



## **Actual Sample Emails From Christine's Own Cash-Generating Sales Campaigns**

1) Set of emails promoting a 30% off sale (notice the 1st one is a "heads up" one letting people know what's coming)

a) Subject: Firstname, introducing She's Got Clients (& a SALE coming for you TOMORROW!)

### **A Special Invitation**

Firstname,

Have you [seen it](#) yet?

A new website, new branding, and even more new ways I can help YOU grow your business! But in addition to that, I'm

also rewarding you with a **brand new SALE!** Mark your calendar, because...

For 3 days only, **starting at 11 am EDT TOMORROW**, Tuesday, March 29, you can buy ANY of my best-selling marketing and social media products at a full **30% OFF**. It's my way of celebrating the birth of ShesGotClients.com with YOU!

[Take a sneak peek at all my products, and begin thinking about the must-haves you'd like to grab for yourself now.](#)

Maybe you want to pick up my always popular 6 Simple Steps to Kick Start Your Social Media Success System? Or my newest product, the completely-updated-for-2011 Facebook Page Intensive (this one is packed with a full TWO HOURS of content!) [See a full list of products here.](#)

Don't wait until tomorrow to begin picking your faves. [Take a sneak peek at all my best-selling products now.](#)

Remember, the sale *hasn't* begun yet. Watch your inbox **TOMORROW** for all the details.

With Success and Love,  
Christine



P.S. Share this offer with your colleagues and friends, but don't forget that the offer is ONLY good for THREE short days and ends at midnight EDT Thursday, March 31, 2011.

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b) Subject: TODAY -- my 30% off sale is on!

### **A Special Invitation**

Firstname,

It's time to celebrate...my 30% off sale is ON!

For just THREE days ONLY, you can buy ANY of my best-selling marketing and biz-building [products](#) at a **full 30% off!** It's my gift to you to celebrate the launch of my brand new website!

To receive your discount, **just use the special coupon code CELEBRATE at checkout** to receive a FULL 30% off all my products!

Have you seen **all of the products** I have available lately? You've got a lot of great options to choose from:

[The Facebook Page Intensive](#): My all-new-for-2011 120 minute, hands-on webinar that teaches you how to set up and effectively use a Facebook Page for your business that attracts new clients and customers and stands out from all the rest

[Website Without Worry](#): My 4-part webinar series that teaches you exactly how to create your very own WordPress website or blog from scratch and use it successfully to bring in lots more clients and customers

[The LinkedIn Master Class](#): My fast-paced, 90 minute webinar that teaches you everything you need to know to get a handle on LinkedIn and begin magnetizing new clients and customers to your own business right away

[Grow Your List--Grow Your Income](#): My 4-part webinar series that teaches you exactly how to build a high-quality, responsive mail list with authenticity beginning today

[Social Media Made Simple](#): My 4-part, 7 CD teleseries that teaches you how to powerfully network on Facebook and Twitter and attract raving fans who are excited to promote your business

[The 6 Simple Steps to Kick Start Your Social Media Success System](#): My step-by-step



blueprint for implementing powerful social media and online marketing techniques to bring in more sales and more cash flow

[Twitter Power Strategies](#): My 90 minute, info-packed webinar that will show you exactly how to build your list of followers, as well as your visibility and credibility--and give you the confidence and know-how to get business done on Twitter

Get the details and grab your fave products **at this special price now** while you can [HERE](#).

Enjoy my gift to you... Here's to celebrating a fresh new look!

With Success and Love,  
Christine

P.S. Remember, **the sale ends at midnight, Thursday, March 31 (EDT)**, so don't let this opportunity to save pass you by!

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c) Subject: Just 2 more days to get 30% off all my biz-building products!

### **A Special Invitation**

Firstname,

Wow, many of you are already taking advantage of my 30% off "[celebration sale!](#)"

**There are still TWO days to claim your discount** on any of my best-selling marketing and success products. I'm celebrating my brand "makeover" and YOU get to reap the benefits! :-)  
*(But don't wait TOO long, it ends tomorrow!)*

To get your 30% off, all you need to do is **enter the special coupon code CELEBRATE** at checkout.

Choose from products as low as \$97 for a range of levels from building your business from the ground up, to taking your existing biz up to the next level.

