make you the most money.

I need you to understand something right now.

You don't have to do anything just because you're good at it.

For example, you may be absolutely brilliant at putting together spreadsheets. But if you hate doing it, you're only going to pour so much of your passion and heart into it. And eventually, this talent of yours will become a block on your road to abundance.

Here's what I want you to do.

Grab a pad and pen and write down every single thing that you know that you're good at. No matter how small the thing might be, get it written down.

Then, go through the list and cross out everything that you don't enjoy doing. If you'd get bored doing it every single day, it gets struck out.

You're left with all of the things that you're good at and that you've love doing. And I promise you that it's these things that will allow you to create your life of abundance.

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EMAIL #3

Subject: Give Yourself Permission

Hey <Name>!

Let me share what a wonderful client of mine, Nathalie Lussier, recently said about my Bootcamp:

“During the Bootcamp, I set a big money goal and surpassed it by several thousand dollars! The biggest benefit for me beyond manifesting more money into my life and business was the concept of upgrading your life.”

There are two things I want to pull out of that.

One: Nathalie *surpassed* her big money goal.

Two: She focuses on upgrading her life.

This brings me to the idea of giving yourself permission to aim for more than what you require.

As women, we often struggle to give ourselves permission to chase after more than we need. Instead, we satisfy ourselves with having just about enough.

You can pay for your living expenses, so why get more?

Why save money in the bank?

Why try to build a business that generates more income than you need to cover your living expenses?

This mindset comes from what we're taught when we're younger.

We're always told that we should give something away when we have extra. Somebody else needs it and you don't, so give it to them.

We feel guilty when we don't do that.

And that guilt ultimately acts as a money block that stops us from achieving lives of abundance.

You start to self-sabotage.

Then, you start to look for ways to earn less, to get fewer clients, and to give away the extra. You may not even realize that you're doing it. You just have this nagging feeling inside that you have “too much.”

This idea of having “more” makes us feel really uncomfortable.

You need to overcome that discomfort. And to do that, you need to give yourself permission to have more than you actually “need.”

That's what Nathalie did!

And it's why she smashed past her money goal and upgraded her life.

Here's what I want you to do.

Put your hand on your heart and say these words:

"I have permission to have more than I need."

A life of abundance awaits you when you give yourself permission.

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Denise

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EMAIL #4

Subject: Yes, No, and Maybe

Hey <Name>!

A long time ago, I read a quote that really stuck with me:

"Say yes to everything for the first year."

That's advice from Danielle La Porte. And as a brand new entrepreneur, it sounded like really good advice to me. So good, in fact, that I took it to heart. I even went so far as to start wearing a necklace that said "Yes".

But as my business grew, I came to realize something...

Saying yes to everything can actually slow you down on your path to abundance. And if you keep doing it, saying yes can become a major money block in your life.

It works pretty well early on, I will say that.

When you first start your business, saying yes is great. It's really easy to say yes when you don't have a lot of work coming in.

But as your business grows, you're going to have to adapt. If you say yes to everything in the first year, you need to learn how to say no and maybe in the years that follow.

If you don't master no and maybe, you'll say yes to a lot of work that doesn't serve you. It doesn't create value for you or your business. And that means you're wasting time on work that, ultimately, doesn't help you to create your life of abundance.

Of course, there are plenty of things out there that you should say yes to.

You should say yes to anything that gets your heart pumping. Any opportunity that both excites and scares you is a definite yes from me.

You should say yes to any clients who fit what you're looking for from a perfect client. You should say yes to any relationship, professional or otherwise, that helps you to move forward.

But as your business grows, you've also got to say no.

You've got to say no to anything that takes you outside of your zone of genius. You've got to say no to the clients who offer no value.

And you've definitely got to say no to working for free unless you're absolutely certain that it will lead to bigger and better things.

And as for your maybes...

Reserve those for the situations when you need to ask some questions. Say maybe until you've got enough information.

Then decide if you're going to say yes or no.

