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	Speak so People Want to Listen			
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Email 1: Live Your Message Lab - Direct Sales

BUCKETS: 1 & 2 ONLY

SEND DATE: 07/1/2023

SUBJ:

Unleash your hidden credibility, ~Contact.FirstName~

Unlock your hidden credibility, ~Contact.FirstName~

Why you? Getting your perfect people to say “yes”

Is this your secret weapon to business success?

What makes YOU the right choice, ~Contact.FirstName~?

Got credibility?

PREVIEW:

Read before Monday

Read before Monday

Read before Monday

Find out inside [Open Before Monday]

The answer's inside

How to get your perfect people to say “yes”

BODY:

Hi ~Contact.FirstName~,

There's one question that's an immediate confidence deflator for emerging entrepreneurs:

"Why should I listen to you?"

It instantly makes you second guess yourself, *am I right?!*

You start worrying that you don't have the credibility to serve the people you want to serve.

Which is why I want you to try something: Go ahead and close your eyes and imagine that you know, deep down in your bones, that you're uniquely qualified to do the work you want in the world.

So the next time someone asks that dreaded question, you'll know the answer.

Feels pretty great, right?

So, how do you start showing up with that confidence **all the time?**

You embrace the credibility that you *already have*.

And in our next **Live Your Message Lab Experiment** (which kicks off MONDAY), you'll discover *how to find and express your natural credibility* and show your prospective customers why you're the ONE person who can help them get the result they're looking for.

AND...

It gets better! You can easily complete the "**Your Hidden Credibility**" Experiment without having to get *any* more degrees, certifications or experience... *phew!*



So, if you're ready to cut through the guesswork that *usually* comes with building your own business, join us in LYM Lab BEFORE we get started for the month.

LYM Lab is built around guiding you through small (*yet impactful*) monthly Experiments that'll help you develop the **essential skills** you need to turn your unique gifts, talents and passions into a *successful* business...

AND help you have a bigger impact on yourself, your family and the people you serve.

So, don't miss out on this amazing opportunity to embrace your credibility and get started building the business of your dreams, **~Contact.FirstName~**.

You'll finish this Experiment with at least a few jaw-dropping Credibility Statements (depending on how many times you complete this Experiment) -- and maybe even your entire bio, written for you by our AI-Driven Credibility Generator!

See you inside the Laboratory!

Marisa

[2 Spacers]

Footer:

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Email 2: SEO Blog: 7+ Free & Paid Video Hosting Sites for Creators in 2023

SEND DATE: 07/07/2023

BUCKETS 1 & 2 ONLY

SUBJ:

AI is cool but... 

Level up your video game

Don't get lost in a sea of video hosting sites 

7+ free & paid video hosting sites 

Maximize your video content 

PREVIEW:

7+ video hosting sites to up your game

7+ free & paid video hosting sites

7+ great ones to check out!

Up your video game in 2023 (& beyond)!

The best hosting sites for your business

BODY:

Hi **~Contact.FirstName~**,

With *all* the buzz around using AI in your business -- I don't want you to forget about **these 3 things**:

1. Growth strategies that have stood the test of time
2. The unmatched power of video
3. And the irreplaceable value of human connection

Because when **everyone everywhere** is talking about just **one** thing -- it's easy to get sucked in and dismiss what's been working for years...

Video!

Over the last decade, video has become the cornerstone of engagement, the key to captivating your audience and one of the main driving forces behind the most successful online courses and programs.

But navigating the world of video hosting sites?

That can feel like trying to find a needle in a haystack.

With countless options -- some free, some paid and each promising to be the "*perfect solution*" -- it can feel overwhelming.

But here's the thing... your choice of a video hosting platform should *actually* be one of the easiest decisions in your business...

Which is why I took the time to deep-dive into the realm of video hosting sites to save you the headache >> **7+ Free & Paid Video Hosting Sites for Creators in 2023 (& Beyond!)**

Inside, you'll find a concise, no-nonsense comparison. I've dissected *the pros and cons* and spotlighted who'll benefit most from each platform.

