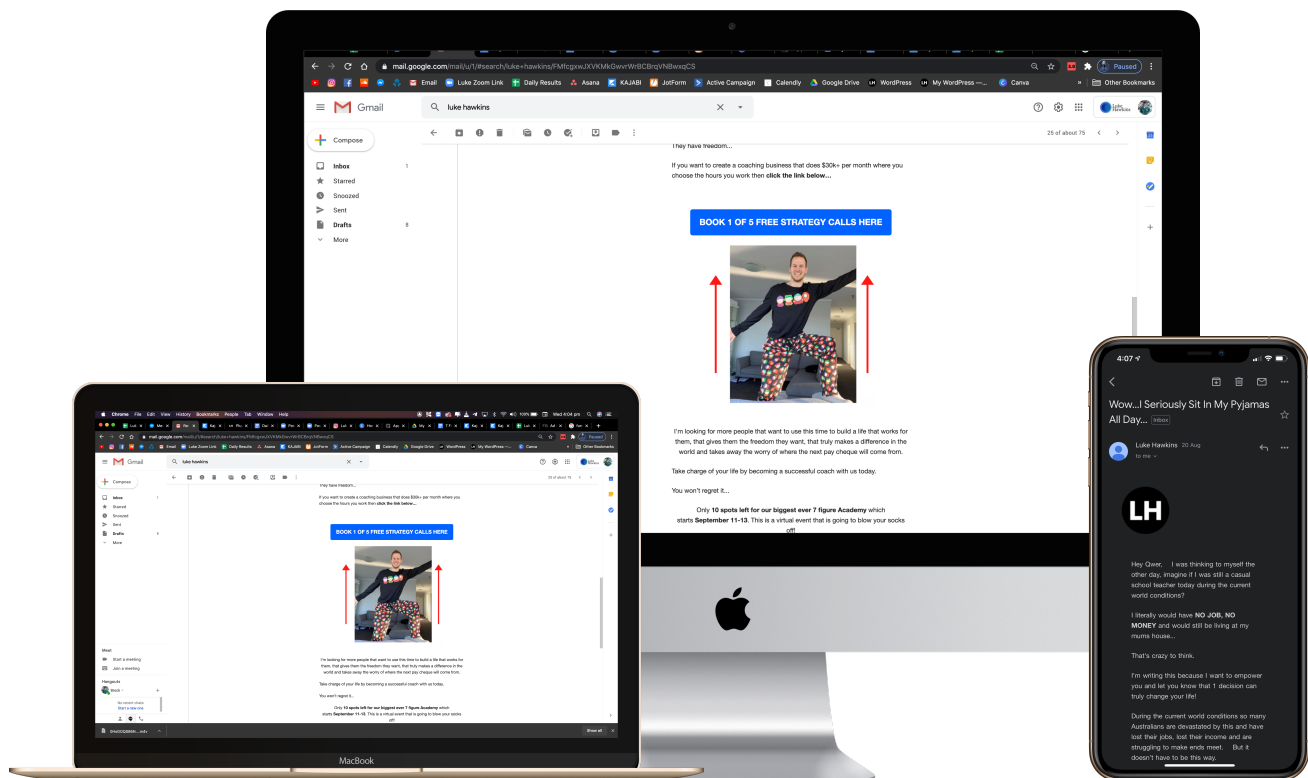


LUKE HAWKINS

EMAIL MARKETING TEMPLATES



On average, companies see an **open rate** of about 20%.

If your average **open rate** falls well under 20%, it's time to reevaluate your subject lines.

Timing may also be an issue if you're sending the **email** when people aren't checking their message

TEMPLATE 1

Sent: July 1st, 2020. 9:45 AM OPEN RATE: 29%

Very high open rate for an email, especially a 10000+ list.

Subject: 'We're closing down...'

This headline is designed to capture attention and create suspense.

These are the 3 Words NO coaching business or ANY business should be forced to say during this Current global crisis.

So {{first name}}, the question is: How can you guarantee you come out the other side of this?

- ✓ With a business that will endure ANY economy...
- ✓ With a constant endless flow of clients that are even KEENER than before this whole crisis started.
- ✓ With a business that can GROW during these times.

These 3 ticks outlines exactly what my audience wants.

As terrible as this effect has had on the world, somehow we managed to just have 2 of our biggest months in the last 9 months.

And this year we have given more to the charities we care about than any other year.

So business is a spiritual game, and the more money you make, the more you can give back to the causes you believe in.

