

Swipe for Partners

This is a copy of the emails I send to my partners before I do a webinar for them. Of course, you want to update this with all YOUR info (not mine!). Use this the way you use the other swipe file and rewrite with the same kind of information for your webinars.

Monday, July 25, 8:30pm EST / 5:30pm PST

Signup Page: <https://lacyboggs.leadpages.co/5ws-webinar-teacherpreneurs/>

Webinar Page: <http://lacyboggs.com/teacherpreneur-webinar/>

Chat box: <http://cloud.chatwing.com/lacylu42>

Your affiliate link for Content Intelligence Academy:

<https://di250.isrefer.com/go/CIA/a15/>

<http://bit.ly/CIAforTeacherpreneurs>

You can track your affiliate stuff here:

[AFFILIATE STUFF]

I send a PayPal payment around the 1st of the following month.

Emails

Email 1:

SUBJ: How to save time + make \$\$ with your blog – even if you're just starting out!

Heeey, << Test First Name >>!

As we quickly approach a new school year, I have an FOQ, a "frequently overlooked question," for you.

How will your blog help you achieve your biz goals once the craziness of the new year takes hold?

Bloggng + content marketing is one of the most important pieces for attracting your happy-dance customers online. But my friend Lacy tells me toooo many people are approaching their plans haphazardly, throwing ideas against the wall and praying something sticks.

And, I hate to tell ya, but spaghetti isn't a strategy.

What you need instead, << Test First Name >>, is a real plan to *get your content to do the work for you.*

So let's build your goal-shattering content plan!

Lacy Boggs, a friend and colleague of mine, is a professional ghostblogger and teaches small business owners {like you} her tricks of the trade.

And Lacy is big on the idea that just writing a bunch of blog posts without a clear strategy is a complete waste of time. In fact, she told me that if you don't know *why* you're writing your blog, she thinks you're better off spending your time on something else that you KNOW will bring you more business.

Craaaazy, right?

But honestly, neither of us can stand the thought of you wasting the precious little time that you *do* have on blogging with no return.

That's why I was sooo excited when Lacy offered to do a free workshop for our #TeacherpreneurTribe. She's joining us LIVE to lay out her simple five-part system for creating an editorial calendar that *reeeally* works for your business.

[Click here to sign up for our free training to map out your blog content + build a stellar editorial calendar.](#)

In this free training, Lacy's gonna cover:

- The five elements your editorial calendar must have so you can blow past your goals.
- The No. 1 blogging mistake many business owners make {and how to avoid it!}.
- How to use and personalize your very own editorial calendar template {the same one she uses for herself and her clients}.
- And more!

This will be an incredibly valuable (and totally FREE) learning experience, because when you have an editorial calendar, you:

- are clear about what you want to accomplish with each blog post.
- can visualize your sales cycle so you know which product or service to sell at any given time.
- better understand your customers and can easily create the content they need for the stage they're in.

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- clearly see how much you give is directly proportional to how much you are trusted {and more trust = more sales}.

[Click here to save your spot! Let's get our blogging plans + calendars in gear for the new school year!](#)

It's time to put an end to the time consuming trap of blogging without a purpose, mmm-k?

[Click here to grab a front row seat with me!](#)

Oh... and I almost forgot to tell ya! I'll be hosting 10-minute training sessions inside the #TeacherpreneurTribe Facebook group from July 20-24 to get us all prepped and ready for the workshop! I'd love for you to join me live around 8pm-ish EST each night!

Hope to see you soon!

Kelli

P.S. I know Lacy always delivers really actionable trainings WITHOUT a ton of fluff or a high-pressure sales pitch. So I hope you'll take advantage of this chance to learn from her for free! [Click here to register](#)... like yesterday. ;)

EMAIL 2

SUBJECT: Who is this Lacy person, anyway?

Heeey *|FNAME|*!

In my last email, I told you about the [upcoming free training](#) I'm hosting for the #TeacherpreneurTribe.

It's all about how to build an incredible blogging calendar that will actually help you **create content more easily + help you sell more with your content**. #dreamcometrue

But it occurred to me that you might wanna know a little more about my friend + guest expert Lacy, and what you can expect from our live workshop on Monday!

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Lacy's been writing since she could hold a pencil, but she's been a professional ghostblogger for the past four years. What that means is that she writes the content for other business owners – and **her clients are some pretty big names that I'm sure you would recognize!** {We're talkin' 6 and 7-figure business owners who use their content to drive *massive* sales and thought leadership.}

(But if we tell you who they are, well, you know how that saying goes...)

Lacy is a former award-winning journalist who had the writing part down-pat when she came to blogging. But she realized very few people out there were connecting the dots between great content and supporting sales. So **she devised a strategy to make your blog your No. 1 sales driver** – and that's what she's gonna show us on Monday!

Our free training is gonna be jam-packed with expert advice and information. We've got a fantastic presentation planned, and we'll also have plenty of time at the end of our live session so Lacy can answer all your content marketing and strategy questions. I love this lady, and I know you will, too!

The LIVE training is Monday, July 25 at 8:30pm EST / 5:30 pm PST.

{And yesss, there *will* be a replay available if you can't watch live – but only for a limited time!}

>>> [Click here to reserve your seat!](#) <<<

Can't waaaait!

Kelli

P.S. This isn't a secret meeting! We're all about #collaborationovercompetition. So the more friends we gather together, the merrier! Invite your best biz buddy by forwarding this email or share our [registration link](#) in your favorite Facebook groups! **Thanks so much for helping me spread the word! :)**

EMAIL 3 (morning of July 25)

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Heeey *|FNAME|*!

This is your official "last call" for today's blog training with Lacy Boggs. It's called, "**How to Build a Blog Editorial Calendar that will Revolutionize Your Content Marketing**," and it's gonna be hot, hot, HOT!

>>> [Click here to register](#) <<<

Lacy's gonna show us:

1. The 5 elements your editorial calendar must have so you can reach the right people + **make more sales with your blog**.
2. The **No. 1 mistake many business owners make** with their blogs (and how to avoid it!).
3. The simple step you can take to **drive 80% more traffic to your blog posts** every week.
4. How to personalize the **EXACT calendar template** Lacy uses herself and for her clients.
5. When to post your blogs to support your sales cycles and **sell more with your content!**

We're getting started in just a few hours, so if you wanna join us, [sign up right here!](#)

>>> [Click here to register](#) <<<

Let's get this Blog Party started!
Kelli

P.S. This isn't a secret meeting! We're all about **#collaborationovercompetition**. So the more friends we gather together, the merrier! Invite your best biz buddy by forwarding this email or share our [registration link](#) in your favorite Facebook groups! Thanks so much for helping me spread the word! :)