

ITEM	SUBJ	SEND DATE	TOPIC & LINK	NOTES
<a href="#">Email 1</a>	The Ultimate Guide to Hosting a Super Successful Virtual Event	3/2/2024		Sent  All Engaged MINUS LYML 2024 attendees & Current Students
<a href="#">Email 2</a>	Top 5 Takeaways From LYM LIVE 2024 -- Written during the event to make sure it's fresh!	3/5/2024		All Engaged MINUS LYML 2024 attendees  Sent
<a href="#">Email 3</a>	SEO Blog: SEO Blog: 10+ Tips for Growing Your Business With Influencer Marketing in 2024 [Small IS the New Big!]	3/7/2024		Engaged Buckets 1 & 2 & Unknown ONLY MINUS current students  Approved

<a href="#"><u>Email 4</u></a>	New Value Video: How Barbie Beat Out the Avengers: What Entrepreneurs Can Learn From This	3/10/2024		All Engaged MINUS current students  Approved
<a href="#"><u>Email 5</u></a>	New Value Video: Top 5 Underrated Books Every Entrepreneur Should Check Out?	3/12/2024		All Engaged MINUS current students  Approved
<a href="#"><u>Email 6</u></a>	New Value Video: New Value Video: 7-Figure Entrepreneur Reacts to Popular Marketing Memes	3/28/2024		All Engaged MINUS current students

<a href="#"><u>Email 7</u></a>	New Blog: 10 Content Creators to Draw Inspiration From in 2024	3/30/2024		All Engaged MINUS current students
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## Email 1: The Ultimate Guide to Hosting a Super Successful Virtual Event

**SEND DATE:** 3/2/2024

**SEND TIME:** 7am PT

**SEND TO:** ALL Engaged

**SUBJ:**

Why most online events fail...

[Must-read] Transform boring webinars into sales powerhouses

The virtual event blueprint you need now!

Secrets to a successful virtual event

Boost your online event energy & sales

 [Unlock virtual event success](#)

Struggling with Zoom gloom?

 [Don't host another event without reading this!](#)

**PREVIEW:**

and how yours won't [Guide Inside]

Keep attendees hooked from start to finish

[10 essential experiences]

[10 essential experiences]

[Proven tips inside]

From meh to wow in 10 steps

Energize your online events [10-step blueprint]

[Step-By-Step Guide]

**BODY:**

Hi ~Contact.FirstName~,

We're about to kick off Day 2 of our 12th annual *Live Your Message LIVE* event!

[Add Pic From Day 1 of LYM LIVE]

And it's the fourth year in a row we've successfully turned this massive in-person production into an entirely virtual one.

This year, we have people from all walks of life and stages of business growth tuning in from 64 countries!

[Add Pic From Day of LYM LIVE Showing Marisa and the Whole Room]

*Pulling this off is no small feat, trust me :)*

Which is why I gave one of my favorite Guides an update just for you,

~Contact.FirstName~...

Check out >> **The Ultimate Guide to Hosting a Super Successful Virtual Event: 10 Proven Ways to Boost Energy, Engagement & Excitement Online So You Can Keep 'Em Hooked From Start to Finish**

This is your key to creating Virtual Events that bring tremendous value to your audience while adding dollars to your bottom line.

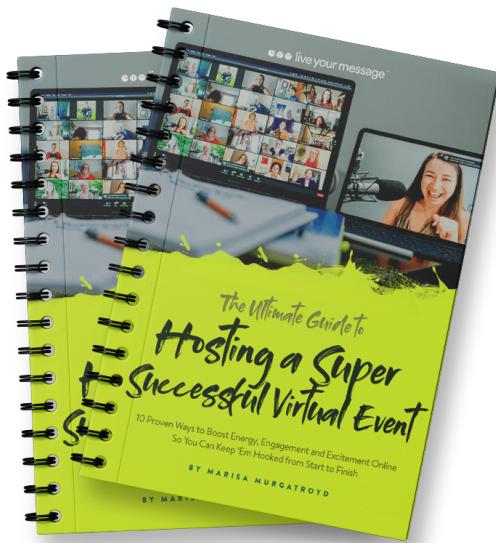
*Inside*, you'll find my complete Virtual Event Blueprint, showing you:

- How to fully prepare your attendees so they're ready to go and not checked out *before* your event even begins
- How to avoid the dreaded "Talking Head Syndrome" so people stay awake, alert and fully engaged from start to finish
- The power of "do not open until..." gifts to encourage a deep sense of community, belonging and accomplishment
- And how to create your own visual language to skyrocket engagement!