I truly believe the more you give back in this life, the more that comes back around to you.

Big promise to my audience.

So.....

We want to help you have YOUR biggest months!

Using scarcity, urgency & an irresistible offer for the CTA

To help you, we are offering **5 FREE one on one business consultations with the big man himself, Luke.**

CLICK HERE TO BOOK A CALL

CTA must stand out, so we did this in a different colour.

Luke actually just spent a growth day with his Exclusive Inner Circle clients and he couldn't believe the results of some of them.

One of them is a young girl just 25 years old who just made over \$50k in 10 weeks.

Another guy who is selling online trainings who just sold over \$60k worth of online training courses in 2 months.

We broke down exactly how these guys did it and we want to share the power to 5 people who are hungry to grow their business.

CLICK HERE IF THAT'S YOU!

Calling out my audience.

UPCOMING COURSES

Ignite Love & Passion > Nov 28-29 | **50% FULL**

This has also been known as the 'Sex Panther' Course!

Women... We get you to unlock your true femininity as a woman and your fully liberated true essence!

Men.... We get you to unleash your true masculinity and Awaken the Warrior inside of you!

Couples.... We take your relationship to the next level and unlock the deepest level of love and passion inside your relationship!

We like to constantly remind our clients of our upcoming courses to stay top of mind.

7 Figure Academy > 11-13 | **65% FULL**

In this 3 day power event we help coaches, consultants and healers or any service provider to blow up their business!

We share the greatest knowledge on how to go from a generalist to a specialist, position yourself as a world class authority, how to make more money by doing less, how to structure your offer the RIGHT way (in a pay that is Scalable, Systemised & Predictable)

Take you to sales mastery where you will learn how to close like a Pro without coming across as 'salesy.'

We like to say how full we are as a % to create scarcity & urgency.

Learn world class marketing & how to make \$30k/month JUST from a Facebook group, then go to \$100k+/month using the best organic and paid Facebook marketing strategies. We also allow you the opportunity to build a 1 to many course with us and give you loads of content that other people would charge you an arm and a leg for.

And.... you will BREAKTHROUGH all the sabotage patterns that have held you back.

Lions Inner Circle | **60% FULL**

This is a program for the truly hungry and committed.

In this program we give you 4 weekends a year with us in an intimate setting of like minded people who are a high performing group!

You get weekly accountability and coaching from me!

We launch your ads and funnels together and optimise it all, we structure your programs together and everything you need to create a highly profitable systemised and scalable business.

We include a portal of trainings which includes everything you need to know about scaling, Facebook ads, funnels, automation, hiring, psychology and give you close support over an entire 12 months!

This is an application only program and we are very selective about who we allow in.

Our next weekend together is September 18-20 and we are 60% full.

CLICK HERE TO APPLY

Wish you an incredible week!

Stay Hungry



This is the same sign off we are using now to create an anchor for our brand.

FINAL NOTES

Very high open rate, we had a very solid click through rate here in terms of the number of people who click on the CTA (call to action and took us up on the offer)

TEMPLATE 2

Sent: April 17th, 2020. 3:45 PM OPEN RATE: 22%

Subject: 'A secret Offer...Just For You...'

LUKE HAWKINS

Hey {{first_name}}

Hope you are doing well! 😊

We wanted to reach out because we know at this time it can be easy to struggle in business when there is so much fear being projected out from the media and fear that has been put into the economy. We know it takes a certain mindset at this time and skillset to thrive.

I have seen businesses collapse simply because they did not have the right help to get them through...

There was no contingency plan and there was no preparation for times like these...

The truth is we have a number of students who we are supporting that are doing well at this time, so we thought no matter what type of business you have, whether it's...

- ✅ Coaching
- ✅ Network marketing
- ✅ Real estate
- ✅ Marketing agencies

- ✅ Beauty salons/ hair salons/massage
- ✅ Tutoring businesses
- ✅ Construction or Tradies

Now if you are thinking about starting a business this is also the time to act! 🙌

We can show you from the ground up how to build any idea you have! 🙌

So during this time we're offering a limited number of **FREE 45 Minute Business Growth Consultation Calls!**

Headline designed to create suspense and scarcity and make people feel significant/special to receive it which is one of the core 6 human needs.

In a genuine way we are stating the negative consequences of inaction on what we want them to do

Stating clearly who our target audience is

Calling out more of our target audience.

Stating our offer in the most appealing way so they want to do it.

CONTINUED...

This offer is for those hungry and committed to create the life and business you want.

