



# VIDEO EMAIL TEMPLATE

## RAPPORT BUILDING AND RELATING

Hi [ FIRSTNAME ],

My name is [ YOUR NAME ] and I'm the [ TITLE ] of [ ORGANIZATION, MOVEMENT ].

[ MAKE PERSONAL CONNECTION BASED ON SOMEONE ELSE THEY KNOW - LOOK FOR MUTUAL FRIENDS ON LINKEDIN AND FACEBOOK ].

[ TALK ABOUT THEM/THEIR COMMUNITY ]

## EVENT

Do your research by reading their event's web page.

Talk about their event's theme this year and why you love their theme

Share specific emotions/responses it creates in your mind and heart.

## SOLVE PROBLEM

[ SOLVE THEIR AUDIENCE'S PROBLEM - THIS MAY CHANGE BASED ON THEIR MARKET AND/OR INDUSTRY ]

## SOCIAL PROOF

[ SHARE SOCIAL/PROOF TESTIMONIAL HERE ]

## WIN WIN & CTA

[ FOCUS ON CREATING A WIN/WIN ]

[ CALL TO ACTION ]

### ABOUT THE SCRIPT

This is one of my **“go-to stage-winning-ninja tools.”** Using it will help you **win a stage within the next 30 days...**

It's a tool that I PERSONALLY have used hundreds of times to win stages...and it was part of the strategy that won our biggest stage in 2018.