Email #1 to go out between April 6th and 9th

Subject Line: What sets you on fire? Check this out!

<Insert here the answer to this question: What sets you on fire in your business? start this email off with a little story about what sets you on fire in business or life>

My <friend/colleague/coach/mentor how do you know me?> Diane Rolston is so passionate about coaching and inspiring women to step into their own power and become Dynamic.

She has a powerful message that needs to be heard, “That who you are matters more than what you do”. She even wrote a book about called Dynamic You™ so women can unleash that Dynamic Woman™ inside.

It’s a must get for your 2017 reading list! Why?

Well the powerful changes that have happened for those reading it! <Choose one: I can’t wait to get my copy! I have already had benefits from reading it!>

<insert photo here of the book>

I love what you’ll get from this Book!

\* Apply the Dynamic Women™ Code, so you're in control of your outcomes & boost your opportunities

\* Use the 9 Pillars to increase your satisfaction & success
\* Ditch the labels, so you feel more confident
\* Use guidelines to know how to be an equal in any situation
\* Stop being a superwoman & a perfectionist so you feel free

Stay tuned for more messages from me this week because you’ll have chances to win prizes, be invited to the book launch and Diane will have a special gift for you, her Key to Success ebook.

Watch your inbox for more goodies from me this week as we head into the Book Launch from April 10-12th 2017.

<Name>

P.S. If you want to see more about Diane and her book go to <http://www.dianerolston.com/dynamicyoubook.html>. BUT don’t buy it yet because if you wait until Monday you’ll get some gifts with purchase.

Email #2 to go out April 10th

Subject Line: The BIGGEST secret – and get your prizes!

I see women struggle with <Insert here the answer to this question: What is a struggle you see in women?> .

After a lot of research, input and experience coaching, leading and impacting women my <friend/colleague/coach/mentor how do you know me?> Diane told me,

“**The BIGGEST secret I've found is that women who are successfully**

**passionate and profitable in life are experts at being themselves.”**

Oh ya! I totally stand for that and so Dynamic You™ should get you excited.

Now is the time Diane’s message is coming out stronger and I want you to be a part of it!

**So this is my invitation.**

Join me in supporting this mission and message!

You can do this by purchasing your copy of the book between today, April 10th and April 12th. And you’ll get the incredible Prizes below. (and another bonus the books are now $5 off! BUT only for these 3 days)

Here’s how you do it!

**Step 1:**

Choose your Prize Package. (And you can mix and match to choose your Prize Pack! For example, buy 22 books and you can have a VIP ticket, join the Dynamic You™ Program AND Donate 9 books to women in shelters.)

2 Books = May 4th Launch Party Ticket
3 Books = VIP Ticket
5 Books = Coffee with Diane
7 Books = 1:1 Coaching Session
9 Books = Dynamic You™ Program
10 Books = Donate 9 to women in shelters
15 Books = Be a sponsor & Promote your business
20 Books = Private workshop or speaking engagement.
30 Books = VIP Day where you get to focus on anything that is important to you and get support doing it!

**Step 2:**

Buy it here on Amazon between April 10th and 12th:

<http://www.amazon.ca/dp/1542468434>

(FYI - Once you buy books any amount can be donated to women in shelters, just bring them to the Book Launch Party on May 4th in Vancouver, BC, give them to Diane if you are local or email Diane at diane@dianerolston.com to ask where to ship them.)

**Step 3:**

Email your receipt to Diane to get your prizes at diane@dianerolston.com with the subject line “Dynamic You Gifts” and make sure you specify which prizes you’d like.

Have questions? Diane said you can email her directly at diane@dianerolston.com.

<Name>

P.S. Remember you only have until Wednesday to make this happen!

Email #3 to go out April 12th

Subject Line: Last day for Dynamic You Prizes!

Did you get your copy of Dynamic You™ yet?

I bought multiple copies to give to my <friends, clients, family, employees, women’s organizations, Diane’s Charity>. And I just love the prizes I’ll be getting!

Here are the steps again!

**Step 1:**

Choose your Prize Package. (And you can mix and match to choose your Prize Pack! For example, buy 22 books and you can have a VIP ticket, join the Dynamic You™ Program AND Donate 9 books to women in shelters.)

2 Books = May 4th Launch Party Ticket
3 Books = VIP Ticket
5 Books = Coffee with Diane
7 Books = 1:1 Coaching Session
9 Books = Dynamic You™ Program
10 Books = Donate 9 to women in shelters
15 Books = Be a sponsor & Promote your business
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**Step 3:**

Email your receipt to Diane to get your prizes at diane@dianerolston.com with the subject line “Dynamic You Gifts” and make sure you specify which prizes you’d like.

I’m so excited at the impact these books will have on the women in your community! Don’t forget to RSVP for the May 4th Launch Par~ty here: www.facebook.com/events/1758113074499189/

Hope to see you there!

<Name>

P.S. As promised Diane has a gift for you today, before writing Dynamic You™ she wrote a fabulous ebook called, *“Keys to Success, 3 Dangerous Trends Professional Women Make that keep the overworked, overwhelmed and pulled in a million directions.” Landing.* Go to [www.dianerolston.com](http://www.dianerolston.com) to get your copy!