

Email #1a: Your Quiz Results: 🎓 The Professor

(send immediately after quiz)

Subject Line 1: Quiz results: You're a Professor! (superpowers inside)

Subject Line 2: You're a Professor! Here's how to write your book like one.

Preview Text: Your Professor quiz profile is ready!

Hey {first_name},

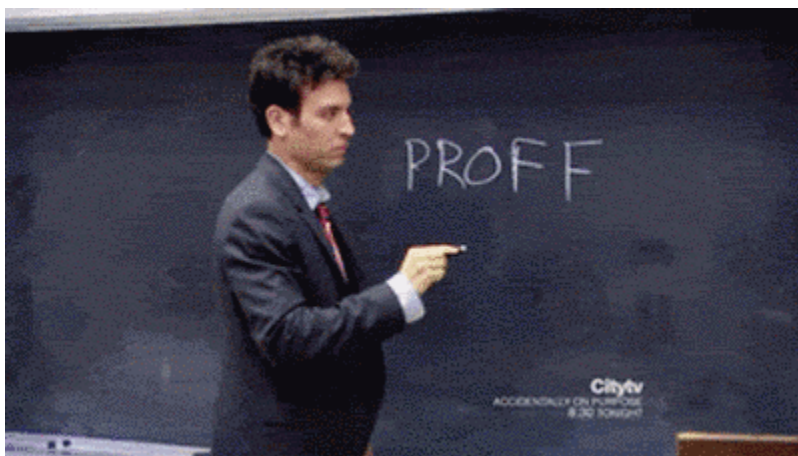
Professors like you have a unique advantage when it comes to building authority, inspiring the world, and sharing a message through your book.

But none of that is any good if you don't know how to *use* your profile to do all that.

Oh, what? You thought this itty bitty quiz was like one of those BuzzFeed deals, huh?

Just a fun way to get insight into your expertise and crush your personal kryptonite.

Nay, grasshopper. The truth is—this is way bigger than that.



Understanding your Professor superpower lets you:

- Feel confident that you're a true expert *with a unique perspective* in your field
- Lean into your natural communication style, which helps you stand out AND share your message naturally
- Stop trying to 'model' or emulate the big wigs in your industry (their voice and message are already taken)
- Double down on your strengths and ignore your weaknesses (this is actually a *good* thing in book publishing)
- And land those juicy, dream clients who love you not just for what you say, but *how* you say it

Which begs the question... what ARE your natural strengths as a Professor?

Let's review:

Being a professor says you're a true expert in your field. You know your topic inside and out and can talk about it for days on end. You have loads of experience and valuable information to share and you're a natural teacher.

What's important to understand about your personal kryptonite is that you may struggle with organizing all your thoughts, focusing and trimming your writing, and explaining with clarity. You also may need help to write with impact and connect emotionally with a general audience as opposed to a specialized one.

Your time is probably tight—you can't afford to waste it spinning your wheels. Asking for help to build a team to support you throughout your writing and publishing process would be a director-level move for you.

Now you're primed for writing a book they can't ignore... and spread your message...
AND makes you the clear - no, ONLY - choice in your industry.

But knowing your profile is only Part 1.

Before you put your genius on the page... you have another crucial step.

(If more people did this before they worked with me it would cut the runway to that
coveted *Published Author* title in half.)

You must think about your message and ask yourself:

- Why me?
- Why now?
- Who cares?

Feel free to journal, jot down answers in your Notes app, write it on a napkin, whatever.
Just promise me you won't skip this. (Pinky swear? Cause you know that's
unbreakable.)

So, imagine yourself making a real impact with your message, and go answer those 3
questions.

That should keep your Professor brain busy until next time...

Leanne

P.S. - Speaking of next time... how's an entire Swiss bank vault of prompts, templates,
and, step-by-step guides to skyrocket your Professor authority sound? For free. I
mayyyy or may not have *exactly that* coming your way in 2 days. Look sharp.