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EMAIL #5

Subject: The Secret to Getting out of Debt

Hey <Name>!

Let's talk about debt.

Yes, I can already hear a few of you saying, "yuck!"

And I know why.

Debt is a bit of a taboo subject. We don't like talking about it, nor do we like acknowledging that it exists.

And we really don't like the feelings of guilt that we experience when we're in debt.

The problem is, avoiding the conversation means that you never solve the problem. The debt that's dragging you down will just get heavier and you'll never be free of it.

And being free of debt is an amazing feeling.

Just imagine being free to try whatever you want in life and business. You don't have to worry about keeping money aside to pay off loans.

You can just use what you have to build something better.

I know that you want to be in that place. That's why I'm going to share the biggest secret that I've discovered about getting out of debt:

Forgive Yourself

Believe me when I tell you that I'm no stranger to debt.

In fact, I spent pretty much all of my 20s in debt. At 25, I had a mortgage, overdraft, several loans, and credit cards.

I know what that weight feels like and I know that it can feel like it'll never go away.

And if you're not careful, these feelings can give way to the blame game. You start blaming yourself for getting in debt. Not only that, you also blame external influences, from the government through to your partner.

You blame and you blame but you never solve the problem.

But things will start to change when you practice forgiveness.

Forgive yourself for getting into debt.

Forgive anybody who you believe contributed to the debt.

In fact, forgive the debt for having the gall to exist in the first place!

When you learn to forgive, you shed all of the anger and guilt that paralyzes you. You clear up the emotional clutter and allow yourself to see things clearly.

And with that clarity comes the ability to create a plan for getting out of debt.

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EMAIL #1

Subject: Amazon Rewards Its People

Hi <Name>,

You've probably heard the horror stories in the press.

It seems like the media is trying to paint a picture of Amazon as being a terrible employer. Just browse the web for a few minutes and you'll find those stories.

But do you know what you're rarely going to see?

All of the stories about Amazon treating its people well!

So...that's exactly what we're going to give you here.

It starts with a program called "I Found the Right Place." The program, which is set in the UK, encourages Amazon's people to say why they love working for the company.

It's a great way to get feedback so that Amazon can keep improving. And on top of that, the company offers prizes to the best applicants!

And with 600 applicants for the last iteration of the program, it's clear that it's working.

In the most recent round, Amazon warehouse worker Agnieszka Oles won the grand prize. She spoke about the huge chances for promotion that she has at the company. And in her application, she said that she felt like she'd moved further forward in one year at Amazon than in 10 years of working other jobs.

But you want to know about her prize, right?

Amazon gave Agnieszka a trip to Seattle. She got to visit the Amazon headquarters, as well as see the sights around the city.

Now...you're probably wondering why we're telling you this.

As a prospective Amazon seller, you want to know that the company treats its people well. After all, you're likely going to have to rely on Amazon's warehouse workers to get your products to your customers.

Programs like "I Found the Right Place" show that Amazon truly does care about its people.

And it rewards those who deserve it.

That's great news for you as a seller because it means you have happy people handling your products.

And we're here to help you if you're ready to become a seller!

Take your first step and [register for our upcoming webinar today](#).

Warmly,

The Knowledge Source Team

EMAIL #2

Subject: The Walmart Copycats

Hi <Name>,

It's fair to say that the Amazon Prime program has been a huge success.

Year by year, we've seen Prime grow in membership. People love having access to one-day delivery through Amazon. They adore the exclusive deals that they get on products. And having access to a ton of music, movies, and TV shows as part of the deal definitely helps.

But there's something about success that we already know...

There will always be people out there who try to copy it.

That's exactly what we're seeing in the United States right now.

The country's biggest physical retailer, Walmart, has launched its own programme.

Walmart+ is a rebranding of the company's Delivery Unlimited service. And when you look into it, you can see that it's little more than a copy of Prime.

For one thing, the company charges a \$98 subscription fee for the service. That works out to about \$8 per month, which was how much Prime cost before 2018.

