

Lead Magnet: (first email they get after downloading the lead magnet)

Headline:

{first name}, you made the right decision!

Subtext:

You're in the right place at the right time!

Call to Action Button Text:

LET'S GO!

Main Text:

The time is now, to start your podcast!

What motivates you, {first name}?

Is it money?

In 2021, podcasters made a whopping \$1.4 billion & are projected to make \$4 Billion by 2024.

Or is it impact or influence?

104 million Americans listen to podcasts, you can reach the masses now, more than ever.

Are you noticing a trend? Podcasting is on FIRE right now!

As someone who has a 7-figure podcast, I often get asked, "*Where do I start? How can get my podcast popping?*"

I have a simple answer—keep it simple, learn as you go & start!

Are you still on the fence?

Don't worry, I got you! I created a training Just for YOU, **Launch Your Podcast in 5 Easy Steps!**

Click below to download your training, NOW & get started! I'll check in on you soon!

-David

Video:

<https://www.facebook.com/ads/library/?id=416272373942044>

Link that Ad leads to: https://www.podcastlaunchtraining.com/home?utm_medium=Facebook-Ad&utm_source=Paid-Social

Email 1

(note, this series should trigger 2-3 days *after* they click the ad link to sign up for the free training)

Subject Line: How's it going, {first name}?

Preview Text: Are you ready to grow & monetize?

CTA: I'M READY TO GROW

Body Copy

You're here for one reason, to build your podcast!

But, why, {first name}!

Your why could be one of three things:

- You want your podcast to be successful
- You might have already started your podcast and you're trying to grow your audience
- Or you just finished my free Podcast Launch Training and want your own 7-figure podcast!

But first, let me share my story with you.

My name is David Shands, creator & host of the Social Proof Podcast. I went from working at the Cheesecake Factory. I got tired of living paycheck-to-paycheck.

I went from a server to building a podcast community of over **243,000 listeners and making millions.**

Now listen, my podcast didn't blow up overnight. I learned through trial and error to make it to where I am today.

I know but that's exactly why I gave you my **Podcast Launch Training** for free.

But, if you're serious about monetizing your podcast, you need the knowledge to get to the next level.

My [Podcast Blueprint](#) thoroughly covers details you need to know to make a high-quality and well-produced podcast.

Click below if you want to GROW, and level up your podcast!

LET'S GO!

Email if they don't buy the Podcast Blueprint

Body Copy

Hey, **%FIRSTNAME%**,

In my last email, I asked you a question.

What is your why?

Did answering the question spark a little something in you? If it did, I want to urge you to keep your momentum rolling.

Let's go over how you got to this moment.

You signed up for my training, **Launch Your Podcast in 5 Easy Steps**. That choice was the first step was a good start, but it's going to take a disciplined effort to take that next step to get you the success you want.

You've made it this far, so, I think you're ready to step up your game and elevate and monetize and create a better life by developing your podcast.

But how?! Don't stress, I got you!

My online course, [Podcast Blueprint](#), shows you *exactly* how to grow your podcast from the ground up.

You'll skip right past all the "trial and error" and growing pains it typically takes to grow a six-figure podcast. By sharing the mistakes, I made with you, my goal is to save you time, money, and effort and show you the *right way* to do it.

I call it a **blueprint** for a reason. You'll be learning everything you need to know to succeed. Featuring six different modules covering everything from launching your podcast to learning how to monetize it, you'll be well equipped to make a six-figure podcast success!

[Click Here To Get On the Right Path](#)

I'll check back in soon!

[Signature]

Email 3

Subject Line: Turn Your Passion into Profit

Preview Text: Make your podcast work for YOU, {first name}!

Body Copy:

Hey, **%FIRSTNAME%**,

No one starts a podcast to talk about random things you're only slightly interested in—Nah, it won't work!

People start podcasts because they're **passionate about something**—and it's that passion that clicks with other people.

That's why I want to help you turn your passion into a podcast that reaches the masses.

Inside my [Podcast Blueprint](#) course, I show you how to turn your **passion** and develop a podcast that brings in six figures a month.

Ok, I know some of you are driven by numbers, the cold, hard facts...so I'll give 'em to you!