Coming across as selective about who we work with, makes something appear of high value.



Click down below to see if you qualify!

Speak Soon

Team Luke Hawkins

CTA button must stand out.



CLICK HERE TO SEE IF YOU QUALIFY

FINAL NOTES

In this email I wanted to come up with a headline that people would open and then call out my target audience as clearly as I could and use what they are already experiencing as a way to naturally pace them into my offer. I know the truth as well as they do these are the times that people need the most help.

TEMPLATE 3

Sent: May 11th, 2020. 4PM

OPEN RATE: 22%

High open rate

Subject: 'The Power of Scheduling'

LUKE HAWKINS

High open rate and I mentioned a topic of high value to my audience.

Hey {{ first_name }},

I want to share some knowledge about the power of scheduling your tasks each week... 🤔

I know it can be hard to stay motivated when there is so much outside uncertainty and so many different people telling you what you should 👍 and shouldn't do 🙅.

I know for starters, if you are going to succeed, you need to learn to trust your own inner voice.

Once you trust your own inner voice you then need to schedule the tasks and activities that align with your goals. Scheduling really helps with motivation because it gives you a time frame to achieve something...

This whole email is based around giving my audience great value on a topic of high importance to them

The mind releases dopamine when it has to get something done within a certain time.

So I schedule in advance all of my tasks that align with my goals, that includes scheduling exercise times, call times to prospects, coaching times etc.

I now spend at least 2 - 4 hours every Sunday planning my entire week. I know the most successful people on earth plan and schedule their time because they value it so much.

Shares some of my routines to create greater connection with my audience through vulnerability.

If you don't value your time, no one else will.

I believe people start to do better when they do less of what's wrong and more of what's right. ✅

What's wrong with not scheduling your time? Well it can lead to other people directing you to use your time in a way that suits them rather than yourself. So make sure you honour it!

Have an incredible week!

- - - - -

CONTINUED...



I would also would like to offer a **FREE 45 MINUTE COACHING CALL** with myself this week that is designed to support you to achieve your goals.

There are only **5 CALLS REMAINING** to give away this week, so if you would like to book in click the link below!

BOOK A CALL NOW

The CTA's are in different font and bold to get attention.

UPCOMING EVENTS & PROGRAMS

As we get closer to an event they see this fills up. Creates great credibility.

7 Figure Academy (Virtual Event) - *June 12-14 // 80% FULL*

Unleash the entrepreneur within in 7 Figure Academy! Learn how to start, build and scale a 7 Figure business in 3 days!

Ignite Love & Passion - *Nov 28-29 // 50% FULL*

Venture into a weekend of self discovery, personal mastery, sex, orgasms, tantra and everything in between! Unlock true delf love and acceptance!

Inner Circle Weekend - *June 26-28 // 80% FULL*

Work side by side Luke Hawkins for 365 days. Weekly coaching calls, 4 x 3 day events & a full day online portal will ensure your business & life are transformed.

TEMPLATE 4

Sent: April 24th, 2020. 4PM

OPEN RATE: 20%

Subject: (NAME) Just Made 9k in One day & (NAME2) Generated 100+ leads! WHAAAT?!

Personalised it to their name and wrote a 1 line headline that is exactly what my audience has as their desired situation.

[View in Web Browser](#)

LUKE HAWKINS

Hey {{ first_name }},

Hope you have had a great week!

We wanted to let you know about some of our recent success stories from our Elite Inner Circle Program and our 7 figure academy program!

Pictures with testimonials look way better and highlighting in a certain colour or bold the part you want your audience to notice most.



Scott who is from the US just last week made **\$9k in a day!** Even during this time period our clients are still creating success!

Pacing and leading where my clients are now to show we are the bridge to get to where they want to be

We are so excited about how we have been able to teach our clients who knew nothing about facebook ads to launch their own successful ads and generate this kind of success!

Anyway... right now it is now more important than ever to be getting the right support for your business!

I have people that I pay to support me and courses I invest in every year because life is about growth!