Plus, 6 more ways that are **guaranteed** to boost motivation, engagement and excitement so people relish *every* second and stay hooked until the very end.

Here's the thing: you don't need a ton of bells and whistles or hundreds of attendees to have success... *you just need a roadmap!*

And that's what you'll get inside my Ultimate Guide :)



Wonders,  
Marisa

P.S. I recorded this quick video to give you a behind-the-scenes look at how I run *LYM LIVE* -- day by day.

P.P.S. Also, hitting your inbox on March 5th will be 5 of my biggest business-building tips from *LYM LIVE...* so you can stop imagining your dream business and start making it a reality.

So, make sure you check your inbox for that one!

## Email 2: Top 5 Takeaways From LYM LIVE 2024

**SEND DATE: 03/5/2024**

**SEND TIME: 7am PT**

**SEND TO: All Engaged MINUS LYM LIVE attendees**

**SUBJ:**

**5 business-building tips from Live Your Message LIVE 2024**

5 top business-building tips

Business growth takeaways from LYM LIVE

5 takeaways from LYM LIVE

What you missed at LYM LIVE...

I felt bad that you missed out...

My top 5 takeaways from LYM LIVE

I've pulled my top 5 takeaways from LYM LIVE this weekend

**Preview:**

**Use these right now!**

from LYM Live 2023

Check these out!

You can start implementing

5 top business-building takeaways

So I'm giving you my top 5 takeaways from LYM LIVE

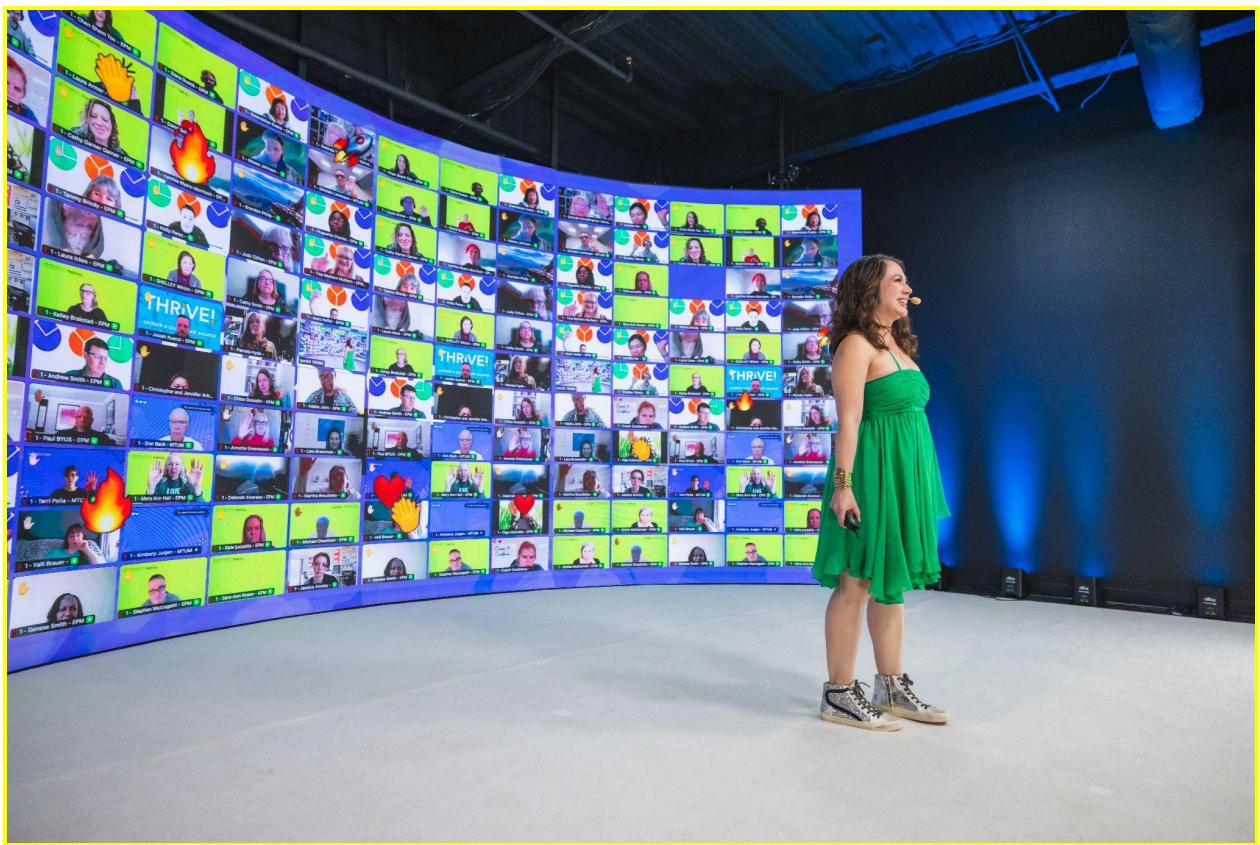
I hope you'll join us next year

Start implementing them now, ~Contact.FirstName~

**BODY:**

I missed you, ~Contact.FirstName~.

