

Email

Product: Various

All data, copy and diagrams are the product of Sharon Langshaw.

Emails from all over the place

Table of Contents

Emails from all over the place	2
Table of Contents	2
The Menopause Effect	3
Opt-in (3 in seq) V. 1.0	3
Email 1: Welcome Draft (after they opt in)	4
Email 2	5
Email 3:	6
The Menopause Effect	7
Email Responder Sequence Version 2.0	7
Email 1	7
Email 2	8
Other Broadcasts	9
Online Business Lift-off	9
Subject line: Change is messy! So is starting a business... if you let it.	9
Subject line: Drum roll 🥁🥁... Our very own Zay is now “blog famous” as well...	11
Subject line: An Aussie entrepreneur walks into a bar... (not the office)	12
Subject line: You asked. We listened.	15

The Menopause Effect

Opt-in (3 in seq) V. 1.0

Type: Email Sequence

Due Date: Not applicable

Milestones	Reviews Completed
<ul style="list-style-type: none">✓ Research/Interview Completed✓ Rough Draft completed✗ Review Completed✗ Revisions completed✗ Design assets requested or identified✗ Social Media copy drafted✓ Ready to return to client Published (date)	SME (subject matter expert) PR (optional)
Creative Asset Specs	Links
Video: No more than a 30-second clip Facebook creative asset: 1200 x 1200 px Twitter creative asset: 1024 x 576 px LinkedIn creative asset: 698 x 400 px	<ul style="list-style-type: none">••

Email 1: Welcome Draft (after they opt in)

Subject line: Almost there... just one click away

Hey,

Before we go any further, let's make sure we're all on the same page.

(And because inboxes fill up quickly, we want you to feel like a million dollars or maybe a tiny bit of relief when our name pops up in your inbox.)

Confirming your subscription means we have permission to contact you. It also means you get the info you signed up for.

👉 Click the button for instant access. 👈

Subscribing to a new list is an act of trust—one we take VERY seriously.

You can expect regular updates from us, on all things menopause.

xxxxx

*If you received this email by mistake, go ahead and delete it. No harm, no foul. You won't be subscribed if you don't click the confirmation link. Make no mistake though.... we **will** shed a few tears!*

Email 2

Subject Line: Wooot, we're glad you're here <FirstName>... and so is our report!

Hey <name>,

You did it! Awesome.

Click here to get your [\[add link to thingy\]](#) 🙌

Heads up, Gmail users! Drag this email into your “personal” tab to make sure you don't miss a thing from us.

Here's to new friends.

Signing off...

Trudy & Sharon

P.S.

P.P.S. If there's anything we can do to help you, hit “reply” to any of our emails, anytime, and we'll get back to you as soon as we possibly can.

Email 3:

**Subject Line: Emotional outbursts ↑, Drive ↓, Weight ↑, Sweaty ↑...
sound like you?**

We're thrilled with the odd outburst of noisy emotion, excited, hot, flushing and exhausted a lot of the time.... BUT we're also really happy that you've jumped aboard The Menopause Effect's team bus 🚌

Thanks again for giving us the chance to share some of the strategies we've learned from all of our research. We're honoured to share the best of what we know as we learn more.

You can expect actionable insights delivered to your inbox on a regular basis.

We know your inbox is busy, so we'll only send you our very best stuff.

Here are a few great places to start:

[links to your website content]

You'll hear from us again real soon.

And in case the link got lost in the shuffle, here's where you get the freebie you signed up for—Click here to get your [add link to freebie]
You're going to LOVE it.

Signing off...

Trudy & Sharon

P.S. We love hanging out on Facebook so c'mon over and join us if we're not connected yet.

P.P.S. If there's anything we can do to help you, hit "reply" to any of our emails, anytime, and we'll get back to you as soon as we possibly can.

The Menopause Effect

Email Responder Sequence Version 2.0

Email 1

Subject Line: A little bit of meno love  

Hey, you there.

