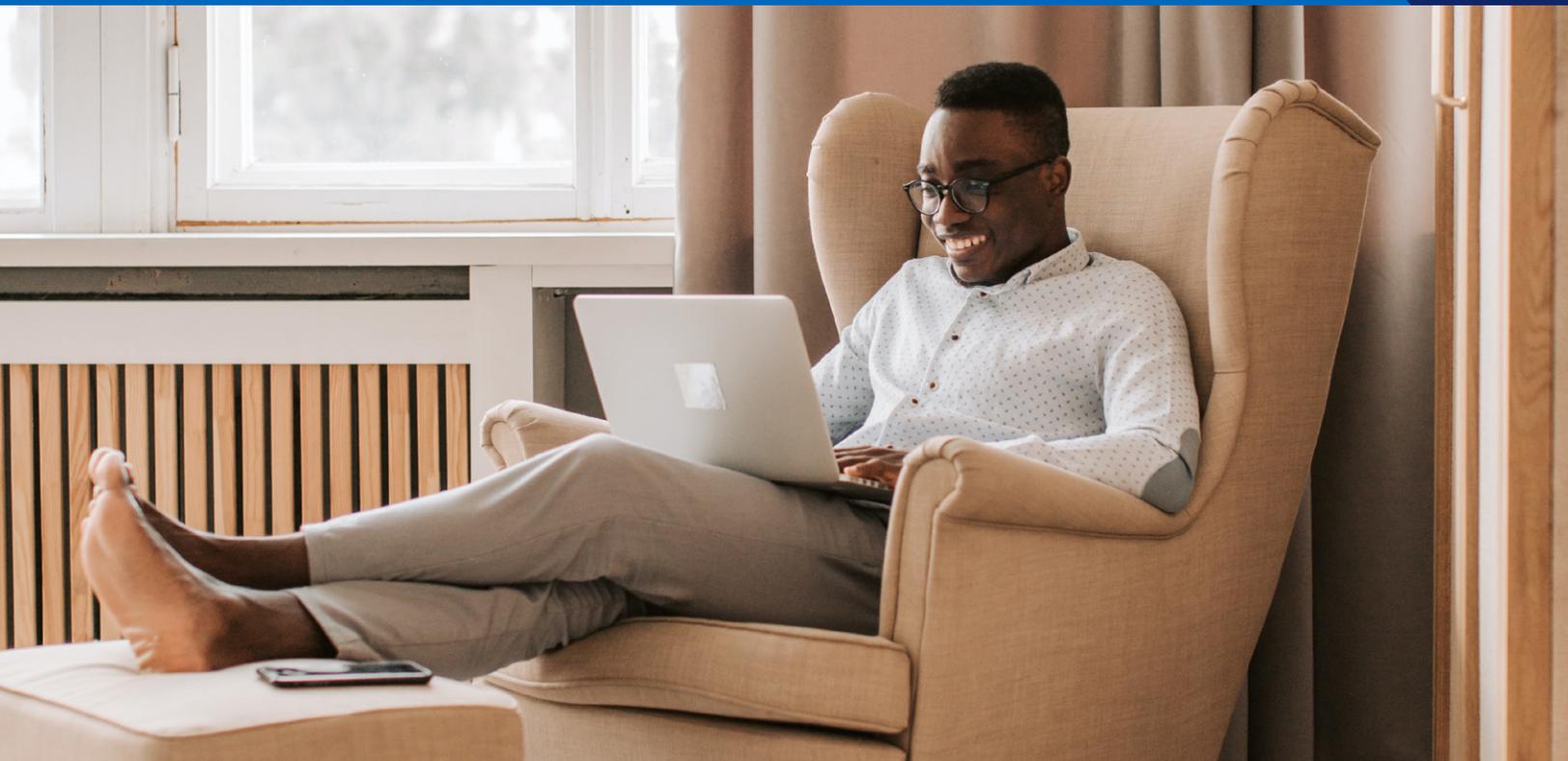
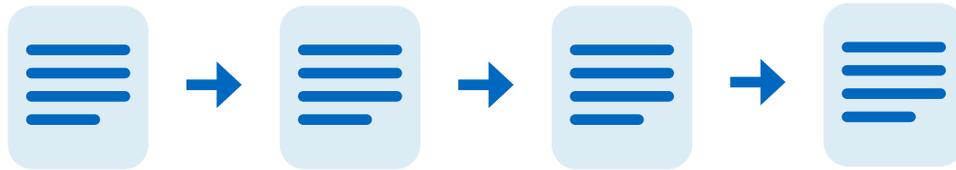


The **ELI**
Marketing
Toolkit



Email Guide





When you're ready to offer the ELI to your audience, consider using an **email sequence**. Over the course of about 3–5 emails, you'll introduce the ELI and share information and ideas to help readers understand whether it's right for them.