This past weekend, entrepreneurs from all over the world (67 countries to be exact!) had the weight of "not knowing" lifted off their shoulders as they learned exactly what to do to grow their business FAST.



And even though you weren't able to attend, I wanted to share 5 of my TOP business-building takeaways from the event... so you can stop *imagining your dream business and start making it a reality.*

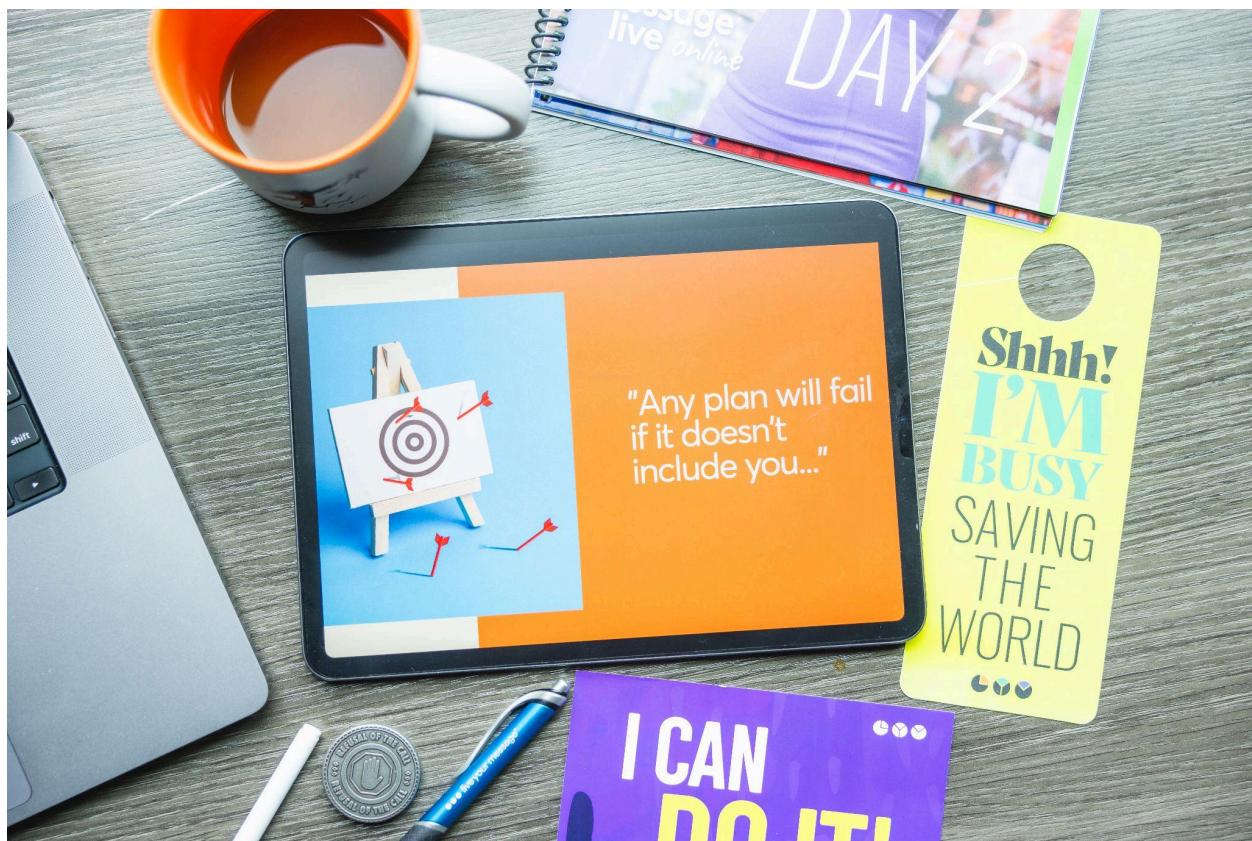
\* \* \*

### **Takeaway #1: Don't build a business that feels like a job.**

When it comes to your business, there is no one-size-fits-all-how.