Walmart has also taken another lead from Amazon's book in terms of offering exclusive bonuses for members. Walmart+ allows members to get discounts on a range of items through the program.

It's even managed to one-up Amazon by offering same-day delivery on orders.

This sounds like exciting news for Walmart, right? But what on earth does it have to do with Amazon?

It's clear that this is a response to Amazon's dominance online. Where Amazon owns 40% of the market share, Walmart can only manage a paltry 5%.

But what this also shows us is that Amazon is the innovator in this situation.

Its closest competitors always find themselves playing catch-up, rather than inventing new things themselves.

Walmart may gain a little traction with its new service. But they're not going to eat into Amazon's market share. And while Walmart is copying Prime, you can bet that Amazon's working on the next big idea.

As a seller, you need to stick with the innovator. Don't worry about the copycats, because they'll never catch up.

If you're ready to start selling on the world's most successful ecommerce platform, we're ready to help you. Just [register for our upcoming webinar](#) to learn more.

Warmly,

The Knowledge Source Team

EMAIL #3

Subject: Yet Another Physical Store Brand

Hi <Name>,

If you've kept up with Amazon's movements recently, you know that they've done something unexpected.

During the last four years, the company has spent a lot of time opening up physical stores.

In fact, by the end of 2019 they'd set up six different brick and mortar brands.

And in 2020, they're creating another one.

The company opened Amazon Go Grocery in Seattle, and this store bears all of the hallmarks of its other physical stores. The aim here is to provide convenience for those who don't want to shop online. And the store also offers a cashier-less service, which means people can get in and out in no time.

More impressively, we're seeing Amazon move into a product line that they can't offer on the web. They're offering fresh food and produce in select cities.

And if the company has its way, everyone will be buying their groceries through Amazon Go Grocery.

Of course, these developments raise a key question...

Why has Amazon decided to go physical?

It's because, as popular as online shopping is, physical retail still holds the largest market share. This move shows that Amazon is looking to grab a slice of that pie for itself.

And more importantly, it shows that they're willing to go toe-to-toe with physical retail giants.

Amazon wants to implement its own form of innovation to an age-old concept. It's bringing something new into a space that hasn't seen a lot of forward momentum in a long time.

And finally, we're seeing Amazon experiment with creating new revenue streams.

And that's important to you as a seller.

The more successful Amazon becomes, the more opportunities you'll have.

The move to physical space may not immediately look like something that benefits you. But if Amazon pulls this off, and we know they can, the company will grow even more.

And that's great news for sellers.

We'd like to help you get ready for that growth.

[Join our upcoming webinar](#) to find out how.

Warmly,

The Knowledge Source Team

EMAIL #4

Subject: Prime Growth Outpaces Netflix

Hi <Name>,

We already know that Prime is an awesome service.

It gives buyers all sorts of bonuses for subscribing. They get faster (and free) delivery on many of the items that they buy. Plus, they get incentives to keep buying from Amazon.

Of course, that's great news for you as a seller.

The more Prime users there are, the more opportunities you have to sell. When Amazon does things that keep buyers coming back, you have the chance to get your products in front of new people.

And Amazon really did something to give its Prime service a boost last year.

How?

You may already know if you're a soccer fan.

In 2019, Amazon managed to secure the rights to a number of English Premier League games. And the English Premier League is one of the most popular sports associations in the world. If you know English soccer fans, you'll know that they'll follow their teams to the ends of the Earth.

They've certainly followed them onto Prime!

Industry figures show that Amazon Prime recorded a 35% growth in subscriber numbers in the UK in the final quarter of 2019.

The debut of the Premier League on the service made a huge difference there.

But the real news here is that this is the first time that Prime has outpaced Netflix's growth in the UK.

Of course, this is great news for sellers.

Yes, this growth comes on the back of Prime's TV and streaming services. However, everybody who joined up for the Premier League now has access to all of Prime's bonuses.

That means they get the free one-day shipping that Prime shoppers love so much!

