**The Email Class**

**“Would you like to hire me…again?”**

*I call this “the 3 things” email. Read and you’ll see why. :)*

*This is awesome for emailing a previous client, and inviting them to hire you again! You can also tweak the wording slightly, and send this to a dream client who has never hired you before.*

*Here’s the sample email. On the next page, you’ll see a template (fill-in-the-blank version) that you can customize.*

Hi Robert,

3 things:

1. I saw your announcement that your event is nearly full and you have just 10 spots left. Congratulations! You’re going to be sold out in no time. :)

2. My Peloton bike arrives this weekend! Finally! I can't wait to ride with you!

3. Also, I wanted to check and see...Do you anticipate that you'll want to hire me for anything else in June or July? Writing more emails? Workbooks? Webpages? Creating materials for students, parents, or anything else?

If you think you're going to want to hire me for something else this summer, let's discuss soon, because I want to make sure I save room on my schedule for you.

Or if you don't need anything else, cool! Either way, please let me know.

Have a beautiful weekend.

Hi <Name>,

3 things:

1. <Mention something cool this client is doing—you noticed their new book is out, they announced a new program, got a big media feature. Congratulations!>

2. <Mention something they will love hearing about/seeing—a video they will love, a resource, a playlist, exciting news, something delightful.>

3. <Mention that you’re available for projects / have space for clients now, and you’d love to work with them again!>

<Make it feel exciting, but also no-pressure. For instance: If you think you're gonna want to hire me for something else this summer, let's discuss soon, because I want to make sure I save room on my schedule for you! If not, no worries.>

Have a beautiful weekend.