There is no ONE PATH that works for everyone *right out of the box...*

So, while you can follow proven models and milestones (like what I teach in my programs), your path through them WILL be different...



### **Let's take your marketing strategy.**

For many entrepreneurs, marketing is a struggle because they've been following advice and implementing strategies that feel inauthentic to who they are.

Fortunately, there's a way to make it SO MUCH easier and more intuitive for you...

Meet my Momentum student, Richard Zultner, a retired professor in his mid-60s.

Richard *only* wants to work a few months a year and be able to shut down his business for huge blocks of time so he can spend time with his family and enjoy retirement.

Richard's goal when he joined us in Momentum was to create what he calls a digital duchy that he could push the pause button on *any time* he wanted...

*(a duchy is the smallest kind of sovereign state. The Grand Duchy of Luxembourg still exists in Europe as the smallest region on the map)*

In other words, Richard wanted to build the "smallest, simplest business" he could.

So he decided to practice what I call **Minimum Viable Marketing** by creating one signature premium program that he opens just twice a year...

This way, he could fully enjoy his retirement, which he defines as a time when you should *only* do what you really want to do :)

**And that's what we helped him build during his year in Momentum!**

Now, he sells out every enrollment cycle with a waiting list and he's able to fully enjoy his retirement.

So, his Mission, Vision & Goals for his business (as a retired professor in his mid-60s) might be very different from your own.

That's why it's so important to **start with you** -- with your Mission, Vision & Goals... *so you don't run the risk of building a business that feels like a job.*

\* \* \*

**Takeaway #2: How you show up AS you speak your message is responsible for as much as 80% of how that message is received.**

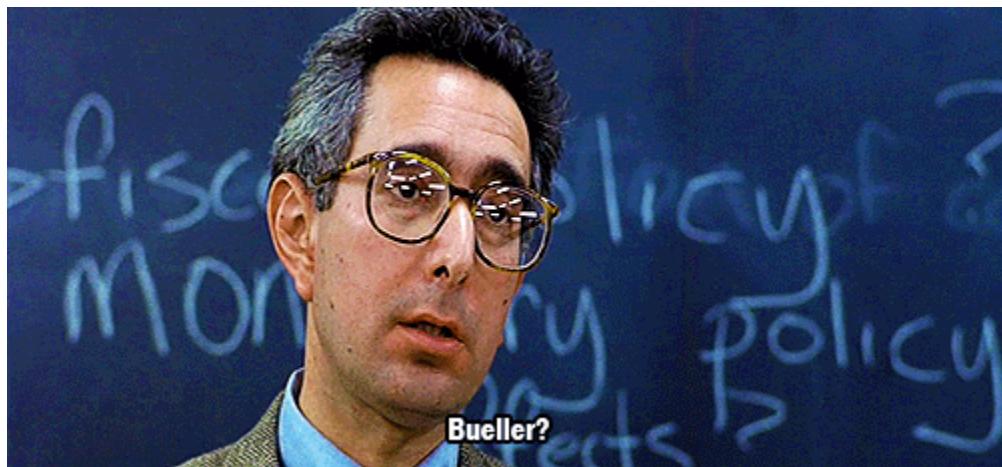
Having clarity on *what you want* and *why you want it* allows you to show up powerfully as the messenger for the business you want to build.

This is Mission Critical because research shows that HOW you show up to your potential clients is responsible for 80% of the response you get.

**Yep, 80%!**

This is even more important than getting your message perfect -- because you can say *all* the right words, but if you're out of alignment with what you're saying, *no one will believe you...*

And you run the risk of coming across like this...



There's **no faster** way to turn off your audience than to be dull and uninspiring... *and it's easy to fall into this IF you don't fully believe what you're saying.*

As Teddy Roosevelt famously said, "*People don't care how much you know until they know how much you care.*"

That's why it's so important to first believe 100% in what you do and then communicate in a way that conveys your belief, energy and enthusiasm. This is **how** you stand out from the noise of the most crowded online world EVER.

\* \* \*

### **Takeaway #3: It's NOT all about the numbers!**

A lot of people talk about building their community or list as if it were a numbers game -- *the more people you have on your list or the bigger your social media following -- the better.*

While numbers ARE important, what's *way more important* is the quality of people you reach AND the quality of the relationships you have with those people.

I'd rather have 100 highly engaged followers who would follow me to the end of the earth than 10 million followers who never engage.

Here's the thing: *every single person in your community has real hopes, dreams and aspirations.*

And when you focus *too much* on the numbers, it's easy to forget about the connection.