With this one move, Amazon has bolstered its numbers and created even more opportunities for sellers.

Now...it's up to you to take advantage of that opportunity.

Prime will keep growing as Amazon adds to all aspects of the service.

You'll want to be in a position to take advantage of that growth in the coming years.

We can help you.

[Register for our upcoming webinar](#) to find out more about becoming an Amazon seller.

Warmly,

The Knowledge Source Team

EMAIL #5

Subject: Market Domination With a Niche Product

Hi <Name>,

Finding the right products to sell on Amazon is always a challenge.

But in Alex Young, we have somebody who got it right.

Now, Alex didn't start his selling career on Amazon. He set up his own website first, along with other sales channels.

He sells a range of water polo gear via those channels. It's a niche pursuit, for sure. But it's also one with a large enough market to provide him with a nice chunk of cash.

A couple of years ago, Alex started looking into selling on Amazon.

At first, he just wanted to establish another sales channel for his business. He assumed he'd face some stiff competition. But if he could make a few new sales, then that was good news for his business.

But his research unearthed something that he didn't expect...

There were very few, if any, sellers offering water polo products on Amazon at the time.

Alex saw the opportunity and got to work. In a matter of weeks, he'd launched a range of his Kap7 brand products on the platform.

Do you want to know how successful he was?

Just head to amazon.com and type in "Water Polo Ball." You'll see a bunch of Kap7 products right on the first page.

Alex's story teaches us something very important about choosing products for Amazon...

You have to find a niche.

Launching into a competitive space is an uphill battle. You're trying to create a foothold, while more established brands keep strengthening their position.

But if you can get into an untapped niche, you have a big opportunity. You have the chance to establish your brand before anybody else. And as long as there's demand within your niche, you'll make great sales.

The trick now is to figure out what niche to launch into.

You may not have an established product line, like Alex did.

But that won't hold you back if you learn how to become an Amazon seller. And we can help you with that.

It all starts when you [register for our upcoming webinar](#).

Warmly,

The Knowledge Source Team

EMAIL #1

Subject: If Jeff Bezos Owned a Service Business - How Would he Grow it? (part 2/3)

Hi name,

Of all the tech gurus of today, Jeff Bezos has perhaps the biggest success story.

He founded Amazon back in 1994 as a little online book retailer. Working from the comfort of his own garage, he started selling and shipping books out to people using the web.

Fast forward to today and Amazon is one of the world's biggest businesses.

In our last email, we covered the first 2 secrets of how Jeff Bezos would achieve service business growth.

Here are the next 2 secrets.

Secret #3 – He'd Make Customer Experience the Brand

Bezos places a huge amount of importance in the idea of customer experience.

With Amazon, Bezos has constantly redefined the very idea of the customer experience in retail. He's done it so many times that the customer experience is the brand.

During the early days of the company, Amazon's brand grew because it offered a new way to buy.

Amazon stayed ahead because it offered the best experience. It has faster shipping times and more variety. Amazon evolved from a simple bookstore into an all-purpose provider while others still focus on one niche.

Amazon's always creating wow experiences for its customers.

Your customer experience is your brand. To grow a service business, you need to create an experience that nobody else offers. That's how you get customers to keep coming back.

We believe that Bezos would achieve service business growth through a focus on the customer experience. He'd find a way to do things differently.

Secret #4 – He'd Make it Run Without Him

Amazon processes millions of orders every day.

Bezos isn't sitting at a desk processing every single one of them. Amazon runs without his involvement. If Bezos decides to take time off, Amazon isn't going to shut down while he's out of the office.

Can you say the same about your service business?

A lot of service business owners can't. Their companies are completely reliant on them being around to deal with customers and handle all sorts of tasks.

When that happens, you're unable to focus on the big picture.

If Bezos owned a service business, he'd take himself away from the day-to-day stuff by creating processes and building an awesome team.

You should do the same. You can't grow a service business if the whole business relies on you being there. It's not scalable. Your people can't take the initiative and your processes likely aren't good enough.

