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WoDiLab

WRITING YOUR EMAILS

Create the first draft of your emails.

ACTION CHECKLIST

☐ **Step 1 – Write your Welcome Email**
Create a warm introduction and deliver your lead magnet.

☐ **Step 2 – Write your Story Email**
Share a personal experience that helps build trust.

☐ **Step 3 – Write your Value Email**
Provide a useful tip, lesson, or quick win.

☐ **Step 4 – Outline your Invitation Email**
Define the next step you want people to take.

☐ **Step 5 – Review your email plan**
Make sure your emails sound like you.

Step 1 – Write your Welcome Email

Your Welcome Email has one job:

Make people feel welcome.

A simple Welcome Email includes:

- Subject Line
- Greeting
- Thank you for joining
- Free gift / lead magnet
- Short introduction
- What happens next
- Warm closing

Use the structure below:

Subject line

Greeting

Thank you for joining

Free gift / lead magnet

Short introduction

What happens next

Warm closing

How confident do you feel about your Welcome Email?

☐ Very confident

☐ Mostly confident

☐ Needs improvement

Notes

_____

_____

_____

Step 2 – Write your Story Email

Stories help people understand who you are and why you care about this topic.
Think about:

- a challenge you faced
- a lesson you learned
- a breakthrough moment

Answer these questions:
Subject line:

What happened?

How did you feel?

What did you learn?

How could this help your reader?

Notes

Step 3 – Write your Value Email

A Value Email helps your audience move one step forward.

Choose one:

☐ Tip

☐ Lesson

☐ Shortcut

☐ Mistake to avoid

☐ Quick win

Subject Line

Hook
How will you get your reader's attention?

One Lesson
What is the main idea you want to share?

One Practical Action
What can your reader do today?

One Takeaway
What is the key message you want them to remember?

Optional Call To Action
What would you like your reader to do next?

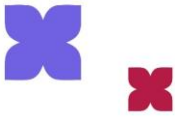
Notes

Step 4 – Your Invitation Email

An Invitation Email offers the next step.

A simple Invitation Email includes:

- What you are inviting people to?
- Why it matters?



- What they will gain?
- What action to take next?

What are you inviting people to?

☐ Course

☐ Free session

☐ Consultation

☐ Community

☐ Programme

☐ Other: _____

Subject line:

_____

What benefit will people receive?

_____

_____

_____

Write one simple invitation:

_____

_____

_____

_____

Notes

_____

_____

_____

_____

Step 5 – Review your email drafts

Before moving on, review your work.

Before sending, ask yourself:

☐ Does my email have a clear subject line?

☐ Is the most important message near the beginning?

☐ Is there one main idea?

☐ Does the reader know what to do next?

What part of the plan feels strongest?

What would you like to improve later?

Your Next Action

Finish the first draft of your Welcome Email.

Remember:

Your email does not need to be perfect.

It simply needs to be written.

One email.

One step.

One action.

Your Points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Draft your first Welcome Email

Total: 5 XP

✨ Done is better than perfect.

Every email you write builds confidence for the next one.

Progress comes from practice, not perfection.