But when you're able to build deep and authentic connections... *you become a superhero to the people you serve...*



And when you're first getting started, connection is much more important than production.

And, as you grow and scale, your community becomes THE most important factor in your success.

So, don't lose that one-on-one connection and regularly feed and nurture your community.

Remember: each customer is an individual with unique talents and gifts and hopes and dreams -- *looking to make their impact on the world*.

**Takeaway #4: There's no magic bullet “one-size-fits-all” solution for making money online.**

Far too many entrepreneurs get caught up in the latest tools, tactics and trends and forget what's actually important... *their unique business*.

But the truth is that there's NOT a one-size-fits-all magic bullet solution for making money online.

And your success *doesn't* hinge on adding the latest trending audio to your Reels or testing a new Facebook ads “hack” ...

It hinges on what type of entrepreneur you are, where you are in your business journey AND what you're capable of right now.

So instead of falling under the “one-size-fits-all” spell... focus on the actions that will allow you to profit TODAY so you can start bringing more revenue into your business *right away*...

This will, in turn, enable you to reinvest in *your* business growth and sustain the great work you're doing in the world...

**After all, income fuels impact!**

\* \* \*

**Takeaway #5: Your existing customers are 12x more likely to buy from you than someone who hasn't bought from you before.**

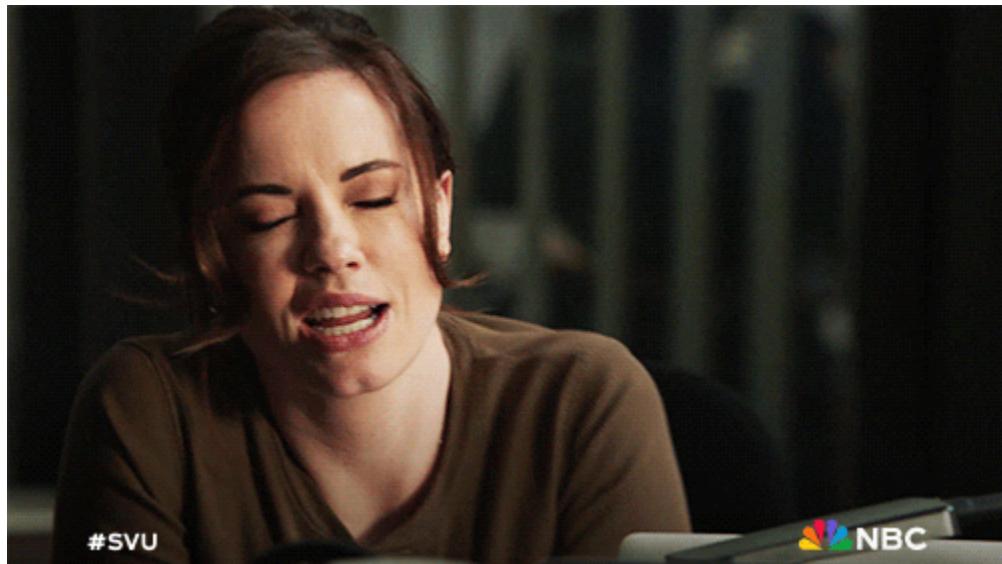
Far too many entrepreneurs are working way too hard to grow their business by focusing ONLY on generating new leads and getting new traffic...

*Essentially neglecting the people who've already said "yes" and made a commitment.*

And THE most successful businesses make up to 80% of their revenue from “back-end sales” -- these are the second, third or fourth thing someone buys from you.

*So, how can you work smarter and not harder?*

*How can you get off the exhausting and endless marketing treadmill of constantly building your list, generating traffic or trying to get new customers?*



**By building your *Message to Money Pathway*!**

Your Message to Money Pathway is HOW you'll engage your existing customers in new offers that move them one step further down their pathway to where and who they want to be.



And I'll show you how to create the *Message to Money Pathway* that'll work for your unique business at *Live Your Message LIVE 2025!*

There ya have it, ~Contact.FirstName~, 5 of my top business-building takeaways from the 12th annual *Live Your Message LIVE*.

*Use these as fuel to get started or keep going on your journey to WINNING the game of business!*

Let's do this!

