

THE

16 x 23

YEAR OF OPENS

This discussion and worksheet will give you a productized service or upgrade you can sell.

You will be ready to use this in your own marketing and offer it to clients.

BRAINSTORM 16 SHORT EMAILS

Write 16 x "9-word emails" to drive evergreen OPENS for:

- Webinar registrations
- Demo bookings
- Consult calls
- PDF / Book giveaways
- IRLs
- Booking guests
- Courses
- Workshops
- Productized services

Are you still looking for ____?

Would you like a free ____?

I run a ____ for _____. Want in?

I'm running a _____. Would you like to join us?

I'm getting a few ____ together in _____. You in?

I'm looking for ____ to _____. Reply ____ for details!

I just ____ for _____. Want the study?

Do you still want ____?

Do you still need ____?

Would a ____ help?

Am I wrong to think we should hop on a call about your ____?

I've started a ____ to help _____. Wanna ____?

I've got availability next week. Wanna lock it down?

My new ____ could give you _____. Would you like a demo?

Want to ____? I've got an idea...

Schedule these every 23 days across the year, as an automation.