So, give it a once-over to level up your video game -- *because video will still be a big deal even when the robots take over :)*

Onwards,
Marisa

P.S. Found a video hosting platform you love? Drop me a comment *on the post*... I might just add it to my list :)

[2 Spacers]

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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: New Value Video: Sell Your Online Course or Product With NO Audience or Social Media

BUCKETS: 1 & 2 ONLY

SEND DATE: 07/12/23

SUBJ:

Sell your online course with NO audience

Sell your online course with NO social media

No audience, no problem

Don't waste your time or money

Maximize your income and impact

Cut out the guesswork

PREVIEW:

It's easier than you think [New Video]

Yep, I'm serious [New Video]

How to easily to sell your online course [New Video]

Create an online course people will buy

Create an online course people will buy [New Video]

Create an online course people will buy [New Video]

BODY:

Hi ~Contact.FirstName~,

Question for you: *What stops most entrepreneurs from making the impact and income they want?*

It's trying to figure out what their ideal customers want -- **all alone in a silo with zero feedback.**

They sit at their computers researching, asking ChatGPT, watching YouTube videos.

Sure, you may get some quick results this way...

But you won't get to where you *really* want to go in your business without actually talking to the people you'd most love to serve.

Because to survive in an AI-dominated world and succeed in the long run, you need to find out...

- What their pain points are
- What they *really* need help with
- And what they're actually willing to pay you for (*which is something that far too many entrepreneurs overlook*)

But I get it... it can feel scary to have to go out there and actually talk to your potential customers!

Which is why I filmed this quick video -- **Sell Your Online Course or Product With NO Audience or Social Media** -- so you can confidently know that your online course or product will sell BEFORE you spend too much time and money creating it.

Blue skies,
Marisa

[2 Spacers]

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Email 4: Guide: How to Create Successful Online Courses in an AI-Dominated World [2023 Guide]

BUCKETS: 1 & 2 ONLY

SEND DATE: 07/09/2023

SUBJ:

Read to build your online course empire?

Create successful online courses in an AI-dominated world

Online course success in the AI era

Your roadmap to online course success 

The can't-miss guide to online course success

PREVIEW:

Grab your blueprint!

[Guide]

[Guide]

Cut through the fluff & get to what works!

Dominate in an AI world!

BODY:

Hi ~Contact.FirstName~,

You're creative, smart and have tons of valuable knowledge to share.

You've thought about creating and selling your very own online course or program...

After all, the industry is booming and is projected to skyrocket to over \$3 billion per day in the next decade...



So, creating an online course really is a no-brainer, right?

But you may be stuck.

Or overwhelmed.

Or perhaps you have a great idea that you've been sitting on FOREVER... but you have absolutely no idea how to start or finish your course -- let alone actually market it.

There's *just* so much information out there -- and with ChatGPT -- that information is multiplying at an alarming rate...

Not to mention the "gotta have" tech and all the "experts" telling you their way is the only way.

So how can you overcome this information overload?

By simplifying!

You need a **doable game plan** to get you clear and focused so you can finally just... *do the dang thing!*

So good news there, ~Contact.FirstName~ -- because I've got a guide with zero fluff and *only* actionable steps >> **How to Create Successful Online Courses in an AI-Dominated World [2023 Guide]**

Dive deep into this guide to begin building your online course empire.

Wonders,
Marisa

P.S. Primed to create your online course right now or maybe you have one out there that's not performing like you hoped? Then, you won't want to miss my FREE Workshop >> **How to Use Your Knowledge, Skills or Passions to Create a High-Impact Online Course**

Thousands of people have used the process I teach in this Workshop to launch their online courses. Now, it's your turn! So, *save your seat* or share this opportunity with someone who needs it :)

[2 Spacers]

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Email 5: New Value Video: How to Deal With Haters & Complainers Without Compromising Yourself [+ FREE Email Template]

BUCKETS: 1 & 2 ONLY

SEND DATE: 07/11/2023

SUBJ:

 Your perfect response to online hate

How to deal with haters online

How to reply to hostile emails 

Online negativity? You've got this! 

Got haters?

Respond to haters & complainers the right way

PREVIEW:

New video + FREE template inside

Watch my video & grab this template!

New video + FREE template inside

Grab your FREE response template

How to respond the right way [FREE template]

Watch this & grab my template!

BODY:

Hi ~Contact.FirstName~,

Years ago, I was soaking up wisdom from best-selling author Marcia Wieder. And she said something that's guided me ever since...

"In business, you have to toughen your skin and soften your heart."