Marisa

[2 Spacers]

Footer:

Our Mission: We're a "choose your own adventure" business coaching and training company that helps you build a profitable online business that aligns with your strengths, values and lifestyle while making a huge difference. At LiveYourMessage, we

are strongly committed to protecting your privacy and providing a safe & high-quality online experience for all of our visitors. We understand that you care about how the information you provide to us is used and shared. We have developed a Privacy Policy to inform you of our policies regarding the collection, use, and disclosure of information we receive from users of our website. Our Privacy Policy, along with our Term & Conditions, governs your use of this site. By using our site, or by accepting the Terms of Use (via opt-in, checkbox, pop-up, or clicking an email link confirming the same), you agree to be bound by our Terms & Conditions and our Privacy Policy. If you have provided personal, billing, or other voluntarily provided information, you may access, review, and make changes to it via instructions found on the Website or by replying to this email. To manage your receipt of marketing and non-transactional communications, you may unsubscribe by clicking the “unsubscribe” link located on the bottom of any marketing email. Emails related to the purchase or delivery of orders are provided automatically – Customers are not able to opt out of transactional emails. We will try to accommodate any requests related to the management of Personal Information in a timely manner. However, it is not always possible to completely remove or modify information in our databases (for example, if we have a legal obligation to keep it for certain timeframes, for example). If you have any questions, simply reply to this email or visit our website to view our official policies.

## Email 3: SEO Blog: 10+ Tips for Growing Your Business With Influencer Marketing in 2024 [Small IS the New Big!]

**SEND DATE: 03/30/24**

**SEND TIME: 7am PT**

**SEND TO: ALL ENGAGED - MINUS Students**

**SUBJ:**

Outshine the competition

Struggling to get noticed?

Stand out in 2024

“Influencer” doesn’t have to be a dirty word

10+ influencers marketing tips for 2024

The entrepreneur’s guide to influencer marketing in 2024

Influencer marketing demystified

**PREVIEW:**

Influencer marketing secrets revealed!

Influencer tactics that work in 2024!

Influencer strategies that drive growth!

How to use it authentically to fuel growth

Use these to fuel your growth!

10+ tips to know

10+ tips for tangible growth

**BODY:**

Hi ~Contact.FirstName~,

*Influencer.*

What comes to mind when you hear that?

Maybe words like:

*Superficial*

*Fake*

*Inauthentic*

*Insincere*

You picture something like this...



However, over half of marketers credit influencers for helping them find better customers.

And 71% cite better quality traffic compared to other marketing methods.

So, it's become clear that Influencer Marketing isn't just a flash in the pan and might be worth taking a deeper look!

Which is why I'm sharing HOW you can authentically use Influencer Marketing this year to promote your offers >> **10+ Tips for Growing Your Business With Influencer Marketing in 2024 [Small IS the New Big!]**

*This blog post is for you whether you've already dipped your toes into the influencer marketing pool or not :)*

*Inside*, you'll discover:

- The best practices for researching influencers so you know they're a perfect fit
- The 3 steps to building authentic relationships with influencers
- How to create unique campaigns that'll help you stand out from your competitors
- Ideas for repurposing influencer content so it lives on and continues to help you grow...

And so much more.

See you over on the blog!  
Marisa

[2 Spacers]

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# Email 4: New Value Video: How Barbie Beat Out the Avengers: What Entrepreneurs Can Learn From This

**SEND DATE:** 3/10/2024

**SEND TIME:** 7am PT

**SEND TO:** Buckets 1-2 & Unknown -- MINUS Current Students

**SUBJ:**

Barbie's Success Secrets

What entrepreneurs can learn from Barbie's blockbuster success

Stand out like Barbie in a sea of Avengers

The secret behind Barbie's success

[Must-Watch] The Barbie Phenomenon

And the Oscar goes to...

Barbie's box office smash

Barbie vs. Avengers

Why Barbie outshone the Avengers...

The Barbie effect...

**PREVIEW:**

Insights you can apply to grow your business!

[Watch Now]

[Watch Now]

Business growth lessons

Lessons from “Barbenheimer” you can apply to your business

Business growth lessons

Strategic lessons for entrepreneurs

Unlock your business superpower

Secrets for entrepreneurs

Outsmart your competition [Exclusive insights]

**BODY:**

Hi ~Contact.FirstName~,

Happy Oscar Sunday!

Lol. I didn't realize the Oscars are today until my team mentioned it on our weekly call... apparently, there was *all* this hoopla online about Barbie being snubbed.

While I can't speak on that... I can talk about the lessons that Barbie's tremendous success can teach us entrepreneurs!

Watch >> **How Barbie Beat Out the Avengers: What Entrepreneurs Can Learn From This**

In 2023, superhero movies -- which had dominated the box office for FIFTEEN YEARS -- took a nosedive while original films like Barbie and Oppenheimer soared.



And “soared” is underselling it. Barbie made a whopping \$1.44 billion, becoming the 14th highest-grossing film of all time, while Oppenheimer is now the box office record holder for a biographical movie (*and for a 3-hour, R-rated movie -- that's actually pretty insane*).