You over there with the flushed face and sweaty t-shirt. (You're not wearing a t-shirt, <name>? Ha, power to ya sister!! )

Good news: you did it. You're now on your way to reading about all things menopause with the occasional side of ridiculous nonsense (actually, menopause mostly seems like nonsense dressed up as a hot flush and belly fat).

We like to think of The Menopause Effect as a place where hot (flushes), sweat and fun meet the internet (NOOOO, not that kind of, ahem, hot and sweaty we're mostly G-rated or at least 15+).

Hang on to your hats, you'll be hearing from us again shortly.

Cheers,

The Meno Party Team  

(If only we had a uterus emoji we would have definitely used it right here)

Email 2

Subject Line: Here's to being disobedient in Menopause, Life and bra-wearing 🍓

Welcome to our little corner of the internet!

It's Sharon & Trudy from The Menopause Effect and yes, we've cunningly wrangled our way into your inbox. Thanks for having us. We have cake. And if there were such things as digital party hats and gooey, strawberry centred chocolates, we'd be putting them on your head and in your mouth right now.

This is a quick note telling you how to take advantage of us and milk us for all we're worth.

As you might have figured out, this community is about becoming one of the many women who are contemplating their menopause (no, sorry you cannot avoid it if you want to live till at least 60... we're really hoping you're up for the challenge... personally, we're going for 90+).

So, we're here to support you during the journey, tell you ridiculous stories and hopefully help you find solutions, answers to toe-curling questions and maybe one day we'll send those fancy fans you see women whip out when their latest hot flush is about to set them on fire.

If you like to laugh, you're in the right place. If you like to cry, you're in the right place. If you like chocolate, you're in the right place. But if the strongest word you can handle is "gosh"... then we'd probably say: you're not in the right place and you might just get a tad annoyed at The Menopause Effect. (Sorry. Not sorry.)

Over here at the TME, we talk straight. We'd love to help you wing your way through menopause with grace, ease and standard body temperature. But, as we're only human... you're gonna have to suck it up, sister. HOWEVER, we will be there for you as you reclaim your life direct from your inbox... Who knows The Menopause Effect might just be your new religion.

One of us (probably Sharon, because she's the noisiest and the nosiest 📣) will be writing to you once a fortnight or so, starting now.

So, if you want to know more about us and how we became so menopausally affected in life, pour yourself a long glass of somethin' nice and go on over to the [blog](#).

We'll see you in your inbox soon with this week's nonsense interesting facts!

Onward,

Sharon & Trudy xo

Other Broadcasts

Online Business Lift-off

Subject line: Change is messy! So is starting a business... if you let it.

Hey there, <name>!

Change is messy. Right?

Change really means that right you're shaping yourself to become someone different. You'll reshape or re-mold yourself, and reshape/remold over and over again for as long as it takes.

We're all a bit like Michelangelo who saw an angel trapped inside a great hunk of marble. Michelangelo is said to have mentioned (*to God knows who*) that it was his role as an artist to liberate the human form trapped inside the block by gradually chipping away at the stone surface. (chip, chip, chip, )

A bit like you really—you know there's a business owner inside you. You're ready to start chipping away at the stone surface of life's limitations.

Just like sculpting giant angels, [starting your own business](#) comes with an expectation of process. It's going to take time. There'll be trials. There'll be errors. There'll be slowly, slowly as you push boulders uphill.

You're forming something new.

And yet here we are in 2020 not giving ourselves the same courtesy we'd give Michelangelo. We somehow expect immediate results and perfection, right outta the gate. We beat ourselves up for not getting it right the first time. We assume that we're supposed to come ready—dressed as angels, assembled and with all the right parts in all the right places. And then we go and get mad at ourselves for messing up.

How dare we!

But you know what?

We're already works of art. We're not the fancy laptops we build our business on day after day, week after week. You can't just install an upgrade and you're off. Humans need to take our time... especially when we're building a whole new way of life!

And you know what? Sometimes, our biggest frustrations might just be angels in disguise.