See... when you open your heart and speak your message, it will threaten those who aren't ready to hear it -- yet.

And in our digital age, it's *all too easy* for people to drop a hostile comment on your latest social post or hit send on a bitter email.

Regardless of how thick your skin may be... you *can* fall prey to your emotions -- or worse, grind to a halt in response to this kind of negativity.

Which is why in my latest video -- **How to Deal With Haters & Complainers Without Compromising Yourself [+ FREE Email Template]** -- I reveal the 'dos and don'ts' of dealing with online negativity, including a plug-and-play template you can modify and use for your own responses!

Onwards & upwards,
Marisa

[2 Spacers]

Footer:

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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 6: Blog Update: How to Introduce Yourself Powerfully in an Online Community

BUCKETS: 1 & 2 ONLY

SEND DATE: 07/14/2023

SUBJ:

Goodbye generic intros

How to introduce yourself in an online community

Introduce yourself powerfully in online communities

[Swipe my copy] How to introduce yourself in a Facebook group

Is your intro hitting the mark?

Master the art of introductions

How to make a lasting first impression

PREVIEW:

How to introduce yourself powerfully in an online community

Swipe my examples!

[Swipe my copy]

& get people to engage

How to get noticed in an online community

& make valuable business connections

Swipe my copy!

BODY:

Hi ~Contact.FirstName~,

THIS is possibly the biggest lesson I've learned over my 11+ years launching and scaling my business...

You can't build a successful business alone.

You actually need 6 levels of support.

And one of those levels is to surround yourself with people *already in action* around their mission, vision and goals.

That's why I invest in multiple trainings, coaching and masterminds every single year.

(Bonus lesson: You're never too big to get guidance.)

And when I attend these masterminds, I inevitably get invited to join new communities -- often with powerful and influential people.

Hello, intimidation!



Now when this first started happening a few years ago, I could have just hidden behind a meek introductory message...

Something generic like this (that I see over and over again in groups):

Thank you so much for adding me to this group! I'm an entrepreneur who helps people build the business of their dreams. I look forward to meeting all of you.

But, instead, I decided to take the time to craft introductions that were uniquely me and showcased what I (*and Live Your Message*) are all about -- Getting people so excited about changing their lives... that they stop dreaming *and start doing*.

And it's paid off in spades!



Ryan Deiss For those who don't know, Marisa is kind of a big deal. Seriously...so glad you're in this group.

Like · Reply · 4h



Which is why I wanted to share how I introduced myself in groups run by Ryan Deiss, Roland Frasier, Jeff Walker and more >> [How to Introduce Yourself Powerfully in a Facebook Group or Online Community \(Because You Never Know Who's Watching\)](#)...

So you, too, can get noticed -- *for all the right reasons* -- in the next group or community you join.

I also threw in a bonus example from my husband, Murray :)

(Feel free to use our introductions as templates for your own.)

Wonders,
Marisa

P.S. Put my advice to good use when you introduce yourself on the *official introductory thread in our* Online Course Creators Community Facebook group :)

[2 Spacers]

Footer:

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Email 7: Value Video Resend: How to Speak so People Want to Listen

BUCKETS: 1 & 2 ONLY

SEND DATE: 07/16/2023

SUBJ:

Misunderstood genius?

Dazzle, don't drown

Speak up and sell more!

Mastering the art of being heard

Your voice, your power

Unlock the genius within

PREVIEW:

How to speak so people want to listen [Video]

The art of communication [Video]

How to speak in a way that'll boost your sales

How to communicate your genius effectively

[Video] How to speak so people want to listen

How to speak so people want to listen [Video]

BODY:

Hi **~Contact.FirstName~**,

Got a case of misunderstood genius?

When I was a teenager, I too had a mind full of ideas but struggled to get my point across.

Heck, even my grandma couldn't understand me... she once told me: "*Marisa, I don't understand a word that comes out of your mouth...*"

My solution?

Learn every word in the dictionary.

As you can probably guess, that didn't work either :)

Turns out, the **real secret** to effective communication isn't about showing off your vocabulary prowess...

It's about tuning into your audience and meeting them where they're at in this exact moment.

And in this video -- **How to Speak so People Want to Listen** -- I share the **5 simple steps** to captivating and converting your audience just by being you.

Because when you nail what I share here, you'll unlock HOW to use your awesome self to make more sales!

