Email 1

Subject Line: [Cyber Monday] A Bigger, Better, More Powerful Coaching Biz Starts Here

Subject Line: [Cyber Monday] Opening the Doors to Coaches Who Want to EXCEL

Subject Line: [Cyber Monday] Want to ROCK Your Coaching Biz?

Hey {Name],

Amanda Goldman Petri here (but feel free to call me AGP).

If you haven’t already heard this at least a dozen times… it’s Cyber Monday!

And I thought I’d help you celebrate with something truly special.

It’s for business, money, and marketing coaches who are sick of getting beaten up… sick of running into obstacle after obstacle… sick of uncertainty and “guessing” how to make an impact in the Coaching Universe.

If you’re a coach who wants to do any of this…

* Earn more money from your biz by commanding the fees you truly deserve
* Offer the most value possible to your clients so they can achieve MASSIVE success in their own lives and businesses
* Get serious recognition from your clients and from fellow coaches
* Receive glowing testimonials from clients who are thrilled with your services
* Get a steady flow of referrals (so you don’t have to go out looking for clients
* Spend less time working on the details of your biz, and more time enjoying your life

…then you’re definitely going to want in!

It’s called “The League of Certified Coaches.”

[Go ahead, click here to find out all about it!]

I created The League of Certified Coaches™ as a way to help you navigate the sinister “villains” of the coaching universe – procrastination, uncertainty, tire-kicking clients, and MANY more.

Consider it your personal lair where you can gain and fine-tune your skills, learn the little-known tricks of the trade, and build a business you can be proud of!

(And, of course, you’ll get LOTS of support and training to help you send your income into the stratosphere, too!)

This is the kind of stuff that helped me lock in **over a half million dollars in client projects in just 60 days**… and that empowered countless other coaches just like you to hit 6-figures with their businesses in record time!

In my next email, I’ll tell you a little more about exactly what you’re getting as a member of The League of Certified Coaches™…

But I can already see the sparkle in your eye… so feel free to go ahead and check it out now:

[Click here to peek inside the League Headquarters now!]

Together, we will fight for the integrity, profitability, and power of the Coaching Universe!

XOXO,

Amanda

**P.S.:** If you already know that you need some help to navigate the seedy streets of the Coaching Universe, the doors are open to become a member now! And since I can only accept a handful of new members anyway, it’s probably a good idea to claim your spot on the membership roster while you still can!

Email 2

Subject Line: Far from the Riff-Raff, Our League Members Are Getting…

Subject Line: [League of Certified Coaches™] Peek Inside, and You’ll Find…

Subject Line: [League of Certified Coaches™] Let’s Take a Quick Tour…

Hey {Name],

AGP here.

I’m writing to you today from inside the League of Certified Coaches™ campus.

I thought you might like a little tour of what we’ve got going on in here.

But first, if you missed my last email and don’t know what the heck I’m talking about, you can just click on the link below and you’ll be up to speed in no time:

[Click here to discover the League of Certified Coaches™]

So, the first thing you’ll notice is that the League campus is protected by thick, impenetrable walls. ONLY qualified, committed members – coaches who want to make a HUGE difference in the coaching industry, in the lives of their clients, and in their own businesses – are permitted inside.

Now… let’s step inside to the **Hall of Certifications**, where you’ll get access to TONS of training on the topics that matter most to you, and that will have the biggest impact on your biz and your clients.

And when you finish the coursework on each topic, you’ll take a test to get certified on that topic!

But here’s where things really get good:

Once you’ve received a course certification, **you’ll have the rights to rebrand and resell ALL of the course materials in your own biz**. You’ve got the certification to show you’re an expert, so why not earn cash teaching those skills to your own clients?

We’ll also use this virtual space to hold our **Monthly Super-Coach Training Courses** – giving you even more in-depth training to help you not only grow your income… but to become the *rockstar* coach that everyone wants to work with!

Ok, let’s move along.

Next, let’s peek inside **the Template Vault**, where you’ll find TONS of powerful, time-saving scripts, templates, and other tools to make marketing and running your coaching biz a total breeze… and to help you earn more money without all the guesswork and tedious tasks.

Next up, there’s the **Monthly Mentor Super-Sessions** room, where you and your fellow super-coaches will take part in monthly group coaching calls and Q&A sessions… all designed to give you tested, in-depth knowledge and answers to skyrocket your business and provide enormous value to your clients.

Finally, let’s step into the **Secret League Headquarters** (aka Facebook group). Here, you’ll get to ask and answer questions, connect with your fellow coaches, form friendships and partnerships, and just hang out after a long day of kicking butt across the Coaching Universe. There are plenty of (virtual) comfy chairs here, so feel free to kick back and enjoy!

Pretty nice, eh?

You bet your superhero cape! But what’s even better is what you’ll do with what you learn here…

Like one of my other certification coaches, who **netted her client $175,000** with just one of the techniques I authorized her to teach…

Or like how another client of mine went from **ZERO to a full schedule of sales calls in just two days** after she implemented a couple of my recommendations.

Think you have what it takes to join us?

[Click here to claim your spot in the League of Certified Coaches™ now!]

XOXO,

Amanda

**P.S.:** When you become a member, you’ll also be able to apply for our annual **Coachies Super-Coach Awards**, where we recognize booty-kicking coaches who have made a dramatic positive impact on the Coaching Universe. A little recognition can’t hurt, right?

Email 3

Subject Line: The League of Certified Coaches™ Doors Are Closing Soon

Subject Line: [League of Certified Coaches™] There’s Still Time to Get In (But Not Much)

Subject Line: I Hope You Didn’t Give Up on Being a Super-Coach, [Name]!

Hey {Name],

AGP here.

I hope you enjoyed our whirlwind tour of the League of Certified Coaches™ campus.

It’s an awesome place to hone your coaching biz skills… far away from the thugs and mean-spirited mongrels that stalk the Coaching Universe.

And it can have a tremendous impact on your success as a coach!

You’re getting all of the insights, techniques, templates, scripts, and other super-secret weapons that

* Empowered **94% of the coaches in my last certification run** to bank up to **$40K each** within the first 3 weeks!
* Helped me **fill one of my webinar workshops to capacity in just 24 hours**!
* Raked in **$661K in just 60 days** for another group of my coaching clients!
* Brought in **100 qualified, ready-to-buy leads in under 30 days**!
* Landed me more than 50 interviews in 45 days when I started my coaching biz!

And that’s just the beginning!

The techniques and tools you get as a member will also help get you those all-important testimonials you need to attract the best clients… bring you a steady stream of quality referrals… and give you the visibility and authority you need to absolutely *crush it* in your niche… no matter how crowded it is!

Sound good?

I thought so!

Now, Cyber Monday may be officially over… but this offer to join the League isn’t!

There are still a few seats left for coaches like you who truly believe in changing lives (including your own). But those seats won’t be empty for long… so if you’re tired of being just another coach trying to make ends meet in the cold, frustrating Coaching Universe, you need to get your name on the roster right away:

[Click here to join the League of Certified Coaches™ now!]

I hope you make it in before the last few remaining spots are snapped up!

XOXO,

Amanda

P.S.: If you’re concerned about the monthly dues, think about this: I usually charge between **$400 and $2,000 for EACH certification.** You’re getting to dive into one certification a month for less than half of what I sell my cheapest certification course for! And when you add in all of the other training, templates, coaching, comradery, and other perks you’re getting… this will give you the absolute highest ROI of any investment you make in your business this year! Get your spot while you still can!