While Barbenheimer’s smashing success might seem unrelated to being an entrepreneur... there are actually **powerful lessons** you can apply right now to grow your business! (*including WHAT you must do to keep your perfect people in your world for good*)

So, don't miss this one (*and bonus -- you'll get to see me in the most ridiculous Barbie wig you've ever seen :)*

Wonders,  
Marisa

[2 Spacers]

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## Email 5: New Value Video: Top 5 Underrated Books Every Entrepreneur Should Check Out?

**SEND DATE: 3/12/2024**

**SEND TIME: 7am PT**

**SEND TO: ALL Engaged**

**SUBJ:**

Before you buy another business book, read this email!

💡 Urgent: This reading list could skyrocket your business

Top 5 underrated books  every entrepreneur should check out

5 underrated books for entrepreneurs 

Unlock next-level growth

Why these 5 books  are your business's best-kept secrets

Stop wasting time on fluff!

**PREVIEW:**

Top 5 picks inside

My top 5 picks inside

[New Video]

[New Video] Actionable insights for each one

5 books most entrepreneurs ignore (but shouldn't)

[New Video]

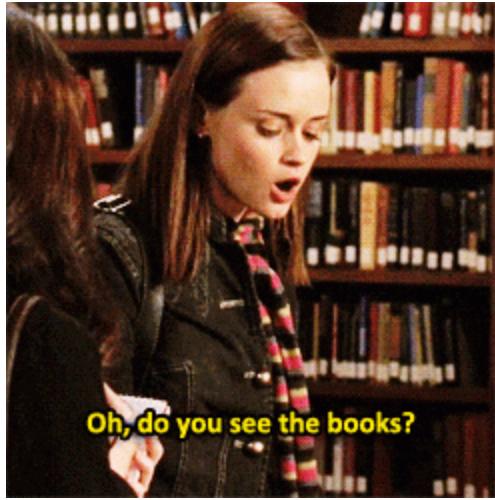
Read what truly matters for growth

**BODY:**

Hi **~Contact.FirstName~**,

Ever feel like you're just *one book* away from a significant breakthrough in your business? Well, you might just be.

I've dived deep into my library...



... to bring you **5 underrated books** that have profoundly impacted my business journey.

Here's a sneak peek, *but shh...* I'm keeping the titles under wraps for now:

- The Classic That's Not Just About Doing What You Love -- This book revolutionized the way I viewed working "on" my business instead of "in" it. It's a must-read if you're stuck in the employee mindset, dreaming of true entrepreneurial freedom.
- The Guide to Reclaiming Your Focus -- At my lowest point, this book was a lifesaver. It taught me to harness deep, undistracted work sessions, transforming how I work and think. If you're constantly battling notifications and interruptions, this one's for you.
- Overcoming Fear and Doubt -- A heartfelt journey into the fears that hold us back and how to boldly step beyond them. This book is for you if you've ever doubted your worth or your path.
- The Lean Way to Grow -- This read changed my entire approach to business development. Learn how to grow and scale without the excess baggage most

startups carry.

- A Fresh Take on Money -- Money talk often feels dry and complicated, right? This book breaks down the psychological barriers to financial understanding, proving that income truly can fuel impact.

Curious yet? Well, I won't leave you in suspense any longer :)

Watch my brand-new video -- **Top 5 Underrated Books Every Entrepreneur Should Check Out?** -- to dive into each one.

From mindset shifts to practical strategies, these reads cover it all.

Onwards,

Marisa

P.S. After you've checked out the video, drop me a comment with the book you're picking up first -- I love hearing from you!

[2 Spacers]

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## Email 6: New Value Video: 7-Figure Entrepreneur Reacts to Popular Marketing Memes

**SEND DATE: 03/28/24**

**SEND TIME: 7am PT**

**SEND TO: ALL Engaged Minus Current Students**

**SUBJ:**

These marketing memes aren't just funny 😂

Unlock marketing secrets with a side of humor

Transform your marketing with these hilarious but insightful memes!

Why these marketing memes are more than just jokes 😂

From meme to money 💰

Memes that'll change how you see marketing

The secret marketing lessons hidden inside viral memes

**PREVIEW:**

They're your next business strategy!

Must-watch meme reacts!

[New Video]

10 insights inside

Marketing insights you can't miss!

Insights you can't miss!

[New Video]

**BODY:**

Hi ~Contact.FirstName~,

Memes have been around for years.