Keep an eye out for our next email with the last 2 secrets.

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EMAIL #2

Subject: If Jeff Bezos Owned a Service Business - How Would he Grow it? (part 1/3)

Hi name,

Jeff Bezos has grown Amazon to the point where it's one of the world's biggest businesses.

Amazon is the world's largest online retailer. It also offers music and movie streaming services, as well as being at the forefront of AI development.

And Bezos has profited massively from it. He's one of the richest men in the world.

We know what you're thinking...

What does this have to do with service business growth?

Bezos has done amazing things in the tech industry. But we think he'd do a great job of achieving service business growth too.

These are the first 2 secrets on how he'd do it.

Secret #1 – He'd Think Outside the Box

You can trace this all the way back to his start.

Back in 1994, nobody was really thinking about selling online that much. The average website was basically an extended business card. It was a place to tell others about your business.

Bezos saw the potential in the web. He saw that ordering products online was the future because it offered convenience and allowed for greater access.

It took awhile for the tech to really catch up to his thinking. But thinking differently to everyone else ensured Bezos would buck the traditional retail model.

You've got to do the same with your service business. You probably have dozens of companies in your area competing for the same pool of customers.

Find a way to stand out from the crowd.

Think outside the box so you can compete on more than just your price. Consider how you can add to what you do to achieve greater service business growth.

If you think like everybody else you'll achieve the same results as everybody else.

Secret #2 – He'd Learn From His Mistakes

Amazon doesn't hit home run after home run. They've made a ton of mistakes over the years.

Every failure taught Bezos a lesson. He didn't let the bad ideas stop him from pushing his vision forward. He analyzes, learns, and moves on as a better and more informed leader.

We think he'd do the same with a service business.

Strategy is knowledge. A great service business owner never stops learning. In fact, your business is the sum of how you apply the lessons you learn over the years.

That goes for your failures as well as your successes. To grow a service business, you've got to try new things and analyze the results. Learn from what doesn't work and use it to build strategies that do work.

Keep an eye out for our next email with the next 2 secrets.

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EMAIL #3

Subject: How Mandie and Ian Hagan Brought Their Service Business to New Heights

Hi name,

To build a successful service business, you need to take a leap of faith every once in a while.

Mandie and Ian took a leap, and it's safe to say that it paid off... many times over.

When Mandie and her husband Ian took over the family business after her father's passing, the couple found themselves looking for ways to learn on the job and grow the company. Ian's plumbing and heating expertise and Mandie's management experience were certainly welcome, so the two of them made a great team.

However, running a successful service business takes more than that.

The first few years went by pretty smoothly. The company was doing well. Mandie and Ian were able to provide for their kids, go on vacations, and overall lead a nice life.

But at one point, **they just got stuck**. The company was growing but the growth felt way too slow. They recognized the unexplored potential but they just didn't know how to tap into it. They knew that they had to do something to grow the company faster and give back more to the community.

They tried all sorts of strategies, but they were all in vain. It was always either ill-advised or they weren't able to commit fully to the company.

What was once one of the best service businesses in that part of New Hampshire felt like a trap for Mandie and Ian.

Luckily, they didn't give up. What did they do?

They found someone who could help them get unstuck.

In 2016, Mandie and Ian went to the WWETT Show where they met Mike Agugliaro, co-founder of CEO Warrior. The 45-minute presentation marked the biggest turning point in their business careers.

In Mandie's own words, "I left there so pumped. I said to Ian, 'I don't know who this guy is but we need him in our life right now.' We went back to the hotel room and filled out the paperwork right then and there."

However, when Mandie applied to join the CEO Warrior Circle, she wasn't sure if she was ready to commit to working with CEO Warrior.

Thankfully, Mike challenged her thinking and Mandie decided to attend the training. She now can say that it's the best decision she's ever made.

After seeing the results of their work with CEO Warrior, Mandie and Ian decided to commit for the long haul. They're still a part of the family and growing like crazy.