- People spent a total of **15 billion hours** listening to podcasts just last year!
- It is now estimated that there will be **100 million podcast listeners** in the U.S. by 2024
- US podcasting revenue is expected to increase by **28.6 percent and hit \$1.73 billion** this year. That figure is expected to grow **another 27.2 percent to \$2.2 billion in 2023!**
- **28% of the US population** listens to podcasts weekly

Not to brag, but Forbes currently listed my Social Proof podcast as one of the [Top 5 Podcasts for Entrepreneurs](#). I also have more than 244,000 YouTube subscribers and six-figure revenue from affiliate partnerships and sponsors on top of what I make from YouTube.

I've learned how to navigate my podcast to make it work for ME!

Do you want to learn how to make **your podcast** work for you?

Easy...just click the link below to join my Podcast Blueprint course. It has everything you need to get started, grow, and succeed as a podcaster.

Let's rise together!

I'll see you in class,
David

[Turn Your Passion Into Profit Now!](#)

Email 4

Subject Line: Your podcast could be a gold mine...

Preview Text: If don't start you'll never know!

Body Copy:

Hey, **%FIRSTNAME%**,

Whether you're a business owner, a 9-5er, a stay-at-home parent, or you do something else, one thing will always be true—you want your podcast to make money!

If that weren't the case, you would have blocked my emails by now or deleted them. But you didn't. You're reading this right now for the same reason you read all my other emails.

You know your podcast is a gold mine.

But like any gold mine, you need a few things before you can get to the gold...

First off, you need determination. You can't just expect the gold to show up on your doorstep. You've gotta get to work! Luckily, you're already a step ahead. You signed up for my **Launch Your Podcast In 5 Easy Steps** training, and you're here now.

Secondly, you need a map. Something or someone to show you exactly where the gold is, how to get there, and what to do with it once you have it in hand. That's exactly what my [Podcast Blueprint](#) will do for you.

And last, you just gotta go get it!

So, what are you waiting for? Let's get up, make it happen and get the bag!

[Get the Podcast BluePrint Today!](#)

**Keep pushing,
David**

Email 5

Subject Line: Your podcast should be making you six figures right now...

Preview Text: What's holding you back?

Body Copy:

%FIRSTNAME%, how's it going?

It's been a minute since you signed up for my training, **Launch Your Podcast In 5 Easy Steps ...**

I wanted to hit you up and see how things have been going.

Have you made much progress with your podcast since then? Or are you suddenly doubting if your podcast really can make you six figures?

Or are you even still interested in podcasting?

Look, I get it.

If you would have dined at one of my tables at the Cheesecake Factory and told me one day I turned my dream into reality, and that I'd have over **244,000 subscribers** and consistently earn over six figures a month, I wouldn't have believed you.

Let me keep it 100! When I took that leap of faith, I failed...BAD.

Well, at first I did. But I stuck to it, and I got to where I am today. That's why I'm here right now—to make sure you DON'T fail.

There's no point in producing the perfect podcast for 3 people to listen to. Without the right strategies and systems, you'll be just as lost as I was back then.

So, trust me when I tell you that my [Podcast Blueprint](#) course will be what sets you apart from all the other awesome podcasts that never made it.

My course covers **all aspects of the business** and is *packed* with proven strategies and **podcast-building tips** that will set you up for success.

Having one of the top five entrepreneurship podcasts in the US, I know a thing or two about growing a podcast, and I'm here to help you learn how to grow from nothing to something.

It's time, {first name}, to take advantage of and *profit* from your **own podcast**.

So, let's cut the excuses and get your podcast to the top! You deserve a win!
I'll see you in class!

CTA: I'm Ready To WIN!

This week is giving...

Rocky Heron <rocky@rockyheron.com>

Mon, Jun 20, 2022 at 1:01 PM



Peace, I hope you are well!

[The Generator](#) in me is full of light because of all the creativity I get to share this week!

You see, that is how Generators find purpose and meaning in life - by offering their light to the world. I am blessed to do that with my art.

It all starts on Tuesday when I partner with Yoga International to offer a **FR*E LIVE** class merging my two passions—yoga and music! I will be serenading attendees to nourish their souls as they nourish their bodies with yoga. You won't want to miss it. Register [here](#).

On Wednesday, I am **releasing the music video** for the single *Burning Man* on YouTube, and I'd love for you to join me, [set a reminder here](#).

Also, you can be one of the first to **add this track** to your music library [by pre-saving the single](#) days before its official launch on Thursday (note: iTunes pre-save works on desktop only).