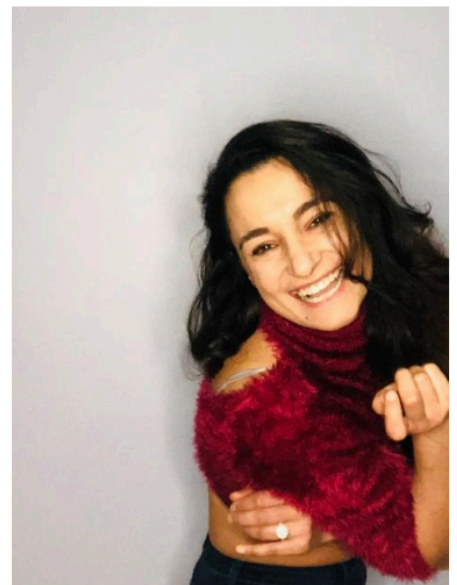
And we are always either growing or we are shrinking, there is no in between...

If you would like a **FREE 45 MINUTE STRATEGY CALL** with myself or my team please click the button below!

CTA action phrase in bold and red to stand out

We also have Sabina who is a Health Coach and 2 weeks ago she generated 100 leads from her facebook ad in a single week!

And wait for it.... **At just \$1 per lead!** Imagine creating 100 + leads at that price for your business... 🙌🙌🙌



call to action button to stand out

BOOK A FREE CALL

Here are my final 3 tips to build a successful life:

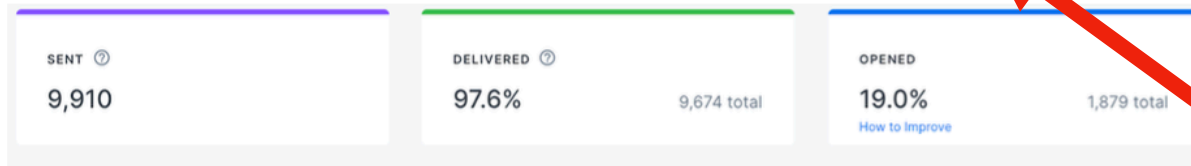
- 1 ☐ Know What You Want
- 2 ☐ Have A Plan To Get There (most people miss this step)
- 3 ☐ Take Massive Action!

To your success,
Luke Hawkins

TEMPLATE 5

Sent: July 15th, 2020. 11:30 OPEN RATE: 19%

Subject: 'I almost didn't write this email, not many know this'



[View in Web Browser](#)

Headline is open ended to generate curiosity

Hi {{ first_name }},

Do you know what puts you as an 'authority' in your space where you get all of the clients come to you where everything you have just sells out at lightning speed?

Attention grabbing question which outlines the exact thing they want

There are coaches, consultants and healers who can find themselves at the top of their industry in a year or two - but do you know what the difference is between 'the greatest' (those who get a tonne of leads coming in truckloads) vs the ones that 'fight for the leads and clients' every single day and struggle to make money?

Well it comes down to one single thing.

And when I worked this out I could believe what it did for my business.

I literally went from earning \$100k/year to \$1 million/year in 12 months.

I also had people calling me up who couldn't book in for my events and programs quick enough.

To get to a place where you 'don't need clients' and they just come to you in droves, it's an incredible feeling.

The truth is anyone can learn this once they find out how.

Im creating suspense so they keep reading.

[CLICK HERE TO BOOK YOUR 1 ON 1 STRATEGY SESSION](#)

Sometimes I break up the copy with a CTA to get people to book without having to read the whole email


When I was speaking to my friend about it who is also a coach, he told me he was struggling to get leads and clients for his coaching business, things just weren't working for him.

Why?

Well this is what he was experiencing...

- ✗ No one would engage with his social media posts. That's right barely and likes and barely and comments.
- ✗ He didn't know how to craft his 'offer' for his coaching program. He was like 'How long should it be? What should I put in it? How do I even sell it or know if this coaching program is going to work?'
- ✗ He also wasn't certain on his 'niche' so he was really talking to anyone. He was a 'generalist', instead of a 'specialist'!
- ✗ He simply would look at how many leads he had each day to reach out and it was so dismal he just didn't even bother calling anyone.
- ✗ No one had bought from him in so long his certainty and belief in himself just dropped through the floor.'

Sharing through a metaphor the exact problems of my target audience.



I told him the good news. This is all changeable!


And then I told him how to position himself as an 'Authority' in his space and that changed the game forever.

If you experience any of the problems above then this might be the best time to solve it.

I am offering 5 free personal strategy calls with myself this week (yes me), where we are going to....

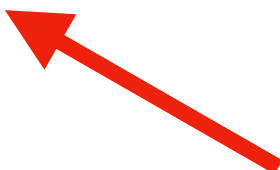
- ✓ Show you the number 1 thing to position yourself as an Authority in your space so everyone comes to you!
- ✓ Show you the structure you need for best, Yes I mean the Best High ticket offer that is so irresistible people will be flocking to buy from you!
- ✓ Show you what your real niche actually is and make you a specialist!
- ✓ Give you a few strategies that give you a truckload of leads and prospects!