P.P.S. - Gremlins abound. If you don't see it straight away check that spam folder + promotions tab. (I'll keep my gremlin-conquering super suit handy, just in case:) See you on the next "page".

Email #1b: Your Quiz Results: 🙌🙌 The Rebel Rouser
(send immediately after quiz)

Subject Line 1: Quiz results: You're a Rebel Rouser! (superpowers inside)

Subject Line 2: You're a Rebel Rouser! Here's how to write your book like one.

Preview Text: Your Rebel Rouser quiz profile is ready!

Hey {first_name},

Rebel Rousers like you have a unique advantage when it comes to building authority, inspiring the world, and sharing a message through your book.

But none of that is any good if you don't know how to *use* your profile to do all that.

Oh, what? You thought this itty bitty quiz was like one of those BuzzFeed deals, huh?

Just a fun way to get insight into your expertise and crush your personal kryptonite. Nay, grasshopper. The truth is--this is way bigger than that.



Understanding your Rebel Rouser superpowers lets you:

- Feel confident that you're a true expert *with a unique perspective* in your field
- Lean into your natural communication style, which helps you stand out AND share your message naturally
- Stop trying to 'model' or emulate the big wigs in your industry (their voice and message are already taken)
- Double down on your strengths and ignore your weaknesses (this is actually a *good* thing in book publishing)
- And land those juicy, dream clients who love you not just for what you say, but *how* you say it

Which begs the question... what ARE your natural strengths as a Rebel Rouser?

Let's review:

Being a Rebel Rouser says you have an important message and a cause that you're passionate about. You can talk endlessly about your mission and inspire people to join

you. You excel at moving people emotionally, lifting them up when they feel discouraged, and rallying them with your battle cry. You're a true change maker.

What's important to understand about your personal kryptonite is that you may need help organizing your arguments, focusing your thoughts, and writing with clarity. You also may need help assembling proof, personal stories, and case studies and using them to connect emotionally with your audience.

You also can't afford to waste time. You need a proven system so you can get the writing done and concentrate on contributing where you're needed most. You're likely to make a greater impact with a team to support you, but you may need help identifying those roles and the best team members.

Now you're primed for writing a book they can't ignore... and spread your message... AND makes you the clear - no, ONLY - choice in your industry.

But knowing your profile is only Part 1.

Before you put your genius on the page... you have another crucial step.

(If more people did this before they worked with me it would cut the runway to that coveted *Published Author* title in half.)

You must think about your message and ask yourself:

- Why me?
- Why now?
- Who cares?

Feel free to journal, jot down answers in your Notes app, write 'em on a napkin, whatever. Just promise me you won't skip this. (Pinky swear? Cause you know that's unbreakable.)


So, imagine yourself making a real impact with your message, and go answer those 3 questions.

That should keep your Rebel Rouser brain busy until next time...

Leanne

P.S. - Speaking of next time... how's an entire Swiss bank vault of prompts, templates, and, step-by-step guides to skyrocket your Rebel Rouser authority sound? For free. I mayyyy or may not have *exactly that* coming your way in 2 days. Look sharp.

P.P.S. - Gremlins abound. If you don't see it straight away check that spam folder + promotions tab. (I'll keep my gremlin-conquering super suit handy, just in case:) See you on the next "page".

Email #1c: Your Quiz Results:  **The Mad Scientist**
(send immediately after quiz)

Subject Line 1: Quiz results: You're a Mad Scientist! (superpowers inside)

Subject Line 2: You're the Mad Scientist! Here's how to write your book like one.

Preview Text: Your Mad Scientist quiz profile is ready!

Hey {first_name},

Mad Scientists like you have a unique advantage when it comes to building authority, inspiring the world, and sharing a message through your book.

But none of that is any good if you don't know how to *use* your profile to do all that.

Oh, what? You thought this itty bitty quiz was like one of those BuzzFeed deals, huh?