You might be thinking -- “Duh, Marisa, I’ve been sharing a version of the ‘*This Is Fine*’ meme since I decided to start a business...”



Same.

But here's something I recently discovered...

Memes have actually been around for over 100 years...

**Yep.**

The first meme was a cartoon in a satirical magazine published by the University of Iowa back in 1921 (*I wanted to screenshot it... but got worried the copyright folks would come after me... lol*).

So, how have memes remained a thing for over 100 years?

They're funny, relatable and easy to create -- it's a win-win-win!

And in today's world, we're looking for easy wins anywhere we can get them... am I right?

Which is why I wanted to give you **easy wins** that you can apply to your business right now...

And in the latest edition of my 'Meme Reacts' YouTube series >> **7-Figure Entrepreneur Reacts to Popular Marketing Memes...**

I share **10 of the funniest and most relatable marketing memes** and give you an actionable takeaway for each one.

Wonders,  
Marisa

P.S. After you watch the video, share your favorite meme and takeaway... I can't wait to read your comment, **~Contact.FirstName~** :)

[2 Spacers]

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Use (via opt-in, checkbox, pop-up, or clicking an email link confirming the same), you agree to be bound by our Terms & Conditions and our Privacy Policy. If you have provided personal, billing, or other voluntarily provided information, you may access, review, and make changes to it via instructions found on the Website or by replying to this email. To manage your receipt of marketing and non-transactional communications, you may unsubscribe by clicking the “unsubscribe” link located on the bottom of any marketing email. Emails related to the purchase or delivery of orders are provided automatically – Customers are not able to opt out of transactional emails. We will try to accommodate any requests related to the management of Personal Information in a timely manner. However, it is not always possible to completely remove or modify information in our databases (for example, if we have a legal obligation to keep it for certain timeframes, for example). If you have any questions, simply reply to this email or visit our website to view our official policies.

## Email 7: New Blog: 10 Content Creators To Draw Inspiration From in 2024

**SEND DATE:** 3/30/2024

**SEND TIME:** 7am PT

**SEND TO:** ALL Engaged - Maybe including students

**SUBJ:**

Escape the content creation maze

Stop the scroll!

Beyond influencers...

Feeling content overwhelmed?

Ditch the noise...

Transform your feed

**PREVIEW:**

Who really deserves your follow in 2024?

Uncover the real voices to follow in 2024

Meet your new content creation heroes

10 game-changing voices to follow now

Here's your lifeline!

Authentic content creators you need to know

Find out inside!

The only content creators list you'll need

**BODY:**

Hi ~Contact.FirstName~,

Feeling swamped with creating content?

Confused about what actually clicks with your audience?

Left wondering who's genuinely worth your follow?

You're not alone!

These are ALL common signs that you're lost in the content maze...



Here's the thing...

The online world is bursting at the seams with content.

Finding authentic creators who resonate with you and your audience can feel like searching for a needle in a haystack.

But there's a light at the end of the tunnel...

I've put together a carefully curated list of the real deal content creators >> [\*\*10 Content Creators To Draw Inspiration From in 2024\*\*](#)

These aren't your typical influencers. I'm talking about under-the-radar geniuses... the authentic voices who are changing the game by simply being themselves.

So, if you're ready to cut through the noise and discover content that truly engages and connects with your community on a whole new level... check out my latest post :)

Onwards & upwards,  
Marisa

[2 Spacers]

Footer:

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strengths, values and lifestyle while making a huge difference. At LiveYourMessage, we are strongly committed to protecting your privacy and providing a safe & high-quality online experience for all of our visitors. We understand that you care about how the information you provide to us is used and shared. We have developed a Privacy Policy to inform you of our policies regarding the collection, use, and disclosure of information we receive from users of our website. Our Privacy Policy, along with our Term & Conditions, governs your use of this site. By using our site, or by accepting the Terms of Use (via opt-in, checkbox, pop-up, or clicking an email link confirming the same), you agree to be bound by our Terms & Conditions and our Privacy Policy. If you have provided personal, billing, or other voluntarily provided information, you may access, review, and make changes to it via instructions found on the Website or by replying to this email. To manage your receipt of marketing and non-transactional communications, you may unsubscribe by clicking the "unsubscribe" link located on the bottom of any marketing email. Emails related to the purchase or delivery of orders are provided automatically – Customers are not able to opt out of transactional emails. We will try to accommodate any requests related to the management of Personal Information in a timely manner. However, it is not always possible to completely remove or modify information in our databases (for example, if we have a legal obligation to keep it for certain timeframes, for example). If you have any questions, simply reply to this email or visit our website to view our official policies.