To check our last blog post on getting started with a business idea, click right [HERE](#).

Sharon

*(masquerading as Trudy **again**)*



p.s. How's isolation treating you? Reach out to the team or the neighbours for a chat but please for love of all things COVID... use giant post-it notes so you don't get too close!

We're here for you if you need human being interaction (via pixels of course)! Ping any one of us on Slack if you're up for a chat. Heck, I'll even get on Zoom if you need that too. xo

Subject line: Drum roll 🎊🎊... Our very own Zay is now "blog famous" as well...

Hey <name>,

HAPPY FRIDAY.

A few weeks ago our first blog rolled off the press all hot and inky and fabulous. Well, guess what?

We did it again. 🎉🎉 This time with our own super coach: Zay Canters.

To read about Zay's businesses go 🙌🙌 [HERE](#) 🙌🙌

Feel free to share.

Zay's one those great people that knows "all of the things" about Internetty stuff. Lucky for us they're willing to share. As one of our resident Internet People there's a lot to Zay that you might not know yet (which is why you **must** go [here](#) right this minute).

That's all I'm gonna say. You've heard enough of my yappin' for this week ;)

Go, go, go: [here](#)

And then forward this email and give some air time in your social channels as well.

Love and all the words in the world,

Sharon

(masquerading as Trudy again)



p.s. Make sure you go [meet Zay!!](#)

Subject line: An Aussie entrepreneur walks into a bar... (not the office)

Hey Y'all,

Fun fact: My friend *Lulu says: "Y'all" all the time... she's from Louisiana. Y'all is normal there even when there's only one person which is weird because US folk can be VERY particular with their grammar.

Anyway she was telling me she was thinking of becoming a member of our new OBL Membership (Yeeessss it's happening very, very soooooonnn... we can hardly wait to unveil it) BUT Lulu was getting a lot of flack from people she loves.

That's not unusual! Wives. Husbands. Partners. Significant others. BFFs. Parents. Neighbours. That guy in IGA. They can be the worst. Right? And do you know why?

People don't like things they don't understand.

They don't understand people like us — throwing caution to the wind and trying to get that business we've been dreaming about for the last 36.4 years, off the ground.

So anyway, there I was listening to Lulu...

... and the next thing I know, I'm getting really cranky. My version of really cranky is pretty tame actually — I didn't throw anything, no one got hurt, the cat is still safe, nothing broke... however I did have a hot flush from frustration right before I sent back an impassioned text begging her to ignore those MFers naysayers.

Why? Because it sent me spiralling back to six years ago, when I had to deal with my own dream zappers who were p'ed off about the fact that I had decided to work on my business (instead of in a nasty little Cubicle City)—they basically spent precious energy putting me down. You'd think they put their energy into their own damn business instead of mine!

I'm glad I didn't listen to them. You wouldn't all be here reading this email if I did!

So lucky for me, I happen to possess a superpower that not every Tina, Deb or Harry has. This little superpower/super trait is responsible for almost everything I've ever accomplished.

In fact, it's the only reason that I've been able to:

Go back to university as an adult (left school in grade 10)

Convinced men in suits, ties and uniforms to take a chance on me

Get promoted

Create a fancy pants campaign to save lives (that's a big deal for me... really F*%\$ng proud about that one)

Start an online business

Created an entirely new career using nothing but an old iMac and the kitchen bench

Be invited to attend highly sought after internet entrepreneur gig thingy in USA (showing off now)

All of that comes down to one very important, little praised, highly-underestimated skill:

I am STUBBORN.

Being stubborn has given me everything I have. 🦄

It's really about putting your own BS in your back pocket and getting back out there. Plus telling naysayers to nick off.

There've been times when I've stood at the foot of that mountain called The Internet and wondered how the effing hell I was going to create something that will help others.

I've been down to the wire ("wire" is code for you're gonna have to get a J O B Sharon) looking at all those supposedly happy digital entrepreneurs smiling at me from Facecrack. They seemed to have everything that I had and more although they're really, really annoying as well.