Just a fun way to get insight into your expertise and crush your personal kryptonite. Nay, grasshopper. The truth is--this is way bigger than that.



Understanding your Mad Scientist superpowers lets you:

- Feel confident that you're a true expert *with a unique perspective* in your field
- Lean into your natural communication style, which helps you stand out AND share your message naturally
- Stop trying to 'model' or emulate the big wigs in your industry (their voice and message are already taken)

- Double down on your strengths and ignore your weaknesses (this is a *good* thing in book publishing)
- And land those juicy, dream clients who love you not just for what you say, but *how* you say it

Which begs the question... what ARE your natural strengths as a Mad Scientist?

Let's review:

Being a Mad Scientist says you're a master of process. The world is your playground, and you're not afraid to experiment, measure results, tweak, and measure again until you come up with a predictable, repeatable solution. You know your clients and readers and you know the stumbling blocks they face—most likely from personal experience and from working with so many clients over the years. You're the one your readers can trust to help them achieve their goals and dreams.

What's important to understand about your personal kryptonite is that you know the steps that your readers have to take, but may need help organizing your materials, focusing only on what they need to know right now. You may need help explaining your system to newbies and writing with clarity. You may also need help crafting compelling stories, writing with emotional impact, and connecting with a general audience. Finally, you will benefit from having a strong team to help you, but you may need advice about building that team.

Now you're primed for writing a book they can't ignore... and spread your message...

AND makes you the clear - no, ONLY - choice in your industry.

But knowing your profile is only Part 1.

Before you put your genius on the page... you have another crucial step.

(If more people did this before they worked with me it would cut the runway to that coveted *Published Author* title in half.)

You must think about your message and ask yourself:

- Why me?
- Why now?
- Who cares?

Feel free to journal, jot down answers in your Notes app, write it on a napkin, whatever. Just promise me you won't skip this. (Pinky swear? Cause you know that's unbreakable.)

So, imagine yourself making a real impact with your message, and go answer those 3 questions.

That should keep your Mad Scientist brain busy until next time...

Leanne

P.S. - Speaking of next time... how's an entire Swiss bank vault of prompts, templates, and, step-by-step guides to skyrocket your Mad Scientist authority sound? For free. I mayyyy or may not have *exactly that* coming your way in 2 days. Look sharp.

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Email #1d: Your Quiz Results: 🧐 **The Thought Leader**

(send immediately after quiz)

Subject Line 1: Quiz results: You're a Thought Leader! (superpowers inside)

Subject Line 2: You're the Mad Scientist! Here's how to write your book like one.

Preview Text: Your Mad Scientist quiz profile is ready!

Hey {first_name},

Thought Leaders like you have a unique advantage when it comes to building authority, inspiring the world, and sharing a message through your book.

But none of that is any good if you don't know how to *use* your profile to do all that.



Oh, what? You thought this itty bitty quiz was like one of those BuzzFeed deals, huh?

Just a fun way to get insight into your expertise and crush your personal kryptonite. Nay, grasshopper. The truth is--this is way bigger than that.

Understanding your Thought Leader superpowers lets you:

- Feel confident that you're a true expert *with a unique perspective* in your field
- Lean into your natural communication style, which helps you stand out AND share your message naturally
- Stop trying to 'model' or emulate the big wigs in your industry (their voice and message are already taken)
- Double down on your strengths and ignore your weaknesses (this is actually a *good* thing in book publishing)
- And land those juicy, dream clients who love you not just for what you say, but *how* you say it

Which begs the question... what ARE your natural strengths as a Thought Leader?

Let's review:

Being a Thought Leader says you're a master of new ideas, maybe even controversial ones, and you can make an impact with your message. You are an expert on your topic, but you also know what needs to change when it comes to conventional wisdom.