Blue skies,
Marisa

P.S. "*Absolutely wonderful, Marisa! I've done many of your programs and LOVE what you teach, how clearly you share it and how USEFUL it is!*" -- Rebel H.

People are loving *this video* and I know you will too :) So drop me a comment if you find it valuable and don't forget to subscribe because I've got a lot more like this one coming up.

P.P.S. And if shorter value nuggets are more your thing... check me out on TikTok :)

Email 8: New Blog: Transform Touchpoints Into Turning Points: Your Path to (At Least) a \$100K a Year Business

BUCKETS: 1 & 2 ONLY

SEND DATE: 07/18/2023

SUBJ:

Elevate your message to accelerate business growth

Craft customer-first messages

Every interaction is a turning point

Transform touch points into turning points

Your customers are already out there

[Swipe] Customer-First Messaging

How to hit your first major business milestone...

PREVIEW:

Swipe my copy!

To grow your business

Craft messages to grow your business

Grow your business with your message

You just have to know how to talk to them!

We learned this lesson the hard way!

It's all about your message

BODY:

Hi **~Contact.FirstName~**,

You know the feeling -- that nagging doubt that whispers, "*I can't pull this off.*"

Trust me -- we've all been there.

But here's the thing -- You already have everything you need to achieve your first major business milestone -- a \$100K-a-year business.

Sounds too good to be true?

It's not!

Because success ISN'T about your circumstances or your limitations -- it's about the here, the now and your strengths (*and how you use them*).

And the truth is that your ideal customers are already out there, waiting for the solution *only* you can provide.

The minute you realize that -- it changes everything.

You understand that *every* message you send, *every* interaction you have and *every* piece of feedback you receive -- *positive or negative* -- will fuel your business growth.

Which is why, in this hot-off-the-presses blog post -- **Transform Touchpoints Into Turning Points: Your Path to (At Least) a \$100K a Year Business** -- I share HOW to craft *customer-first* messages that'll not only get your audience to take notice but make them fall in love with you.

Onwards,
Marisa

Footer:

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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 9: Value Video Resend: How to Write Emails to Sell a Product

SEND DATE: 07/20/2023

SUBJ:

How to master the art of selling through email

How to use email to drive sales

Don't leave 💰 on the table

How to be an email pro

How an unplanned email sequence turned into \$5,204

Bali, 4 emails, \$5,204: A game-changing story

Turning emails into \$

Make every email count: My \$5,204 lesson 🚀

Turn your email list into gold

PREVIEW:

5 things you need to know

The 5 things you need to know

How to sell through email

What I've learned in 10+ years

Learn from my experience [Video]

Everything I've learned in 10+ years

Plus, everything I've learned in 10+ years

[Video] How to sell through email

BODY:

Hi ~Contact.FirstName~,

Back in 2013, I stumbled on an accidental revelation -- the power of email marketing.

My list was only around 3,000 names.

And I showered them with valuable, free content before a thought crossed my mind:
could I pivot this momentum toward my online course?

I was traveling in Bali and fired off four spontaneous emails inviting my subscribers into my course.

The outcome? \$5,204 in *just 3 short days!*

That was my eureka moment.

If an unplanned, off-the-cuff email campaign could rake in that much -- imagine the potential with some strategic planning.

Over the last decade, I've honed this craft, transforming my approach into an art form.

(Hint: It involved a ton of experiments and relentless refining.)

Now, I'm handing over this treasure trove of insights to you, ~Contact.FirstName~.

In my video -- **How to Write Emails to Sell a Product** -- I unpack what I've learned after nearly \$40MM in sales (*most of which involved email in some way*) into the 5 crucial things you need to know to navigate the “lost” art of selling through emails.

Master *this*, and you'll not *only* rev up your revenue but magnify your impact.

Wonders,
Marisa

[2 Spacers]

Footer:

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Email 10: SEO Blog: 11+ Digital Marketing Strategies to Know in 2023 (+ Best Practices)

BUCKETS: 1 & 2 ONLY

SEND DATE: 07/18/2023

SUBJ:

 The future of marketing

Dominate digital

Be the market leader

Level up your marketing

11 marketing strategies to move the needle

What's working right now

 11 game-changing digital marketing strategies

PREVIEW:

2023 strategies to keep you ahead

The 11 essential marketing strategies for 2023

Use these 11 digital strategies to stay ahead

Top digital marketing strategies for 2023 decoded

Thrive in the new online landscape

11 digital marketing strategies to know

Conquer 2023 (& 2024!)