Which biz-boosting products do YOU want to grab for your own success library at **30% off?**

[Learn more](#) and pick your fave products at this special rate now while you still can!

Cheers!



With Success and Love,  
Christine

P.S. Remember, **the sale ends at midnight, TOMORROW, March 31 (EDT)**, so don't let this opportunity to save pass you by!

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d) Subject: Firstname, today is the LAST day to shop my 30% off sale

Firstname,

It's Christine with a quick reminder that my 30% off "Celebration" Sale **ends TONIGHT, Thursday, March 31 at midnight Eastern.**

Until then, you can buy ANY of my best-selling products for marketing and business success at a FULL 30% off. It's my gift to you to celebrate the launch of my brand new website! Woohoo! :) It couldn't be easier, **all you have to do is enter the coupon code CELEBRATE at checkout.**

Go straight to this page now:  
<http://shesgotclients.com/celebrationsale/>

You've got a great **selection of products** to choose from:

**The Facebook Page Intensive:** My all-new-for-2011 120 minute, hands-on webinar that teaches you how to set up and effectively use a Facebook Page for your business that attracts new clients and customers and stands out from all the rest

**Website Without Worry:** My 4-part webinar series that teaches you exactly how to create your very own WordPress website or blog from scratch and use it successfully to bring in lots more clients and customers

**The LinkedIn Master Class:** My fast-paced, 90 minute webinar that teaches you everything you need to know to get a handle on LinkedIn and begin magnetizing new clients and customers to your own business right away

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**Twitter Power Strategies:** My 90 minute, info-packed webinar that will show you exactly how to build your list of followers, as well as your visibility and credibility--and give you the confidence and know-how to get business done on Twitter

Enjoy my gift to you...and thanks for celebrating with me!

With Success and Love,  
Christine

P.S. Don't let the **last few hours of this sale** pass you by. Shop until midnight tonight here: <http://shesgotclients.com/celebrationsale/>

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e) Subject: Only 3 hours left to shop my Celebration Sale

Firstname,

It's Christine, with a LAST call...my 30% off celebration sale is ending in just a few hours!

Until midnight tonight, you can buy ANY of my best-selling products for business and marketing success at a FULL 30% off. It's my gift to you in celebration of my brand new web presence!

Go straight to this link now: <http://shesgotclients.com/celebrationsale>

You've got lots of great products to choose from:



**The Facebook Page Intensive:** My all-new-for-2011 120 minute, hands-on webinar that teaches you how to set up and effectively use a Facebook Page for your business that attracts new clients and customers and stands out from all the rest

**Website Without Worry:** My 4-part webinar series that teaches you exactly how to create your very own WordPress website or blog from scratch and use it successfully to bring in lots more clients and customers

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Shop and get more details here:  
<http://shesgotclients.com/celebrationsale>

Enjoy my gift to you!

With Success and Love,  
Christine

P.S. Don't let the last few hours of this sale pass you by. Shop until midnight EDT tonight here: <http://shesgotclients.com/celebrationsale>



2) Set of emails promoting a free preview call on WordPress (during which I upsold to a paid WordPress training course)

a) Subject: Ok, fess up Do you suffer from website EMBARRASSMENT?

**A Special Invitation**

Firstname,

It's Christine, with a question for you today.

Are you ready to end your website ANGST once and for all?

Everyone knows you need a website if you are going to succeed at marketing online, right? You may even have one already...but you're just tired of the time, cost and aggravation associated with it.

Or, maybe you don't even have a website or blog yet, and as every day goes by without one, you know you are **wasting valuable time you could be using to market yourself and your business.**

That's why I've put together this special call to share with you all of my top tips, strategies and information on how the WordPress web platform can save you time, money and frustration...so you can concentrate on what you do best--running your business! You'll want to join me on this complimentary webcast where **I reveal exactly how you can have this simple, zero-cost platform working for you--in no time.**

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**"Wild About WordPress: 7 Reasons Why it's Now Super Simple to Create Your Own Customer and Client-Attracting Website--FAST, Without HEADACHES, and for FREE!"**  
**with Christine Gallagher**  
**Thursday, April 21, 2011 at 8pm Eastern**  
**[Learn more and book your spot now](#)**

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I'm not going to be just sharing fluff or theory--I've been using WordPress myself for over four years, have created countless sites using it and have taught many others who now have their own business sites and blogs working for them online as well.