What's important to understand about your personal kryptonite is that time is probably your biggest constraint. You can't afford to waste time spinning your wheels. You need a plan for your book. You may need help organizing loads of materials, focusing your writing, and connecting with clarity. You also may need help with writing with impact and connecting emotionally with a general audience. You know you need a team to support you, but you may not know all the skills they need to have.

Now you're primed for writing a book they can't ignore... and spread your message...
AND makes you the clear - no, ONLY - choice in your industry.

But knowing your profile is only Part 1.

Before you put your genius on the page... you have another crucial step.

(If more people did this before they worked with me it would cut the runway to that
coveted *Published Author* title in half.)

You must think about your message and ask yourself:

- Why me?
- Why now?
- Who cares?

Feel free to journal, jot down answers in your Notes app, write it on a napkin, whatever.
Just promise me you won't skip this. (Pinky swear? Cause you know that's
unbreakable.)

So, imagine yourself making a real impact with your message, and go answer those 3
questions.

That should keep your Thought Leader brain busy until next time...

Leanne

P.S. - Speaking of next time... how's an entire Swiss bank vault of prompts, templates,
and, step-by-step guides to skyrocket your Thought Leader authority sound? For free. I
mayyyy or may not have *exactly that* coming your way in 2 days. Look sharp.

P.P.S. - Gremlins abound. If you don't see it straight away check that spam folder + promotions tab. (I'll keep my gremlin-conquering super suit handy, just in case:) See you on the next "page".

Email #2: The Instant Authority Resource Vault

Subject Line 1: It's heeeere! (vault access - open up!)

Subject Line 2: Part 2 (Don't try writing a book without this)

Preview Text: Templates, worksheets and checklists - oh my!

{first_name}!

Want to know the first mistake nearly all authors make before I get my hands on them?

They don't have a framework.



And you need one if you want to keep your project on track, hitting all the right notes from sentence to sentence, chapter to chapter, cover to cover.

So I've developed templates to help you keep you on course and your overwhelm at bay.

Want some ~~good~~ FREAKING AMAZING news?

You can have 'em all! (Cause I love my people hard. And you're my people.)

Score!

It's called the **Instant Authority Vault**. It's packed with templates, worksheets, and checklists designed to walk you step-by-step through the book-writing process. When you double down inside the vault and read my book, *Instant Authority*, you've got a proven framework to write and finish a commercially viable book.

It's a Swiss bank vault of resources like:

An Empathy Research Worksheet: Essential in helping you connect emotionally with your readers to inspire them.

Signature Story Writing Prompts: So you can tell memorable, powerful stories that move your readers to action.

The Maximum Impact Book Template: The key to your kryptonite. This helps you decide what material is essential for *this book* and what needs to be left out for future books or courses. You'll narrow down your big promise and focus on your writing.

So head over there right now. It's free - take one small step to set up a username and password and you'll have access to my most valuable author resources.

Hope you enjoy all the goodies I've developed for you!

And please shoot me an email if you have any questions.

Meet me in the Vault (button copy)

You have all my support on your author journey.

Leanne

P.S. Want to get all my secrets for a fraction of the price of working with me? Get my book, [Instant Authority](#) on Amazon with one click.

Email #3: **What are you promising your readers?**

Subject Line 1: Cat on keyboard. Help.

Subject Line 2: Is your brain too big for a book? (smartypants)

Preview Text: What are you promising your readers?

Argh {first_name}.

Why why whyyyyy do aspiring authors do this to themselves?

I see it all the time.

They've got so much experience, so much know-how, so much HARD WON WISDOM... and if they could just get it into people's hands, it would completely change the game. For them *and* their readers.

So of course what do they do?

Try to cram the entire contents of their big ol' brain into a book. Uh, hello? Not even the Supercomputer at NASA has enough space to contain *all* your genius.

Which leads to one of two outcomes:

1. They never start (one of my clients came to me after working with an editor for 4 years and never got past the table of contents) OR...
2. They start eager and write like Tim Ferris for half a book before realizing despite writing pure gold, their message is muddled by the sheer volume of content.