BODY:

Hi **~Contact.FirstName~**,

The term "*digital marketing strategy*" is pretty loaded.

Because, more often than not, you end up with a convoluted mess of tech-speak and bewildering jargon.

But here's the thing -- winning strategies don't have to be overly complicated -- in fact, simpler is often better.

And when you take the strategies working right now and use them to play to your unique strengths... *you're really in business :)*



So if you want to *not only* keep up with the digital marketing game **but lead the charge**... check out my new blog post >> [**11 Digital Marketing Strategies to Know in 2023 \(+ Best Practices\)**](#)

Inside, you'll find strategies that'll move the needle for your business... *and nothing that'll be obsolete by 2024*.

Don't let the digital landscape intimidate you.

Now's the time to take control and prepare for the future of marketing today!

Marisa

[2 Spacers]

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Email 11: Video Blog Update: Epic Business Fail: Why Getting Too Comfortable Can Cost You Your Entire Business

SEND DATE: 07/20/2023

SUBJ:

Bend, don't break

This Bruce Lee quote is prophetic 💰

The biggest threat to your business isn't AI...

Lessons from the past...

The future's knocking

This has doomed so many businesses

PREVIEW:

How to win the game of business

It applies perfectly to your business

it's this.

Why over-comfort can cost you your business

It's best to answer

How to thrive in the face of fear

BODY:

Hi ~Contact.FirstName~,

As AI has transformed business (practically overnight) and fear has become the new normal... *you have to remember that sometimes stepping into the future means letting go of the past...*

And letting go isn't *always* easy, especially if you had it good the way things were.

Which is why when I stumbled on a video blog I published a few years ago and realized how relevant it is for what's going on today, I had to share >> **Epic Business Fail: Why Getting Too Comfortable Can Cost You Your Entire Business**

As martial arts legend Bruce Lee famously said, "*Notice that the stiffest tree is most easily cracked, while the bamboo or willow survives by bending with the wind.*"

So as you *read or watch*, reflect on where the future is knocking on your door right now and what pivots are in order...

Because when the future comes knocking, it's best to answer :)

Onwards & upwards,
Marisa

P.S. I always tell my students that your business is always changing because:

- you're always changing
- the market is always changing
- client expectations and preferences are always changing
- marketing and technology are always changing
- and the world is always changing

So, while things might be changing faster than feels comfortable, remember that the *only* constant in life is change. And I'm here to help you navigate *all the ups and downs* of entrepreneurship... *as you climb your way to the top.*

You've got this!

[2 Spacers]

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Email 12: New Value Video: Don't Follow Your Passion -- How to Build a Successful Business in Uncertain Times

SEND DATE: 07/27/2023

SUBJ:

Passion ≠ Success? Find out why 

Busting Myths: Passion vs. Success 

Beware of following your passion...

The unexpected truth about passion

This popular advice is just plain wrong

Why 'Do What You Love' might be bad advice 

PREVIEW:

Just a 5-minute watch!

[New Video Inside]

Here's why [New Video]

[New Video Inside]

Here's why [New Video Inside]

[New Video Inside]

BODY:

Hey ~Contact.FirstName~,

“If you do what you love, you’ll never work a day in your life.”

We've all heard this throughout our entrepreneurial lives (*it's a favorite saying of many in the industry*).

But I call B.S.!

I've seen far too many entrepreneurs invest a ton of money and thousands of hours building a business they're passionate about, *only to watch it crash and burn*.

And it's not like I don't have *personal* experience with “*doing what I love*.”

I followed that advice for 10 straight years as a documentary filmmaker...

I took photos, made art and created films *but it didn't work*.

I was doing *exactly* what I loved, and yet, I didn't have the life or business I really wanted.

I knew it was one of two things: either something was wrong with me or something was wrong with the advice.

(And, spoiler alert, it wasn't me!)

Which is why in this brand-new video -- **Don't Follow Your Passion - Do THIS Instead** -- I reveal WHY this oft-repeated & well-meaning advice is just plain wrong... *and WHAT you should do instead*.

So give *this* a quick watch to discover HOW to build a business that matters, a business that lasts, and ultimately, a business that fulfills you.

