

Summary for newsletters, Event Brite, etc.

Start the New Year off right by attending John Cohoat's first time ever special event, ***The Implementation Blueprint Workshop***. Long-time local entrepreneur and now mastermind advisor and consultant to hundreds of local business owners, John reveals the secrets to getting things done... all the special tools and strategies John uses in his multiple businesses and teaches only to his coaching members and private clients.

Do you have plenty of ideas, but short on time, motivation and actually getting things done on your terms?? John will **provide you a Blueprint** that you will take with you to propel 2012 to be your most successful year ever. Even if you don't regularly attend John's hugely successful monthly business growth meetings, this is the one free event this year that you must attend... or risk missing out on the secrets that John will only reveal here. And, if you have a business partner or colleague who also wants to take his or her business to the next level, make sure to bring them along.

Email #1: Send 1/13/2012

Subject: Local Entrepreneur Offers Special Gift For YOU

In my years as a local business owner and entrepreneur, I've had plenty of success and, yes, many setbacks. Times have not always been rosy... but, as I look back, there are some keys to success that really make the difference...secrets, if you will.

Well, a good friend of mine John Cohort is holding a one-time only special IMPLEMENTATION BLUEPRINT WORKSHOP, just for entrepreneurs and business owners to reveal his special secrets to getting things done. And, I've been told the event will be totally free to the first 75 people who sign up.

This isn't your average business growth, marketing or sales presentation...far from it in fact.

This is the one event you will want to attend to make sure that 2012 is really different... a year you really start to experience the success in your business and personal life that you've always envisioned, but never quite achieved.

John will lay it all out, step by step and you can take it home... no charge, no strings, just strategies.

Nothing to lose, so sign up here:

<http://implementation-workshop.eventbrite.com/>

[INSERT YOUR NAME]

PS: If you have a friend, business associate or colleague that also struggles with getting things done, bring them along, too. But sign up right now, so you don't miss out on the FREE entrance fee.

spanking new iPad2. You get one entry into the raffle at the end for every 2 you bring...So bring 10 friends and your 5 times more likely to take home the iPad

Friends cannot include kids, dogs, local paperboy etc they have to be others who will greatly benefit from the meeting as seats are limited.

<http://implementation-workshop.eventbrite.com/>

Email #2: 1/14/2012

Subject: The ONE THING, Revealed

Just got off the phone with John about the Workshop and OH BOY are you in for a surprise.

You see John will be giving away his single most secretive and empowering success strategy at the IMPLEMENTATION BLUEPRINT WORKSHOP.

Along with a FREE iPad2 for every two other friends you bring!!

It is a strategy that you can literally, just show up, and make money...it's seldom ever talked about this way, most people won't admit to it's power or share it's secret. John will be sharing it there on Jan 20th and you'd better not miss out...if you do, you'll feel like Barack Obama on the next election day (let's hope).

Have you ever noticed when you ask a 'super-successful' person (someone with more money/opportunity/success) than you've got, how they did it, do it, and what their secret is...

They can't answer you. Or at least they have a hard time articulating the answer.

Perhaps they say stuff like,

-Work hard

-Do a lot

-Got lucky

-Failed many times at many things

But they never clearly answer you. And they certainly do not, ever, say

"I choose just the right market, crafted the perfect message, sold through tons of different marketing avenues, and kept my customers happy and paying more money for life...and one day I woke up rich"

Nope. That's never how it goes. That's because the truth is the secret.

It's the one thing they never talk about, that they would just assume keep a 'secret' from

This one secret is not something to take lightly, and trust me, there's no smoke and mirrors here in this email. Nope. This is the real deal... and that's exactly what you're going to get.

The Best – Secret – That will completely change your financial destiny, remove all the obstacles from your business, and open the doors to more opportunity and action than you've ever thought possible.

Register here to make it happen – <http://implementation-workshop.eventbrite.com/>

See you soon –

[INSERT YOUR NAME]

P.S. I know “the secret” is always over used and myself, I'm tired of hearing it. But it's time you truly discover and embrace the only secret that matters. The one thing, that if you do nothing else, and I mean nothing else, it will increase your income, change your business, and transform you as an entrepreneur...Remove all the hype, mysticism, and metaphysical mumbo jumbo, and prepare for the real secret of entrepreneurial success. .