Or who knows?

Maybe the cat sat on their keyboard and literally NEVER GOT UP. (A very legitimate reason, I'll admit.)



Over the years I've written for some of the highest-traffic Authority Blogs on the internet: Smart Blogger, Copyblogger, Lifehacker, and Write to Done.

Big names like that? They have sky-high standards.

They demanded (professionally, of course) tens of thousands of words for all kinds of businesses and audiences while meeting strict deadlines, taking long projects (like a book) over the finish line, and keeping their message smack dab center stage.

And I'm about to spill the #1 golden lesson I learned from them. You ready?

All creative work has a structure.

Read that again.

...

It's not romantic penning your prose in front of a countryside and letting the inspiration flow.

It takes outlines. Plans. Methodical messaging.

Those get authoritative books (and content) written.

And not all methods are created equal.

I codified and streamlined the exact process I used to churn out high-quality, authority-building piece after piece for the “Big Boys”.

I call it the Maximum Impact Method.

And this is how I take my 1-on-1 clients who need a rock-solid process to keep their book dreams on track - from passion to published.

(Wrote my book, Instant Authority, using it too.)

If you were my client, here's what I'd suggest you do first:

Step 1a: Decide exactly what information belongs in your first book, and what you should save for your next book.

Step 1b: Discover the core principle that your book will be built around -- your big promise to the reader -- and figure out what you need to share with the reader to fulfill that promise.

Do this by asking:

1. What's your audience's #1 fear or frustration?
2. And what's their #1 dream or desire?

Then hunt for answers online. Rummage through comments, blogs, FB, or email responses to find pearls. Shiny, fully formed, from-the-lips-of-your-ideal-readers PEARLS.

This gives you a direct line to not only their fears and hopes, but the language to use, an immediate result for your reader and most importantly it shifts the focus of your book from what *you* want to say... to what your readers need to hear.

Ok. That's enough for this email. More juicy, juicy book magic to come tomorrow.

Go forth and start slaying your book writing.

Leanne

P.S. - If you skimmed right to this P.S., go back and read this email. I've given you a MAJOR leg up in writing. One most aspiring authors miss. (And it cripples their book before they even get to the end of draft 1.) Once you're done with Steps 1a and b... head back into your Instant Authority Resource vault.

Keep polishing your superpower :)

Email # 4 Case Study

Subject Line 1: Say wha? 4 years for a table of contents??

Subject Line 2: Boom. There's your book, baby!

Preview Text: Here's the ONE thing your book needs to have

{first_name},

There's ONE thing your book must have -- above all else.

More than your voice.
More than your message.
More than even the title of your book.

Wanna know what it is?

Simplicity. Don't throw everything at your reader at once.



Remember we talked about trying to cram your big ol' (beautiful) brain into a book?

Save the more advanced techniques for when they're ready for it. Like in your next book or - even better - in a course.

Let's play this out in a real live example.

Meet soon-to-be published authors Chris and Parisa Shelton. AKA 2 of my stellar clients.

Chris has helped thousands of people across the United States and around the world reclaim their health and enjoy lives free from chronic pain through Chinese medicine.

That's some serious untapped authority, right?

Publishing his authority book could skyrocket his impact faster than a 1-on-1 or even his YouTube channel would allow.

Before they found me, Chris had worked for **four years** with a professional editor to try and get a book out. Despite all his efforts, he was still struggling with the table of contents.

His business partner and wife, Parisa told me, “You’d worked with other authors and helped them publish their books. And once I read your book, Instant Authority, I realized you had a process that worked to take the project across the finish line. So I felt confident you’d help us do the same.”

Now, you’re smart, {first_name}. You know what’s coming next, right?

BIG BRAIN CRAM.

Chris was chasing his tail (tale?), tying his tongue and doing the mental hokey pokey to try and get the grand total of his knowledge into one book.