You'll probably offer the ELI to your audience **multiple times**; after all, new people will join your audience and there will be people who need to hear about the ELI more than once before they're ready to buy.

We've created a **four-email sequence**, sample emails for each, and tools to help you create an email sequence now—and create more sequences later on. You can use these emails as-is, or as a jumping-off point for personalization (after all, your audience is here to hear from you, so you'll want to create emails that feel and sound like you and meet them where you know they are).

You'll notice that each email contains at least one "CTA." This is a "Call-to-Action"—basically, the next step for a reader to take. You may want to point them to your website where they can learn more about the ELI, you may want them to reach out or book a call with you, or another action specific to your business.

Keep in mind that having one clear CTA per email will usually be the most effective. Buttons are a great way to make CTAs stand out; keep button text short and clear, like "Schedule a Call" or "Learn More" or "Sign Up Now." You can also sprinkle links to your CTA into the text of the email, but do this sparingly (say, twice rather than ten times) so it doesn't become visually overwhelming or make readers feel like there are too many options.

Schedule a Call

Learn More

Sign Up Now



Now let's dive into the sample emails and tools!

Email 1 : Introduce the ELI and the concept of energy

Tool—Benefits:

Your emails will paint a picture of how taking the ELI (and getting their personalized debrief with you!) could shift things for the reader. Here's a list of benefits that can help you brainstorm different ways to paint that picture. (You can also use these as bullet points within an email, as a jumping-off place for social posts or website copy, and more!)

- Get a personal debrief
- Live the life you envision
- Live in alignment with your goals
- Tap into your greatest potential
- Make what is abstract (energy) tangible
- Reshape your worldview
- Access deeper self-awareness
- See where you're coming from and where you can go

Sample Email:

<Salutation>

Imagine for a moment you're living your dream life . . .

- Where are you?
- What are you experiencing?
- What's true for you?
- Who are you with?
- What goals, dreams, hopes, and visions have come true?

Now think about how you might get there. You're probably thinking about a plan of action.

What about a plan of energy?

<CTA>

We all experience the world through a set of filters based on our unique experiences, values, assumptions, and more. These filters—our energy—affect how we respond and the actions we take.

(Sample Email continued:)

What if you could understand and make choices around your filters? How would this freedom help you move toward that dream life you're picturing?

The Energy Leadership™ Index (ELI) assessment is the research-backed assessment tool, created by iPEC, that takes something abstract—the way you experience the world—and turns it into a tangible metric you can review and feel and even reevaluate in the future.

<CTA>

When you take the ELI assessment, you'll also get a personalized debrief with me (I'm an Energy Leadership™ Index Master Practitioner, or ELI-MP!).

You can ask all your questions and I'll provide valuable insight about how you can actually apply what you're learning—so you can reshape your worldview and transform your life into the one you envision.

What would be possible if you could move toward your dream life with a plan of energy, not just action?

<Valediction>

Email 1 : Share real transformational stories

Tool—Story prompts:

Here are some questions you can ask yourself and/or your clients who have already experienced the ELI through you—to help uncover stories and testimonials. (Remember to ask permission before sharing anything about your clients!)

- What did you uncover when you first took the ELI?
- How did you feel during and after your first ELI debrief?
- When did the idea of energy “click” with you? Put another way, when did you notice it making a difference in your life, work, relationships, and more?

- What’s different now from the day you first took the ELI?
- How has awareness around your energy changed things for you?
- What kind of ripple effect have you seen based on how you show up?
- What’s possible for you now that didn’t feel possible before?

Tool—Story prompts:

There are many ways to frame a story, and it can also feel helpful to have a place to start. Here’s the flow we used in our sample story email—but don’t feel limited by this!

- When I first took the ELI assessment, I . . .
- During the debrief with my ELI-MP coach, I learned / discovered / realized / . . .
- I felt . . .
- And I started . . .
- Eventually, I noticed . . .
- Today, I . . .

You can also use this framework as a starting place for creating testimonials (to share in other emails and on social media!). Just remember, again, to ask permission before sharing anything about your clients.