Stating the offer based on what I know they want



[CLICK HERE TO BOOK YOUR 1 ON 1 STRATEGY SESSION](#)

CTA stands out in different colour and bold.



TEMPLATE 6

Sent: May 19th, 2020. 2:30PM

OPEN RATE: 18%

Subject: 'Wow... \$11500 in a single day'

[View in Web Browser](#)

Headline designed to generate curiosity as I know this is what my audience wants.

Hey {{first_name}},

I was reflecting over the weekend what causes some people to do really well financially and what causes others to really struggle...

The difference is not the potential of another human being, it's in something else...

Let me explain...

You're paid based on one factor. You are paid in direct proportion to the value you add to other people's lives.

If you want to do better financially you have to be able to do things other people can't do.

When I was cleaning toilets on Hayman Island on the Whistsundays and working in the laundromat, I was being paid \$12 an hour. I was 24 years old and I thought if I just worked harder things would change. However all that happened was I worked really hard, saved it and then wasted it on meaningless things because I didn't understand money.

So if you are looking to improve yourself financially I would start by asking what skills am I missing to increase my value to the market place?

🤔 Maybe I need to know how to organise my contacts in a CRM.

🤔 Maybe I need to learn how to automate processes in my business.

🤔 Maybe I need to learn how to put systems in my business that create results.

🤔 Maybe I need to learn paid FB advertising.

🤔 Maybe I need to learn how to coach people one-to-many.

🤔 Maybe I need a product or service to sell.

Whatever it is, I can tell you the right mentor can save you years of mistakes. I have always found people who do well and I just applied and modelled the same strategies and techniques that worked for them.

That's when I remember taking my income from \$100k to \$1 million dollars in a single year...

I'd love to share an amazing result from Scott who lives in the US and has been working with us for quite some time now. He has just earned \$11,500 in a single day! That's incredible! This man transforms people in their psychology and skills to create a greater quality of life for people and is being rewarded for it because of the value he is adding to other people's lives.

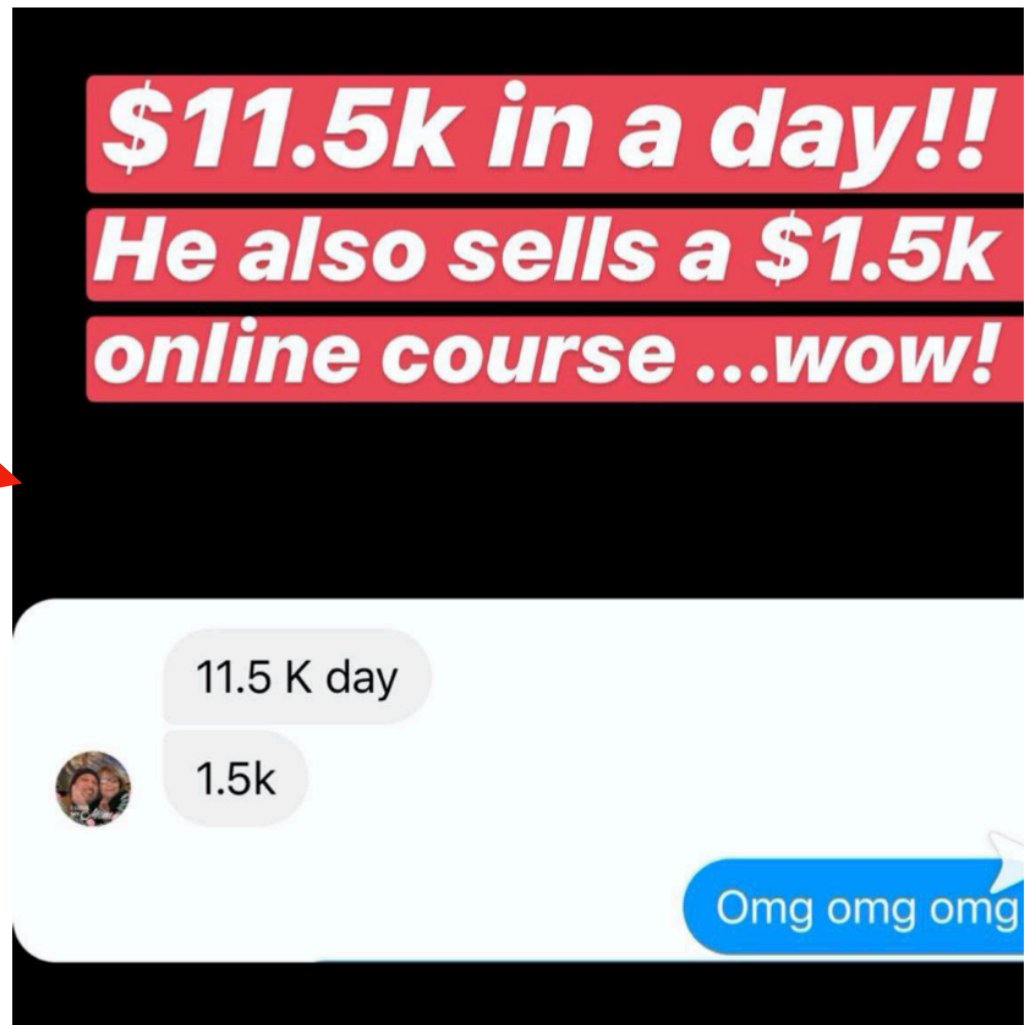
I just received this message from him...

