



Behind the \$154,000 Contract

A BREAKDOWN OF THE WINNING EMAIL

INTRODUCTION

The right email can unlock life-changing opportunities for your business. But it's not just about what you write—it's how you structure it and the psychology behind it.

This simple 5-step framework is the exact structure I used to land a \$154,000 contract and clients still use it today to get contracts in less than 90 days. Use it as a blueprint to craft your outreach, and if you want personalized support to fast-track your results, you'll find a special invitation at the end of this guide.

01

Warm and Genuine Opener

What to Do:

Start with a friendly, personalized greeting. Mention something relevant to the recipient's context (*e.g., the time of year, a recent achievement, or their work*). Be yourself!

Why It Works:

People respond better to emails that feel conversational and thoughtful, not transactional. This immediately disarms any skepticism and encourages them to respond.

Example:

"Hi [Name], I hope the new year is off to a fantastic start for you!"

02

Establish Credibility Without Overwhelming

What to Do:

In 1-2 sentences, introduce yourself and your expertise in a way that aligns with the recipient's interests or challenges. Avoid going into excessive detail.

Why It Works:

This builds trust and positions you as a credible resource without making the email all about you.

Example:

"I'm [Your Name], a [Your Title/Expertise], and I work with [specific audience] to [specific result]."

03

Thoughtful Compliment or Connection

What to Do:

Acknowledge the recipient's work, program, or organization, and express genuine admiration. Be specific to show that you've done your homework.

Why It Works:

Genuine interest and relevant research open the door to a relationship. It shows you're not sending a generic, copy-paste email.

Example:

"I had a chance to review [Initiative Name] and was very impressed with the structure and robust programming."

Offer to Add Value

What to Do:

Ditch the pitch! Instead, ask a targeted question that positions you as a partner, not another person selling something. Frame the conversation around how you can support their goals. Your goal: make them the hero!

Why It Works:

This approach shifts the focus from “what I want” to “how I can amplify,” making the recipient more open to continuing the conversation.

Example:

“Quick question—do you all look for speakers to facilitate workshops or leadership training? If so, I’d love to discuss the upcoming topics and determine if there is any alignment where I can add value.”

Clear and Easy Next Step

What to Do:

Close with a simple call to action, like scheduling a brief chat. Keep it low-pressure and an easy trade of their time.

Why It Works:

By removing friction and making the next step easy, you increase the chances of a response.

Example:

“If you’re open, what does your schedule look like next week for a quick chat to discuss this further?”



Why This Framework Works

Each part of this email is designed to create a seamless flow:

- ✓ Builds rapport through personalization and authenticity.
- ✓ Establishes trust with concise credibility statements.
- ✓ Creates curiosity by offering value instead of asking for a favor.
- ✓ Encourages action with a clear, easy next step.

This framework is powerful but it only works if you know how to tailor it to speak to what corporations are buying right now. Otherwise, it'll fall flat. This is our primary focus in the **Get Corporate Clients Now** program. If you're ready to get on a faster path, this is for you.

In this program, you'll:

- Work alongside me to customize your outreach plan based on your expertise and what corporations are actively buying
- Implement a proven process to bring a corporate lead from discovery call to closed in weeks instead of months
- Get your business set up to land corporate opportunities on repeat – no guesswork

Enroll today and unlock some juicy bonuses that will expire soon!

[Click Here to Apply for a Fit Call to Learn More](#)

The next email you send could open the door to your dream contract. Use this framework as your starting point, and if you want hands-on guidance, we'd love to welcome you into **Get Corporate Clients Now**.

Let's make it happen! There are limited spots available. Book your call today.