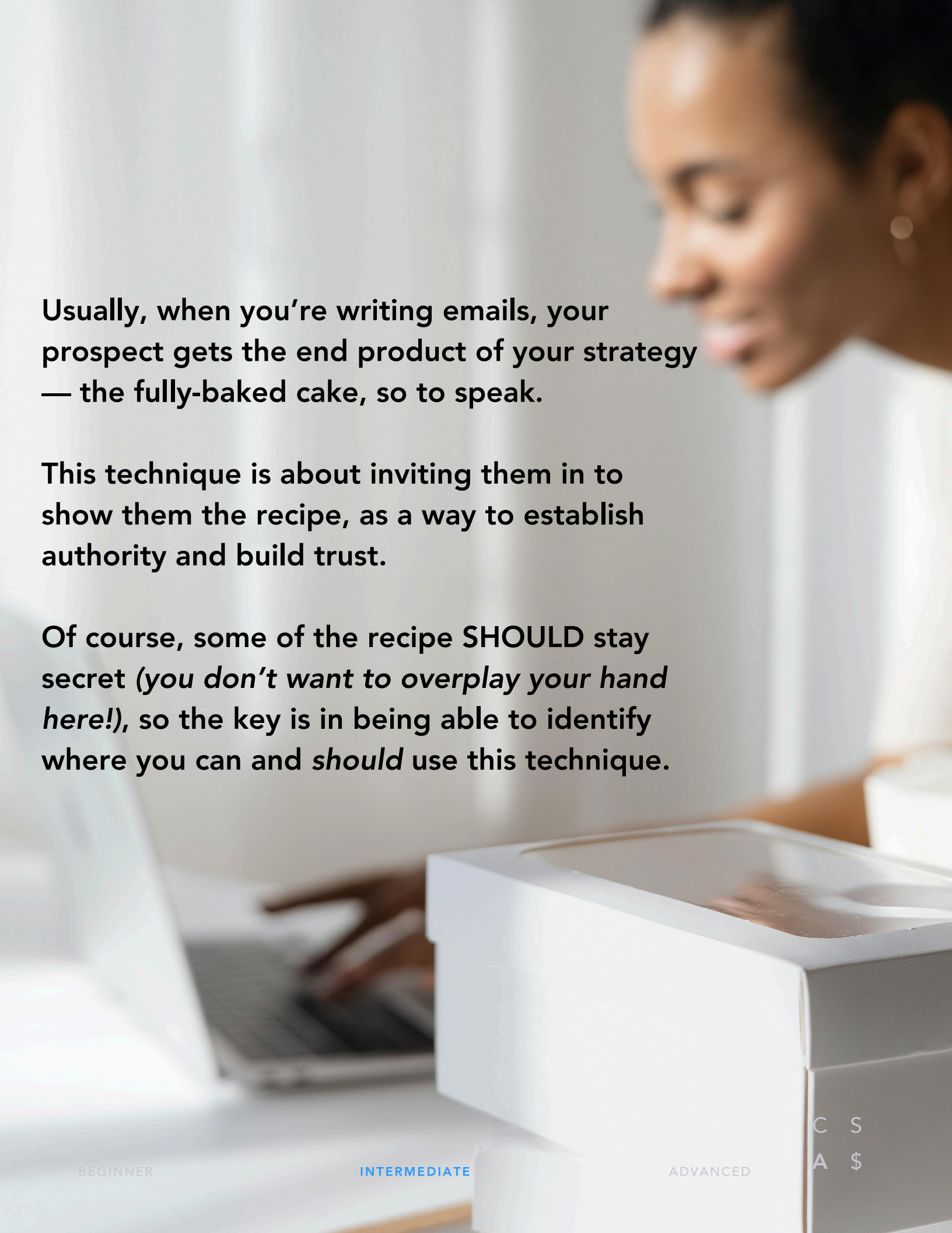*ADVANCED EMAILS*

HOW TO STRATEGICALLY BREAK THE FOURTH WALL

This discussion and worksheet will help you use a new technique to foster trust and build authority through your emails.

You will be ready to immediately apply this training to optimise your (and/or your clients') email marketing.

Usually, when you're writing emails, your prospect gets the end product of your strategy — the fully-baked cake, so to speak.

This technique is about inviting them in to show them the recipe, as a way to establish authority and build trust.

Of course, some of the recipe SHOULD stay secret *(you don't want to overplay your hand here!)*, so the key is in being able to identify where you can and *should* use this technique.

Three scenarios where breaking the fourth wall is *(usually!)* very effective:

1. When you've gathered proof in response to a direct question or objection *(because it not only proves the point you're trying to make, but also helps position you as responsive and genuine, which is especially powerful in this era where transparency is super sexy + compelling)*
2. When you're positioning yourself *(or your client)* as an expert strategist, and therefore want to show off your thought process *(i.e. if the magic is not only in what you're doing, but HOW you made the decision to get there)*
3. When you want to normalise a thought, feeling, or action, to reduce friction around it and/or position yourself *(or your client)* as relatable

Ways you can do it:

- Screenshots
- Commentary on/side notes about/explanations of your approach
- Figuratively inviting your prospect into the room with you as you write *(i.e. what's going through your head? What are you noticing? What are you feeling or responding to?)*

Email	Strategic intent	Appropriate AND valuable to break the 4th wall?	If yes, what could and should this look like?
e.g. lead magnet delivery	subscriber engages with the LM	No	
e.g. lead magnet reminder	unactivated subcribers engage with the LM	Yes, as LM is all about increasing email engagement	Commentary on how + why this kind of email increases LM engagement