

Amy's Swipe Emails

Below are the final three emails I sent out during my Courses That Convert live launch promotion. The goal of each of these emails is to get those on the fence to take action before time officially runs out. It's all about creating urgency and scarcity.

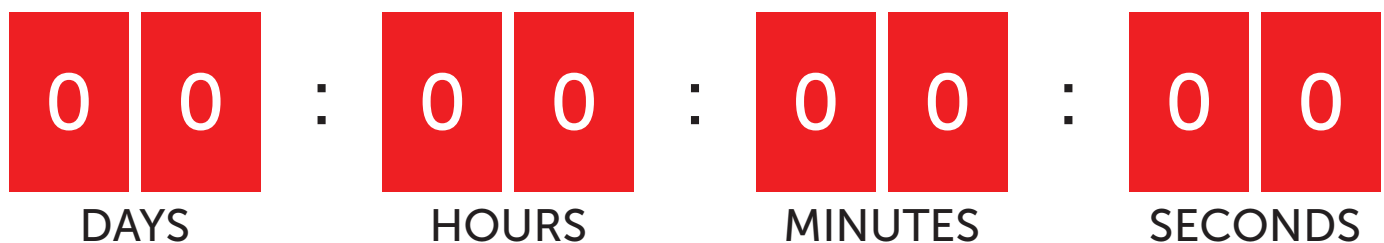
IMPORTANT: I'm sharing these email examples to help you see how I've structured each email. **PLEASE do not copy my emails - because no one likes a copycat!** Only use them as a model to help you better understand the overall strategy. Also, a quick note about the timers you see below. In the actual emails, the timers actually work, so the reader sees the timer ticking away. Very powerful! We use www.motionmailapp.com to embed the timers into our emails. - Amy

EMAIL #1: SENT OUT EARLY MORNING

Subject: Courses That Convert is Closing Today

Today is your last chance to sign up for [Courses That Convert](#).

At 11:59pm PST tonight enrollment closes.



[Go here now to enroll before time runs out.](#)

Still on the fence? Here's a 4-Point Checklist to help you understand if this program is a good fit for you.

>> You're an expert in your field (or are on your way to becoming one).

No, this doesn't mean you need to have taken a TedX stage or have media logos wallpapered to your home page ;-)

You don't need to be a world-renowned expert quite yet. In fact, sometimes being only a few short years removed from a beginner's mind will make you more relatable to your students.

But what this DOES mean is that you land somewhere on the spectrum between "above average" to "world-class" in your respected field.

>> You're willing to LEARN how to be an awesome teacher.

Once again, you won't be expected to be an amazing teacher right off the bat.

All I ask is that you stick with me through Module 2 where I'll equip you with the 411 of what it takes to be a powerful, influential teacher that earns trust, exudes confidence, and expertly guides your students towards the promised result.

>> You're willing to put the funnel down!

I've been in this industry for a lonnnnng time. And still, not a day goes by that another flashy sales funnel doesn't find its way into my inbox and pulls at my attention.

So I get it. Funnels are fun. I mean REALLY fun.

And I promise you, there WILL be a time in 8-10 weeks from now where you can geek out to funnels all you want.

But if you're not able to hold back on your funnel fever while building out your **profitable asset** (y'know... the one that actually plugs INTO your funnel)... then [Courses That Convert](#) probably won't be for you.

If you join, I need you to promise me that you'll do everything you can to not be dissuaded by the shiny objects.

And as a REWARD for that single-focused attention, you'll get a special BONUS from me (**The Course Launch Master Plan**) that walks you through the EXACT project plan that I use in my own business to successfully (and reliably) create wildly successful online course launches.

>> You're willing to commit to TRYING it out.

I've done everything I could to build the [Courses That Convert implementation program](#) in a way that stacks the odds in your favor.

Every action you take is designed to generate more and more momentum as you watch yourself, in real-time, inch closer to owning a game changing asset that leverages your business and sets you up to bring record-breaking profits into your bank account

That's my promise to you.

[And all I ask, is that you get started.](#)

I'm not even asking you to meet me halfway.

[Just meet me at the STARTING LINE](#), and allow me to walk you step-by-step all the way to the end.

To your first profitable course,

Amy

P.S. I mean it when I say the doors are closing in just hours. Get all the details [here](#).

EMAIL #2: SENT OUT MID-AFTERNOON

Subject: Courses That Convert Closes TODAY. Still on the fence? Let's talk live!

Today is your final chance to sign up for my new program, Courses That Convert. [If you've been planning to join, now is the time!](#)

In less than 60 days from now, you could be welcoming a new group of eager students from all over the world into your first profitable online course.

In that moment, it won't matter that your paypal account just got flushed with a bigger cash windfall than your freelance work, corporate gig or one-on-one coaching was ever able to provide...

All that will matter in that moment is the self-recognition and knowingness that you *finally* claimed your responsibility to teach, lead, and empower others in a more leveraged, scalable and profitable way.

You'll celebrate your own courage.

Your own determination.

Your own willingness to answer the call.

And in that moment, you'll ask yourself:

["Why did I wait so long?"](#)

Because the truth is, you've been ready for this moment far longer than you've given yourself credit for.

Yet for so long you remained hidden from sight.

The safety of doing freelance work in your local coffee shop.

The high walls of a corporate cubicle.

The protective barriers of coaching and consulting.

All, at one time, seemed necessary.

But TODAY, RIGHT NOW, your responsibility to teach has finally transcended any and all need to remain hidden.

And you've finally given yourself permission to claim it.

You've finally committed to building a [Course That Converts](#).

The world is waiting.

[Here's your permission to go change it.](#)

Inviting you to take the mic...

- Amy

PS: If you are ready to sign up, don't wait. The clock is a 'tickin'!

If you are still the fence, I will be going LIVE today on my [Facebook Page](#) to answer any last minute course creation questions you might have. [Go here](#) at 4PM PST to join me live!

EMAIL #3: SENT OUT A FEW HOURS BEFORE THE CART CLOSED

Subject: [LAST CHANCE] Just a few hours left to join Courses That Convert!

This is the LAST message you'll be getting from me about [Courses That Convert](#).

At 11:59pm PST tonight enrollment closes.



[Click here for all the details.](#)

Inside Courses That Convert, you'll get access to my EXACT step-by-step plan to build a content-rich, incredibly valuable, profit generating online course.

I am going to teach you exactly how I've created all five of my own successful online courses, and I promise to leave NOTHING out.

I sincerely mean it when I say, if I can do this, so can you.

[Go here and join me right now before I close the doors.](#)

ALL my best,

Amy

PS: We are [here](#) live on chat RIGHT NOW if you have any questions before enrollment closes!