On this special no-cost webcast, I will be **digging out my best tips for YOU--the small business owner or solopreneur**--on how to get maximum results in the least amount of time using this powerful tool. (I held a similar call last year and the feedback on all I shared was amazing! If you missed it then, here's your second chance.)

During this call, you'll learn:

- \* Why **you don't have to be a techie** (really!) to get your site up and running in less than a day
- \* The one very important thing you want to **be sure to look for when choosing a webhost** for your WordPress site
- \* Why WordPress isn't just for blogs--and **how you can easily set it up** as a full-blown, simple-to-use website
- \* What WordPress has--right out-of-the-box--that means **you won't have to hire an expensive SEO firm** to get your site to rank in the search engines
- \* Why customizing your site is **a lot easier (and more fun!)** than you probably think
- \* Why answers to (even your toughest) WordPress questions are **always just a click away**
- \* **Exciting new details about the upcoming LIVE course "Website Without Worry: Step-by-Step Strategies to Using WordPress, the Number One FREE Web Platform to Gain Clients and Customers FAST!"**

Whether you're a seasoned entrepreneur or just getting your business up and running, you won't want to miss this enlightening, info-packed webcast.

Just go [here](#) to reserve your spot now for this complimentary event.

With Success and Love,  
Christine

P.S. - With a high-content call on such a hot topic like this, you'll want to invite your friends and colleagues to join you. Just remember to reserve your spot [HERE](#) first.

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b) Subject: Firstname, yes--you CAN have a great-looking, client-attracting website without stress!





## A Special Invitation

Firstname,

I think I've struck a chord with my [upcoming webcast](#) "**Wild About WordPress: 7 Reasons Why it's Now Super Simple to Create Your Own Customer and Client-Attracting Website--FAST, Without HEADACHES, and for FREE!**"

Registrations keep flooding in...and that tells me that MANY of you are REALLY ready for this information!

Most of you know I recently had my website re-done...and while it may look completely different, one thing hasn't changed: it's still built on WORDPRESS.

WordPress is the number one FREE web platform, and it makes it super easy to get online and begin gaining clients and customers FAST. There is simply no better way that I know of to quickly establish a web presence while at the same time saving yourself the money and frustration commonly associated with traditional websites.

At 8pm Eastern on **Thursday, April 21, 2011**, I'm going to share the LATEST information on this topic in this complimentary webcast:

**"Wild About WordPress: 7 Reasons Why it's Now Super Simple to Create Your Own Customer and Client-Attracting Website--FAST, Without HEADACHES, and for FREE!"**

On this webcast you'll learn:

- \* Why **you don't have to be a techie** (really!) to get your site up and running in less than a day
- \* The one very important thing you want to **be sure to look for when choosing a webhost** for your WordPress site
- \* Why WordPress isn't just for blogs--and **how you can easily set it up** as a full-blown, simple-to-use website
- \* What WordPress has--right out-of-the-box--that means **you won't have to hire an expensive SEO firm** to get your site to rank in the search engines
- \* Why customizing your site is **a lot easier (and more fun!)** than you probably think
- \* Why answers to (even your toughest) WordPress questions are **always just a click away**



**\* Exciting new details about the upcoming LIVE course "Website Without Worry: Step-by-Step Strategies to Using WordPress, the Number One FREE Web Platform to Gain Clients and Customers FAST!"**

Whether you're a seasoned entrepreneur or just getting your business up and running, you won't want to miss this enlightening, info-packed webcast.

Just go [here](#) to reserve your spot now for this complimentary event.

With Success and Love,  
Christine

P.S. - Feel free to invite friends and colleagues to this call, but please remember to reserve your spot [HERE](#) first! :)

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c) Subject: Firstname, end your website frustration starting April 21...

### **A Special Invitation**

Firstname,

I've been getting a few questions about my upcoming webcast...questions like:

"Can I really create a **professional looking website**, on my own?"

"Can I really have website that's **easy to update** and doesn't require a webmaster?"

"Can I really get my site up **in less than a day** for FREE??"

Those are the biggest questions I've been getting about Thursday's call.

And the answer is...YES...and YES...and YES. ;-)

I don't blame you for being skeptical, because there definitely is a lot of misinformation out there.