Not ideal.

Once we pulled apart all the content -- it became clear he was trying to cover three separate topics. **THREE!** In **ONE** book!

Hello overwhelm. Buh-bye future book deals.

But Chris is an entrepreneur.

We love Chris and his ‘find a way’ attitude. He followed my signature **Maximum Impact Method to the letter.**

In just 4 hours he knew exactly what information belonged in his first book (the one we’re about to publish), and what to save for his *next* book.

The overarching topic? Healing chronic back pain.

That's it. Exactly what his reader needs help with right now.

Not his related experience in Qi Gong. Not acupuncture. Not Reiki or any of his other geniuses.

Relief - that's his one, big promise to his reader.

And whaddya know? One year later, his manuscript is happily slipping across publishers' desks looking for the right deal. Clean, clear, packed with his authority superpowers, and ready for its snazzy new cover.

From idea to final manuscript in ¼ of the time it took his professional editor to get to a table of contents!

But that's not all.

He and Parissa grew their email list and YouTube channel while he wrote, so they're primed for a mega-successful book launch.

Bonus: publishers drool and catfight over field-tested authors with a built-in platform. So books 2 and 3 just became even sexier for Chris.

In the biz, that position as an author is called The Dream™.

For now, let this story marinate. Let it inspire you. Let it percolate some piping-hot ideas for *your* book.

Tomorrow I'm coming back into your inbox to show how you can get your hot little paws on my Maximum Impact Method, just like Chris & Parisa.

Until then, write on.

Leanne

P.S. Congrats if you made it to the bottom of this looonngg email. As an award for being an overachiever, I'm about to release a 1-1 strategy session. So if you want to be

one of the first to book, hit reply and I'll send you the details ASAP. Look out for more info in tomorrow's email.

Final / Email #5 - Book a 1-1 strategy session to see if you have a legit book idea

Subject Line 1: Is your book idea legit or total sh*t?

Subject Line 2: Should you write that book? Really? *raised eyebrow*

Preview Text: How to know if your book idea will fly or flop

Hey. So.

Completely get it if you're spinning in a world of ideas right now. Maybe some doubt. (Just a smidge?)

Nailing your book idea is HUGE.

Of ALLLLL the ideas you have, how do you know which one is THE one? The pressure!

It's the difference between hearing crickets (or worse, a polite, "Yeah, your book was good. I really liked it." No you didn't Jan. You didn't even crack the spine, did you?) and an enthusiastic crowd of new clients beating down your website's door just to get a piece of you.

Take a deep breath with me now. We got this.



Or, almost.

If you're not sure your idea will work - everyone (I mean *everyone*!) goes through this - let's chat.

Book a 1-on-1 **4-hour** strategy session with me right here.

(I run this show solo, so places are limited. First in gets the glass slipper and all that.)

FYI - I ain't cheap. But dollar-for-dollar, this is the best money you'll spend pre-publishing your book.

Why? Because when you can lay out one big promise *and deliver on it* -- that's when you have a commercially viable book.

Choosing that one promise is the key to everything. And that's my superpower. (And getting your book "½ written" by the end of our session.)

In 4 hours, we'll hammer out all your issues, answer all your questions, and get your *Big Idea* all gussied up and ready for its big bookshelf debut.

I'll walk you through every idea-shaping step of my signature Maximum Impact Method so you don't spend 4 years with an editor just to get a half-baked table of contents (like Chris and Parisa from yesterday's email!)

By the end, you'll walk away feeling relaxed, clear, and confident. Which is a prerequisite for sharing your message - and book - with the world. (You might want to start practicing your superhero pose in the mirror.)

Ready to fly? [Book your session here](#) (button copy)

Leanne

P.S. On the fence? I want you to feel great about this decision. So if you have questions before booking, please shoot me an email. *No pressure*. I'll help you make the right decision for *you*.