This single means a great deal to me because it is me. I've put out a lot of music over the years and have had the satisfaction of sharing many different aspects of myself with the world. All of them have felt like beautiful parts of who I am, but never have I created anything that truly has felt like it encompasses all of me.

I hope that within its melody, lyrics and visuals, you connect somehow to this expression of my soul.

There are plenty of entry points to explore, be it the vibe, the costumes, the lyrics, energy, or production. I hope you find resonance.

Would you be willing to forward this email to someone who could benefit from joining us on this journey? Ultimately my art and my teaching is about awakening authenticity and sharing beauty in the world through creative expression. I appreciate your support in spreading the word!

With so much gratitude,

Rocky

PRE-SAVE BURNING MAN HERE



You're in! Welcome to Rise & Shine!

1 message

Rocky Heron <rocky@rockyheron.com>

Thu, Jun 30, 2022 at 4:02 PM



Hi Lynnette,

Welcome to the **Rise & Shine Crew!** I'm happy you're here!

Rise and Shine aims to unite us through meditation, movement, stretch, and music to start our Fridays brightly!

Rise & Shine began at the beginning of the pandemic and it positively affected so many that I've decided to bring it back!

Join me every Friday morning this August at 9 am PDT on IG LIVE!

If you missed the first and last week's sessions, no worries, I've compiled them all in a private **YouTube** link just for YOU!

[Click here to view all the recorded Rise & Shine sessions!](#)

Keep this link because I will add **all the** future **Rise & Shine** sessions to this private library curated specifically for you!

I so appreciate your company! Staying in community and connection means a great deal to me, especially during these polarizing times.

As we meditate, stretch and move, it is my honor to hold space and share this time with you all!

See you in the next Rise & Shine session!

Stay vibrant,

Rocky

P.S. Before I go, my new single, "Burning Man," is OUT now, and I would love for you to stream the song and video and share it with a friend! [Check it out here!](#)



You received this email because you are registered with Rocky Heron Yoga

[Unsubscribe here](#)



Last chance to save \$75!

Mon, Feb 28, 2022



ROCKY HERON

{first name},

This is a quick and friendly reminder to let you know that the sale for *Smart and Creative Sequencing for Yoga Nerds* ends tonight!

I created this training to empower teachers to break free of the template of traditional sequencing and refresh their perspectives.

This training will teach you how to combine principles from biomechanics, exercise science, and asana alignment with your own creativity.

You will also learn:

- How to innovate while still honoring tradition
- Strategies for creating your own pose drills and modifications
- The science of movement regression and progression
- 4 sequencing worksheets to help you create diverse and intelligent classes
- PDF's and breakdowns of my most popular classes

...and much more!

Want a sneak peek of one of the classes that I break down and show you exactly how I sequenced in the course? [Click Here](#) to practice along to this FR*E somatic inspired backend class. Once registered, you will get a PDF of the class sequence as well as my templates and guidelines for creating your own classes in this style, and many others!

[Sign up now to take advantage of this special offer!](#)

Use code "**winter30**" at checkout

Stay vibrant,

Rocky

P.S. Wondering if this training is right for you? Here is what one student had to say about their experience:

"Thank you Rocky for this super interesting and insightful weekend. You brought so much life and passion into this workshop it really didn't feel like a virtual workshop at all. The material itself was so interesting and I learned so much, especially how to translate certain body movements to my students. I can't wait to take everything I've learned and apply it in my classes. Truly an amazing weekend and I hope you will host future workshops online as well, so people around the world can continue to learn from wonderful teachers like you! Of course one day I hope to train and learn from you in person! Thank you so much!" - Nici Peichert

P.P.S. [Here is the link to enroll one more time.](#)





Join me as I build a dream!

Wed, Apr 6, 2022



Lynnette,

Yoga has taken me all over the world. It has been an honor to share my joy of movement and the embodiment practices that have brought me into a much deeper connection with the various aspects of my humanity.

My heart now yearns to focus more of my time and energy on the other love of my life - **music**.

I am extending a personal invitation for you to join me! I want you to have a first-row seat as I pursue my dream. I want you there as I book studio time, write new songs, and reawaken the most beautiful and sacred part of my creativity. I am actively creating new music and am highly anticipating its release in the upcoming months.

When I create music, I access the depth of my emotion and vulnerability within the melodies, harmonies, and sounds I create. It is my dream to touch the souls of as many people as possible with my music, just as I hope I have done with my yoga practice and instruction.