You won't find another place were serious, like-minded Entrepreneurs gather to kick their businesses into high gear, to stop with all the talking and get to work doing REAL marketing, being REAL Entrepreneurs, and making REAL money.

Know this: If you're just looking for another place to waste your time at, pretend being productive, if you just want another meeting to try to chase done one-extra sale, or one-silly little contact, then believe me, I don't want you there.

On the other hand –

If you want to do everything, more, better, faster in your business...

If you want to be, are trying to be, or think you already are, an Entrepreneur...

If you want to make more money, help more people, and use your business to serve your life, not the other way around...

Then see you next Friday. Grab your seat, and hang on –

Click here, <http://implementation-workshop.eventbrite.com/>

Email #3: 1/16/2012

Subject: Curiosity is rampant!

Over the past few days people have been emailing me asking about this “secret” I keep referring to. People act like there is something sooo mysterious that no one else knows about – or – they act as if there is some magic thing, and it's the only thing you need. Well... It's just not that simple.

So, here's the deal, next week the key word here is that you will EXPERIENCE the gift. You will EXPERIENCE this secret that John keeps referring to. He has told me he will bring to life the ONE thing that ALL Successful people share in common, at least those who get and stay and continue to be successful.

the beginning of 2012, let's just say, I know John will share with you the BIGGEST Tide that will lift you up beyond your imagination.

Just in time for the New Year.

You will truly EXPERIENCE what it's like to be in total control of your business, to have no limits – you will see, feel, and listen to ideas that you've not thought possible before.

Most importantly, John promised he will show you how you can recreate, relive, and trigger this Success Secret again and again, since I kind of have an inside of what John is sharing, all I can reveal is it gives you the unlimited power to create your own gifts of opportunity, customers, and money every month...

It's the one thing in your business that truly allows you to leap over all obstacles, ignore all rules, and break all speed limits to your success – whatever 'success' you want to have.

Register here:

<http://implementation-workshop.eventbrite.com/>

All for now,

[INSERT YOUR NAME]

P.S Again don't forget. For those that sign up and bring 2 other friends, you will be entered to win a brand spanking new iPad2. You get one entry into the raffle at the end for every 2 you bring...So bring 10 friends and your 5 times more likely to take home the iPad!

Email #4: 1/18/2012

Subject: It'll be worth the wait.

Just wondering...Have you registered for the Implementation Blueprint Workshop this Friday? Or have you made an excuse not to be there... afraid that you might discover the one thing that will propel your 2012 to new levels? Maybe it will take a little work and you're not really committed?

If so, please don't come. But, if you have any inkling that this is the year you really want to kick it in. You're going to receive the Blueprint and show you what you need to do, right now to change things. The Secret being revealed is huge and you can do it right now.

So don't make any more excuses.. Register here: <http://implementation-workshop.eventbrite.com/>

[INSERT YOUR NAME]

PS: You won't regret it and you will start getting much more out of all your hard work...

Email #5: Send 1/19/2012

Subject: That's right (RECIPIANTS NAME), Implementation Workshop Tomorrow!!!

Tomorrow at 10:00 AM at the Comfort Suites, north of Notre Dame

No hype, no fluff, no funny business...just hard hitting, action-packed, marketing and money making strategies that will have you on the way to the best year ever. A take-home blueprint for your 2012.

For those of you who have already registered - Get Ready For the Event of the Year!

...and for the few who haven't registered, allow me to be blunt with you.

If by now, after all the emails I've sent over the past week or so, You've stubbornly refused to not register and you've done whatever you could to make sure you miss out on this event of the year 2012...come 'on, get with it!!

Okay, so I'm only half joking, but seriously, it's like having the ultimate present, the thing you've always wanted, that one gift you know will make your day, your year, your life – it's all here for you...

And

You decide to sleep in. Geez.

Let' me put it to you straight for all who will be there...

What you're going to experience tomorrow is THE single most significant and powerful Business Success Secret that will transform your business, your income, your ideas, and yes even you implementation ability, in fact, especially your implementation and execution ability.

You'll walk out of the Implementation Workshop as if you've had magic pixy dust sprinkled on you, only this stuff will never wear off. Oh, you'll see what I mean.

This is your last chance to register

<http://implementation-workshop.eventbrite.com/>

See you tomorrow.

[INSERT YOUR NAME]