Except the nugget of a tiny little idea would not go away. I knew I could write better than some other people. Creative writing and stories--they're my jam! So is technical writing but that would bore the spots of a Dalmatian (woof).

As luck would have it, I also possess a wild collection of rarely discussed tech skills that herald from the 80s as a mainframe programmer (a story for another day perhaps). Sounds like fun, right? No. It wasn't! But it was the 80s. All that blue eyeshadow and taffeta... Heaven or Hell (we'll never know). We were mavericks. We were doing stuff ordinary folk couldn't do. It was special... plus there was alcohol



I gave up being a tech-head in 2002 when the average 16-year-old seemed to know more about computers than I did. I circled back around to tech and writing in 2015... but that's beside the point.

The point is:

Whenever the going gets tough, the tough get going (read learning). Right?

That's what I did and that's what you're doing. You're all amazing. 🌞🔥🎉🥳

Back in 2018, when Trudy sent off the final tender document to the Department of Social Services (DSS), she wrote a little letter to them asking for a chance to help people like you. She could've blown the deal by being personal and impassioned ... but she had to trust that who she is and what she represents, was a good idea. Plus she was stubborn.

That's what you're doing each day. Trusting that what you're doing is a good idea. And being stubborn.

So what's the point of this rather long email?

I'm super excited to say that we're getting more [content](#) out into the internet world for you to read. 🎉

Please, please, please share, print out and stick on the fridge for when the neighbours pop round.

OBL is all about getting great ideas out into the world/internet and we'd love your help. We get you and we get that one of the greatest benefits of just showing up as you are, without any airs or graces, as your most genuine, honest, eager self is that no one else can compete.

Your creativity and your desire to serve are your secret weapons. There are plenty of people in this world who can make the very same offer you can.

But what they don't have is your style.

And hiding it might feel safe? But it's actually the least safe thing you can do.

To read the latest blog just [click here](#).

Share this email if you want.... It'd be really helpful.

Onward!

Sharon

(pretending to be Trudy again Only real difference between us is she's taller and doesn't swear)



p.s. Here's that link again for the latest [OBL Blog](#).

p.p.s. here's a dalmatian.



Subject line: You asked. We listened.

Hi <name>,

We're not ready to say goodbye... so we're doing the next best thing!

Read on....

You wanted to know whether you could still access our help and support after government funding finishes at the end of June 2020. Well, we've got fabulous news 😊 ! ! !

We are opening up a paid membership program, which will launch on the 1st of July 2020. And as our Founding OBL Participants you have a special pricing offer that's only for you. **Founding members are people who joined us for programs that ran from 2019 — June 2020.**

Making your decision about whether to join us is only a click away. To find out more, go here: [👉👉 Membership 👈👈](#).

Anyone can join OBL and in one month go through any combination of the training videos, frameworks, connections with other members, or even get some help through private messaging with the coaches and it'll be worth a **minimum of \$2,000** (even if you're on the 12 monthly payment option).

You won't even pay \$1,000 for all that value!!!

And we have a fantastic guarantee. *If you do become a founding member, but ... after trying it out for a month you don't see the value, you can request a refund with one email and get it. No questions asked.* That's our guarantee to you.

I have no question that my criteria of **One Month In = One Year of Value Out**, will stand the test of time.

So... if you know you should be on the inside of OBL, then you definitely want to let us know before April 30th. You get full access to everything we have (and are creating right now) for about a third of the price. And you won't pay a penny until the 1st of July 2020.

Click [here](#) to see all you get as a member of the new OBL Membership program.

From the start, Online Business Lift-off has been a labour of love. What a privilege it's been for the whole team to bring it life. Each time we get going with a new group of participants we learn so much. We've loved every minute of the OBL program. So, from all of us here at Team OBL we salute you!

You're amazing, talented and wonderful human beings. You show up each day with such courage, dedication and grace!

Any questions? I'm here to answer, just hit reply and ask away or go over to Slack and ask in there.

Here's to old friends and good pricing!