But the info I will be sharing Thursday night is the same information I have used--and more importantly--it's the same information that thousands of people just like YOU have used--to **create a fully functional website or blog that magnetically PULLS in clients and customers to their business.**



At 8 pm Eastern **THIS Thursday, April 21, 2011**, I'm going to share the LATEST information on this topic in this [FREE webcast](#):

**"Wild About WordPress: 7 Reasons Why it's Now Super Simple to Create Your Own Customer and Client-Attracting Website--FAST, Without HEADACHES, and for FREE!"**

On this call you'll learn:

- \* Why you **don't have to be a techie** (really!) to get your site up and running in less than a day
- \* The one very important thing you want to be sure to **look for when choosing a webhost** for your WordPress site
- \* Why WordPress isn't just for blogs--and how you can easily set it up as a **full-blown, simple-to-use website**
- \* What WordPress has--right out-of-the-box--that means **you won't have to hire an expensive SEO firm** to get your site to rank in the search engines
- \* Why **customizing your site** is a lot easier (and more fun!) than you probably think
- \* Why answers to (even your toughest) WordPress questions **are always just a click away**
- \* **Exciting new details about the upcoming LIVE course "Website Without Worry: Step-by-Step Strategies to Using WordPress, the Number One FREE Web Platform to Gain Clients and Customers FAST!"**

Whether you're a stay-at-home mom who wants to work part-time online or an all-out established entrepreneur, you won't want to miss this webcast. I'll be sharing important UPDATED information about how to use WordPress to **thrive on the web with your very own blog or website (no matter what is going on in the economy!)**

Hundreds of people have already signed up for this webcast and space is limited. Sign up now [here](#) to reserve your space on this complimentary call.

With Success and Love,  
Christine

P.S. - Feel free to invite friends and colleagues to this call, but please remember to reserve your spot [HERE](#) first! :)



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d) Subject: Firstname, are you registered for tonight? (FREE WORDPRESS webcast)

### **A Special Invitation**

Firstname,

WOW! Hundreds of you are joining me TONIGHT for my NO COST webcast "**Wild About WordPress: 7 Reasons Why it's Now Super Simple to Create Your Own Customer and Client-Attracting Website--FAST, Without HEADACHES, and for FREE!**"

(Forgot to sign up? [Don't miss out--join us tonight!](#))

Imagine--in a few short hours you're going to learn my top tips, strategies and information on how the WordPress web platform can **save you time, money and frustration...**so you can concentrate on what you do best--running your business!

WordPress is a simple, cost-effective and versatile web platform and it's the same platform that thousands of people just like YOU have used--to create a fully functional website or blog that **magnetically PULLS in clients and customers to their business.**

But the most important part of this call is how YOU can do the same, using WordPress.

You see, no matter what the economy is doing, people don't stop going to the Internet to find the products and services they need. In fact, it's where they are turning more than ever--and as a business owner NOT having an attractive web presence is no longer an option!

So, why not join us? (Even if you can't make it live, sign up anyway and we'll **send you the recording!**)

At 8pm Eastern **TONIGHT, Thursday, April 21, 2011**, I'm going to share the LATEST information on this topic in this FREE webcast:

**"Wild About WordPress: 7 Reasons Why it's Now Super Simple to Create Your Own Customer and Client-Attracting Website--FAST, Without HEADACHES, and for FREE!"**

On this call you'll learn:

\* Why you **don't have to be a techie** (really!) to get your site up and running in less than a day



- \* The one very important thing you want to **be sure to look for when choosing a webhost** for your WordPress site
- \* Why WordPress isn't just for blogs--and how you can easily **set it up as a full-blown, simple-to-use website**
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- \* **Exciting new details about the upcoming LIVE training course "Website Without Worry: Step-by-Step Strategies to Using WordPress, the Number One FREE Web Platform to Gain Clients and Customers FAST!"**

Whether you're a stay-at-home mom who wants to work part-time online or an all-out established entrepreneur, you won't want to miss this call. I'll be sharing **important UPDATED information** about how to use WordPress to thrive on the web with your very own blog or website (no matter what is going on in the economy!)

Have you reserved your space yet? Space is limited, so [sign up now to reserve your space on this complimentary webcast.](#)

With Success and Love,  
Christine

P.S. - Feel free to invite friends and colleagues to this call, but please remember to reserve your spot [HERE](#) first! :)