What about you? Has success been elusive and you feel stuck? [Book your FREE Strategy Session NOW!](#)

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EMAIL #4

Subject: How to handle negative reviews like a pro (part 1/3)

Hi name,

No matter how good you are, you can't please everyone.

The good news is that you don't have to.

Getting bad reviews sucks. It destroys your ego and makes you think you're doing something wrong. When in fact, they're nothing more than a chance for you to improve.

There's a very clear system that you can use for this. It consists of three simple steps that can turn someone's opinion around: Respond, Relocate, Raise.

Here we will look at the first one: **Respond**.

Responding to reviews is hugely important, whether they're good or bad. When people write a review, it means they took the time out of their schedule to leave you feedback. If it's good, you'll want to show your appreciation.

Even if the client posted it months ago, you should go back and thank them for it. Let them know you appreciate it. Do you know why?

Because it will make them want to do it again. They'll feel valued, a positive feeling. Try your best to encourage positive reviews. People tend to be more diligent at leaving reviews after having a perceived bad experience than a good experience.

But let's take a look at the opposite case. What if you got a bad online review that might give a false impression of your service?

The first step is to respond the right way.

You wouldn't want to justify your mistake. It'll make you look defensive, so that's not a good approach.

Instead, invite the reviewer to discuss the issue with you. Let them know that you genuinely care about why they weren't 100% satisfied. Then, publicly promise that you'll do whatever it takes to earn their trust back.

Take a look at the below example:



The screenshot shows a Facebook review from Heather, dated January 19, 2019. The review text reads: "So disappointed that this dealership and service center have forgotten it is about customer service. We are never going here again and suggest that others demand respect when they are handing over hard earned money." Below the review are icons for Like, Comment, and Share. The response from Honda of Thousand Oaks, dated January 20 at 10:47am, reads: "Hi Heather, we would like to apologize for your negative experience at our dealership. We'd like to learn more about your specific situation and make things right. If you wouldn't mind giving us a call at (805) 371-5582 at your earliest convenience, it would be greatly appreciated. We look forward to speaking with you and working towards earning back your business." The response also has a Like button.

This user left a scathing review to a Honda dealer's services. Instead of trying to explain themselves, the dealer admitted the mistake and invited the client to discuss it. They also promised that they'll fix the issue. This is the best approach to handling negative reviews. Still, it's only the first step.

Look out for our next email for the second step.

Has success been elusive and you feel stuck? [Book your FREE Strategy Session NOW!](#)

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EMAIL #5

Subject: 3 time management secrets for service business productivity

Hi name,

When you're trying to run and improve your service business, there's one resource you can never get more of – time.

There simply can't be any more hours in the day.

That's why proper time management is crucial for all service business owners. And by learning these secrets, you can master this skill.

Here are 3 time management secrets for productivity:

Secret 1: Breathing Room

In addition to your regular obligations, your agenda also needs to account for the things that sneak up on you. And as a service business owner, this will happen – there's always someone banging on your door.

So, make sure to give yourself some breathing room. Don't plan your day to the minute. Instead, think of it in one-hour chunks. Fit what you can into each chunk, but always leave a bit of wiggle room. In the end, it's better to have 10 minutes to relax than it is to have 10 minutes too little.

Secret 2: Knock Things Out in Advance

In order to make secret four possible, you may need to get some things done sooner than you'd previously thought. That's why it's so important to have your agenda ready a day in advance.

So, when you're done for the day, look at your schedule for tomorrow. If it's packed to the brim, ask yourself if you can finish something up right now. And when things get hectic the next day, you'll really appreciate this breathing room. This takes extra effort, but it's the road to service business success.

Secret 3: Reward Yourself

In many ways, good time management is about discipline. You may know what you need to do, but it isn't always easy to actually see it through. That's why you should reward yourself for sticking to your agenda.

Few things are as gratifying as crossing out a task that's been bugging you. You can also give yourself a small treat. That's how you create momentum and grow your service business through time management.

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