Simultaneously, I am creating a community of like-minded music enthusiasts who make up my Rocky Posse, who yearn for the connection, upliftment and resonance that music can bring.

Within the tranquility and power of music, we are united.

If you want to join me on my journey of creation and exploration as I revitalize my music career, I encourage you to check out my music projects [here](#) and follow my [Rocky Heron Music Instagram page](#).

My music is the essence of my soul and being, and I would be honored if you were to join me. In the meantime, here is one of my favorite songs from my last music project entitled "[Closer](#)" you can stream for FR*E until the next time we chat.

Stay vibrant,

Rocky



Sharpen your skills - invest in YOU!



ROCKY HERON

{first name},

When Noah Mazé, Nichol Chase and I created our program, *Awaken the Teacher Within*, our intention for this 200-hour Yoga Alliance approved teacher training was to provide a comprehensive course for those wanting to advance their career from the comfort of their homes.

Our program has certified hundreds of new teachers and they are sharing their love of yoga with students nationwide!

As we return to a semblance of a “new normal,” this course has continuously impacted the lives of yoga instructors by allowing them to progress at their own pace and on their own terms.

Fellow yoga nerds are deepening their personal yoga practices, expanding their technical knowledge, and stepping into their power as leaders. *Now, it's your turn!*

The Spring 2022 online session begins on **May 23, 2022**, and ends on **October 13, 2022**.

From in-depth anatomy and human movement understanding, detailed alignment knowledge, engaging yoga philosophy investigation, sequence creation with vinyasa theory, and all things yoga in between, you will be ready to teach safe, effective, and empowering classes upon completion.

Your seat in the course comes with the following guides to use on your journey:

- *A comprehensive digital manual*
- *Worksheets, templates, articles, and other learning resources*
- *Lifetime access to 235+ hours of classes and lectures, which you may watch and digest on your own schedule*

- *Weekly office hours with Noah Mazé, Nichol Chase, and myself*

- *An exclusive community platform where you can engage with your fellow teachers in training, who will study and learn with you from locations all over the world*

... and lots more!

[Click here](#) to sign up and take the next steps of advancing your career and acquiring more awareness about yourself and your practice! Seats are limited, so sign-up today!

If you have already taken this course, please share this within your network. This message could be for them!

Before I go, here is a [free gift](#) to use this summer to keep your body limber and mobile as you travel!

Stay vibrant,

Rocky



AWAKEN
the TEACHER
WITHIN

SPRING 2022

200HR Online Yoga Teacher Training





This could help someone become whole...

Sat, Mar 5, 2022



ROCKY HERON

{first name},

These are splintering times, and many people feel alone, but they aren't. Healing and solace exist, and they can regain their peace.

For the second time, I'm going to be a co-facilitator against the beautiful backdrop of Costa Rica's Diamante Valley at the Queer Wellness Collective's, *Remembering Wholeness: A Queer Men's Wellness Experience*.

Although this may not be your demographic, you may know someone who could benefit from experiencing seven days filled with embodiment practices; yoga, meditation, movement, plant medicine ceremonies, and meals with organically grown ingredients. The aim of this inclusive retreat focuses on their mind, body, and soul's nourishment and revitalization.

You may have a family member or loved one who can benefit from the acceptance of being in a community of people who understand him while being surrounded in a safe space to unburden.

If you have that person pictured in your mind's eye, do me a favor and forward this email to them.

The event date is swiftly approaching, so please send this email to them so they can join me in Costa Rica and feel whole again.

The retreat begins in just a few weeks from March 21-28th, and we only have a few spots left.

[Click here to learn more](#)

With deepest gratitude,

Rocky

Client Marketing Cadence Emails

Flash Sale ends at Midnight! - Email

Subject Line

1. Act before the 50% off deal ends at midnight, {user_first_name}!

Email Copy

Well, this is it, {user_first_name}!

We are down to the final hours of our 50% off flash sale! This reminder is your last chance to snag this deal and get our outstanding education at a discounted rate!

We made this limited offer because we want you to excel! So do not let this one slip from your grasp.

Choose the class or course with the skill you most want to learn, and then enter the code (code) to save 50% off now.

[Get The Deal Before It's Gone!](#)

Flash Sale, 24 hours left! - Email

Subject Line

1. **Only 24 hours left for 50% off!**

Email Copy

Great deals don't last long, but knowledge is forever!