Sample Email:

<Salutation>

When I first took the ELI assessment, I was feeling a lack of connection in my relationships. I wanted to feel closer to my people, and I just wasn’t sure how to start.

During the debrief with my ELI-MP coach, I realized I had been showing up from a place of wanting to give . . . without knowing how to receive. My relationships were essentially a one-way street.

We talked about how I could start to ask for what I needed—and also practice saying no with compassion for myself and the person making the ask. I felt such relief at knowing exactly what I could shift to feel that sense of connection I was craving.

(Sample Email continued:)

Right away, I started trying these new things in my relationships. It felt messy at times, as change often does—and I also noticed how genuinely happy my people were to offer me the same kinds of things I loved offering them.

Today, I feel a deep sense of connection in my relationships, and I also have tools to turn to when I notice old patterns arise.

This is my story. What could your ELI story be?

[CTA]

Your ELI story begins the moment you decide to complete the assessment. Then, I'll walk you through your assessment results and coach you through any questions, emotions, and "Aha!" moments that arise.

And I'll share how you can take all you're uncovering into your real life, where it can make a difference for you and everyone around you.

Your story will continue to unfold from there.

<Valediction>

Email 3 : Details and FAQs



Tool—Observation:

If you've taken other clients through the ELI, consider:

- What questions did they ask?
- Where they did seem unsure?
- What were they excited to hear?
- What helped them understand what they needed to know to make a right-for-them decision about how to move forward?

Add (at least some of) those into your email.



And as you share your next email sequence, take notes about what questions people ask so you can include them in a future sequence (and/or answer them on social media, on your website, and so on)!

Sample Email:

<Salutation>

We've been talking about what the ELI can do for you.

And you may also (understandably) be wondering what it's like to take the ELI! Here are some details:

What kind of questions are on the ELI?

The questions on the ELI are _____. Think of this as an opportunity to not only answer the questions but also to reflect on and observe what's true for you right now.

How long will the assessment take?

Set aside _____ to take the assessment. Once you've decided you're in (hooray!), I'll send you an email that explains more about how you can get the most out of your experience.

When will I get my results?

Once you complete the assessment, we'll each receive a copy of your report. That happens immediately [or that usually takes about _____]. Then we'll look at your results together during your debrief!

How long is the debrief conversation?

We'll talk for _____. I'll answer your questions and share what I'm noticing in your report, and we'll explore and make plans for areas in which you'd like to make changes.

How is this different from the Myers Briggs, Enneagram, or other assessments I've taken?

While other assessments are categorized as a "personality" assessment, the ELI is more of an "attitudinal" assessment where you can better understand how your energy levels (which are changing and fluctuating at any given moment!) are affecting your moods, reactions, and relationships.

(Sample Email continued:)

If you feel ready to dive into a transformational ELI experience (or if more questions come up), schedule a time to talk with me!

<CTA>

<Valediction>

Email 4 : What's possible

Tool—Email flow:

In an email sequence, each email builds off the last, but should also contain enough information that it feels clear to someone who may not have read the other emails in the series.

You can write emails in a number of ways. You want them to sound and feel like you—and we know it can also feel helpful to have a starting point, even if your finished email looks totally different. For any of these emails, you can use this flow to get yourself started:

- Set the scene with a story, a question, or a powerful statement
- Share the thing you're writing about
- Share a clear CTA
- Close with a powerful question that helps them imagine what could be next or statement that paints a picture of what's possible

Sample Email:

<Salutation>

We've talked about your vision for the future (the dream life!).

(Sample Email continued:)

Now let's talk about the present. Because that's where you live—and it's also where changes happen that keep you moving toward your dreams.

When you're aware of the energy you bring to each moment, you unlock possibilities in so many other areas of life:

- **Relationships:** You'll be able to recognize energy in others and view their actions through a new lens of compassion and non-judgment, creating an opportunity for deeper connection
- **Work:** You'll be able to notice when your energy shifts and use what you observe to create supportive new systems, boundaries, and more
- **Passions:** You'll be able to sense where your energy is naturally high and follow those intuitive nudges to make space for more of what lights you up

Taking the ELI assessment (and receiving your personalized debrief with me!) will help you build that energy awareness so you can make choices again and again about how you show up, view the situations you're in, and take steps forward.

<CTA>

Every step will move you closer to the dream—and help make the present moment feel like a dream as well!

<Valediction>

You've got this ✨

