

## EMAIL SERIES FOR M. DAVIS

#1 – Send out immediately after the call ends on May 6

Subject lines:        Let's keep in touch!  
                              Don't let this stop you from succeeding  
                              Start maximizing your media presence

Hi:

Thanks so much for taking the time to be on the call today and downloading my free report. It's your first step into a much bigger and more successful world.

Please feel free to reach out and contact me with questions. I'm always here to help.

The **PowerNetworking Conference** is just weeks away so I want to make sure to give you even more information and food for thought. Look for personal messages from me between now and the conference and I look forward to seeing you there.

To your success,

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Monica

#2 – Send out on 5/13

Subject lines:        You and Les Brown have a lot in common  
                              This keynoter will keep you on the edge of your seat  
                              You can choose your future

Hi:

I hope you've had a great week.

One of the most influential motivational speakers today was born in an abandoned building in Miami and had to fight for everything he had. Just like you, he learned how to promote his best asset ... himself!

This powerhouse is none other than Les Brown.

I encourage you to visit his site at <http://lesbrown.com> for a great example of my Tip #1 about an engaging video profile. He uses it in the header on his site so it appears not just on the home page but every single page.

I can't wait for you to learn from him at the conference. Have a great week.

Warmly,

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Monica

#3 – Send out 5/19

Subject lines:        Raise this and make more of this  
                              Great media attention = more, much much more!  
                              Working smarter is as easy as this

Hi:

It's been a couple of weeks since our call but I'm still pumped up to help you build a strong media presence for your business.

As we discussed on May 6, media is something lots of business leaders and entrepreneurs shy away from. But it isn't because it's hard; it's because it's the unknown.

Giving yourself a media presence isn't just for the rich and established. It's as easy to begin as doing your video profile. Have you completed it yet?

If not, we would be happy to help you get started. Just send me an email and we can work on a coaching schedule.

You'll see how easy it is to do a video profile and get yourself positioned as the expert in your field.

`Til next time,

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Monica

P.S. You don't have to hire a pricey videographer to get your profile done. You can shoot video from a smartphone, GoPro camera or a Flip camera. Do it in your office where you're comfortable. And do it as many times as you want without worrying about climbing costs.

#4 – Send out 5/27

Subject lines:        Be a media mogul in no time  
                              Do this if you want to own a media outlet

This gives you the media control you need

Hi:

When I was first starting out, I knew one thing: Publicity is king ... or, rather, queen in my case ... and I needed some.

But where was I going to get it and how did I even get started? And, let's face it: I needed to do this as inexpensively as I possibly could.

I got myself featured on a local TV show to promote my first book and the results happened almost simultaneously with the airing of that show. I started to see sales.

These days, you can control your media fate without having to rely on other outlets to feature your products and/or services.

How?

By becoming your own media mogul and we can help you do that. My Media Mogul Coaching Program will show you how to establish your own TV or radio show or even start your own small press.

Here's how to learn more: <http://www.exceptionalmag.com/media-coaching/>

See you soon in Dallas,

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Monica

#5 – Send out 6/2

Subject lines:       Have you connected yet?

                          How is your follow up doing?

                          This can make or break you in media

Hi again:

I hope you're having a great week. Monica Davis here.

Remember Tip #2 from our call? That's reaching out to local reporters on social media or face to face before pitching a story about your business.

My first interview with a reporter was nerve wracking to say the least. But I got through it and it led to bigger and better opportunities.

And it can do just that for you too.

I hope you've been able to get started on this tip, but, if you're feeling a bit intimidated about how to begin here's a great article from PR Daily that gives you 14 rock solid tips: [http://www.prdaily.com/Main/Articles/14\\_ways\\_to\\_reach\\_the\\_media\\_15729.aspx](http://www.prdaily.com/Main/Articles/14_ways_to_reach_the_media_15729.aspx)

See you at the conference in Dallas!

To your success,

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Monica

#6 – Send out 6/10

Subject lines:        So you want to be an author?  
                              Just what you need to help you be a published expert  
                              Do this for more speaking engagements

Hi:

My career really caught fire with the promotion of my first book. It seems like every expert out there has a book available too, doesn't it?

That's what I'm saying!

Being an expert in your field is great, publicity is wonderful, but having a companion book is the sweet topping on the career cake.

This not only gives you an additional income stream but it allows interviewers to promote it when they feature you on their shows. You will stay in someone's mind longer when they can pick up your book ... whether it's in their hands or on an Ereader ... and review what you've said.

You'll be their go-to expert.

If you're not sure where to start with this idea, we have a coaching program that will put you well on your way: <http://www.exceptionalmag.com/media-coaching/>

See you on the shelves,

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Monica

PS: The Media Mogul Book Publishing Coaching Program helps with defining your concept and message, organizing and writing content, and developing a multi-media promotion campaign. Take a look: <http://www.exceptionalmag.com/media-coaching/>

#7 – Send out June 16

Subject lines:        This puts you above the rest  
                              Be 600% more effective with this  
                              I can help you with your video profile

Hi:

The **PowerNetworking Conference** in Dallas is next week and I wanted to reach out and chat about something that I think is the business game changer these days: Your video profile.

I'll admit, when I started thinking about a video profile I was nervous. But then I realized I would be talking to folks just like you and that was easier than my first interviews with reporters!

Here's an offer that's only open to those attending the Dallas conference: **I'll help you with your video profile**. This is one-on-one coaching that you won't get anywhere else.

How do you get in on this? It's only for a select few. I've limited this because I'm also a conference attendee and I still learn new tips and techniques from everyone.

Send me an email to get in via [\[insert email address here\]](#).

See you in Dallas!

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Monica

#8 – Send out June 23

Subject lines:        Here's how we'll work on your video profile  
                              These video profile steps will ensure success  
                              4 steps to business superstardom

Hi:

There are 4 steps that will catapult your business into the stratosphere: The ones we will complete during this week's **PowerNetworking Conference** in Dallas.

Here's how it will go after you're accepted into this program:

Following our work with your responses to our questionnaire, we will schedule a time to shoot your video profile using my professional videographer

After the conference, we'll get any other materials from you like a logo or photos – bring them on a CD or flash drive to review while we're together at the conference

My team will professionally edit your video (post conference)

After editing, we work with you to get you maximum coverage

I know a video profile will establish you as the expert in your field just like it did for me.

See you tomorrow!

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Monica

PS: Since slots for video profile coaching are so limited, shoot me an email right now to:

[email address here]

#### BONUS EMAIL #9

Subject lines:       Blending old school with new media

                          You've seen an example of this before

                          This is how to keep up with prospective customers or clients

Hi:

Monica Davis back again from PowerNetworking Conference. Today I'm going to give you a tip that's a little old school, a little retro and mix it with new media. Can you guess what it is?

You experienced it when you signed up for my newsletter and free report right after the call on May 6.

Yup! Collecting email addresses.

While it is certainly old school it's still very effective. It's the perfect way to keep up with people who have visited your site and you can send them emails with links to new videos you have produced and uploaded onto your site.

Visit sites like <http://aweber.com>, <http://constantcontact.com>, <http://mailchimp.com> or <http://verticalresponse.com> to sign up for an account and start collecting addresses. You can even ask for their Facebook and Twitter info too.

More again soon,

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Monica