Shared my story to create relatability.

Stating the problems of my target audience

Stating this to create authority

Provided a screen shot to demonstrate social proof.



He also has a \$1500 online program he is offering which is great during these times where many people are spending more time at home because of what is happening in the world...

If you would like my help to start a business, create an online program or digital product, or create more financial freedom in your life I have **5 SPOTS THIS WEEK** available for a **1 ON 1 CALL WITH ME** 😊

CTA button stands out

CLICK HERE TO BOOK A CALL NOW

Last week these all went within 2 hours and we had to say no to people, so we want to offer it again. 😊

Have an incredible week and we look forward to supporting your growth and success!

TEMPLATE 7

Sent: July 22, 2020. 11AM

OPEN RATE: 17%

Subject: 'Is it bonkers for a coach to make 30k a month?'

[View in Web Browser](#)

Hey {{first_name}},

Hope you are having an incredible week!

We have been sharing some exciting things with the new [facebook community](#) which is going crazy right now!

Sharing so much value with them to help them boost their income and get more clients in the door! 🤔🤔🤔

In our last inner circle weekend we actually recorded a part of the event to share with coaches, consultants and healers. The segment was about the chokeholds at each income level in your business and the skills to master to go from \$0-\$30k/month to \$30k-\$100k/month to \$100k+ / month!!! 🤔🤔🤔

These guys pay \$20k+ a year to be part of this program and receive 12 months of membership and support...

So for a limited time we are sharing this video with the general public...

[CLICK HERE TO WATCH](#)

I'd also like to share this success of the week where one of our students just **MADE OVER \$5K AGAIN** this week and now has just started doing \$30k months!!! 🤔🤔🤔

Headline to create humour so people open it, people engage in the things that make them laugh

Included a link to our facebook group to get more people to join

The title of the offer has to be irresistible to your audience.

Creating exclusivity to the content by saying. It came from my Inner circle program and stating the price people pay to learn this.

Big CTA heading that stands out.

Continued...



This is so bonkers I want to give **5 more strategy calls** with myself because I know we can help you achieve success like this!

Book a call...

That's what this lady (

Shared a real testimonial post from a client to create trust & social proof

CLICK



NOW

Me dressed up in pyjamas to get attention, create fun and humour to get people to book a call. That way people don't think it's a 'serious sales call.'

TEMPLATE 8

Sent: June 04, 2020. 1PM.

OPEN RATE: 17%

Email blast to my list with a headline that creates urgency

Subject: '7FA JUNE: Are you coming? Just 6 Spots left!'

[View in Web Browser](#)

Are you coming to 7 Figure Academy to join 60+ other hungry entrepreneurs to learn how your business can thrive during this time?

This is a chance to have more impact in this world where more people are looking for answers to change their life.

If you are a:

- ✓ Coach
- ✓ Consultant
- ✓ Healer
- ✓ Personal Trainer
- ✓ Marketer
- ✓ Service based business or...

You want to find your passion and turn it into a profit 🤑🤑

Calling out specifically my audience

THIS IS FOR YOU!

Stating in bold that this is for them.

We have 6 spots left for the next 7 Figure Academy!

🕒 It starts in 8 days, Friday - Sunday, June 12-14.

CTA button stands out

Book a call today on how we can help you take your life and business to the next level!

> BOOK A CALL HERE <