Hurry! There are only 24 hours left in our flash sale, {user_first_name}.

Don't miss this opportunity to advance your career and save some money at the same time. I mean, have you seen gas prices lately?

We want you to benefit from this and, more importantly, grow into the career or role you have been wanting. We want to see you in the rooms you want to be in because we believe you deserve to be there.

To help you get there and save some dough, use the code (code)at checkout today!

[See Available Classes and Courses](#)

Interested in more Online Courses? - Email

Subject Line

1. **Ok, let's find what works for you next, {user_first_name}!**

Email Copy

Why stop when you're ahead, {user_first_name}? You can go so much further!

In this case, you completed your online course with no issue. You fit it into your busy schedule and found success!

We are thrilled and proud that you found a way to enhance your knowledge with a resource that works for you.

Why not repeat that success with a different course focused on another topic? The more knowledge you gain, the more you can create more opportunities for yourself.

You see, we understand what it's like to be working and to want more from your career but not having the time to grow the skills it takes to make that move.

That is why another online course may be the best move for you!

You set your own schedule, the length of time you work, and make moves on your terms. Whichever learning format you choose, we are just happy that you are on your way!

Start a new course today and develop the skills you need to move up in your career!

[See Our Courses](#)

Flash Sale, 50% for 48 hours! - Email

Subject Line

1. 50% off for the next 48 hours, {user_first_name}!

Email Copy

We're investing in you and your goals, {user_first_name}!

We are offering you a pretty sweet flash sale. However, we realize that you are so on fire and on track that we do not want any obstacle to stop you!

Follow these simple instructions to grow your knowledge today:

1. Take a moment and think of the direction you want to go in next in terms of your career or personal goals
2. Find the corresponding course that will get you there
3. Use the code (insert code) at checkout and take that next step!

Keep the same fire burning that was within you when you completed your first course. The possibilities of growth are endless so go pick out the next skill you'd enjoy!

[Take Your Pick!](#)

Here's What's Coming Up Live Online Class Schedule - Email

Subject Line

1. **Coming soon, check out our online class lineup!**

Email Copy

Oh, doesn't growth feel amazing, {user_first_name}?

We believe the ultimate accomplishment is becoming a master in your craft and delivery.

That's why we have a great selection of live online classes! So please don't just take our word for it. Instead, take a peek at our calendar.

[See The Calendar](#)

We have designed it with top-performing professionals in mind. To support you, we have created a class schedule with a curriculum to cover all the bases of your communication and presentation needs!

Move to the next level with a class that will get you the skills to propel your career.

Check it out today!

Number One Email - Video

Subject Line

1. **We think you'll like this, {{user_first_name}}!**

Email Copy

You completed your course, {user_first_name}, and that means you are a winner!

We want you to reach your career goals and aspirations, which is why we create valuable resources, so that you feel supported! That's why we're suggesting this video to help you head toward greater success and growth.

This video will enhance the skill you just mastered and help you further develop your own style and method of doing things. Watch it and challenge yourself to find a way to incorporate the new info.

The beauty in acquiring new knowledge is that you want to gain as much as you can once you begin making progress. So, we are happy to keep it coming your way.

We look forward to helping you continuously reach new heights!

Bonus Number Two Email - Blog

Subject Line

1. **We found this just for you, {user_first_name}!**

Email Copy

We know you finished your course and might be taking a well-deserved break, {user_first_name}—but we wanted to share this with you!

Nothing is more encouraging than when you complete something and scratch it off your to-do list!

We are so grateful that you completed our course, and we want to show you how appreciative we are!

We went through our website and found a blog that could give you some more information to support what you learned in your course!

Check it out and pair its information with what you just learned for even more impactful skill development. Afterward, make a new to-do list and refine your skills further!

You're Invited! Live Online Class Invitation - Email

Subject Line

1. **A special invite just for you, {user_first_name}!**

Email Copy

You are worthy of the invitation, {user_first_name}!

Many of our tribe members love being taught by our Master Trainers in a live online class from the comfort of their own homes!

So, we want you to experience the same thing! Get the benefit of specialized attention in a small group online setting.

Our team made these classes specifically with career advancement and personal development in mind. Individually they offer central skills, but collectively they were designed to make you a public speaking powerhouse!

You have already set a strong foundation by taking the online course. Now let's get you leveled up by learning from a live expert!

You already took the first step, take the second one now and check out this live online class today, {user_first_name}!