Blue skies,
Marisa

P.S. Like this video? Then, you'll definitely want to explore the rest of my YouTube Channel full of business growth strategies and inspiration that doesn't sugarcoat the challenges of being an entrepreneur. And be sure to *subscribe* while there!

And if shorter videos are more your speed... I'm *also* dropping gems over on TikTok :)

P.P.S. I've got a special invite heading your way very soon, ~Contact.FirstName~... so *keep your eyes on your inbox* :)

[2 Spacers]

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Email 13: What's Hot, Right Now #33

BUCKETS: 1 & 2 ONLY

SEND DATE: 07/29/2023

SUBJ: 💥 What's Hot, Right Now #33 💥 The next step on your path to success

PREVIEW: Plus, see what you missed this month!

BODY:

Hi ~Contact.FirstName~,

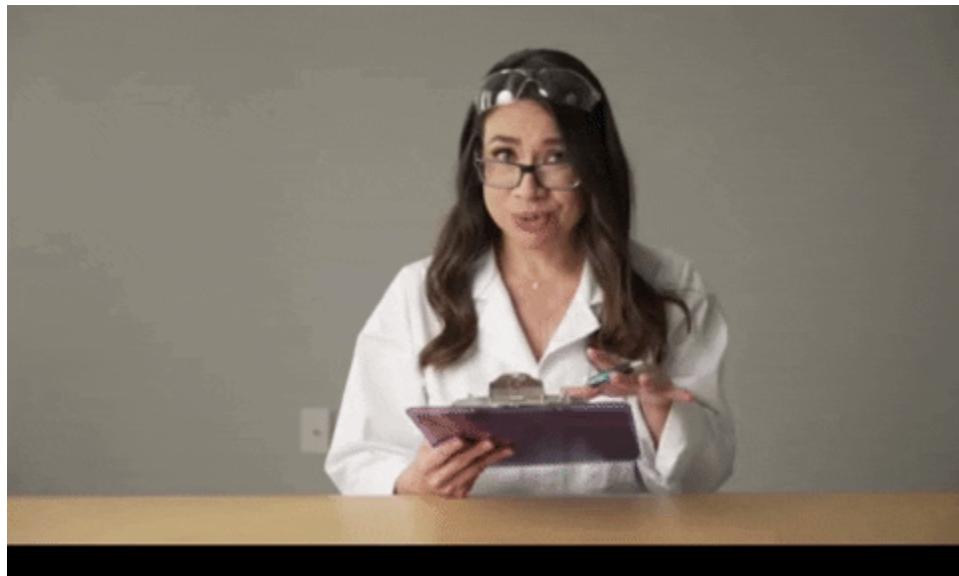
Daring to be an entrepreneur often entails facing an unspoken emotion: FEAR.

It's natural to fear the unknown, especially when your dream is on the line.

So, if you're feeling stuck or daunted or think you didn't accomplish enough today, remember that a mountain begins with *just* a grain of sand.

And also know that you don't have to face the scary stuff *all alone* because I've got your back.

Which is why I'm extending an early invite to my FREE LIVE Workshop >> **Unlock the Science of Consistent Action: The Overwhelm-Free Way to Finally Start Building Your Business One Tiny Step at a Time**



During our time together, I'll help you turn that fear into a force... propelling you toward your ultimate goal of *building a long-lasting and fulfilling business*.

And you'll leave knowing exactly how to take that next step on your path to success.

Fear may feel overwhelming, but with small, consistent steps, you'll soon experience the confidence everyone seems to rave about online!

And you can take your first step right now by *saving your seat* for Thursday, August 3rd at 10am PT/1pm ET :)

Then, read on for the BEST business-building content you might have missed, *including the easiest way to sell your product with no audience and how to turn your biggest haters into raving fans.*

* * *

7+ Video Hosting Sites to Up Your Game

The AI hype machine has reached an all-time high. Cool. But don't forget the classics: timeless growth strategies, the magic of video and the beauty of human touch.

And in the age of bots, video is still your ticket to winning hearts and minds!

But when it comes to choosing the right video hosting site for you?

There are far too many options -- some free, some paid and each promising to be the "perfect solution" -- which can end up stranding you in "*analysis paralysis land*".



Luckily, I've **simplified things for you** with this rundown of the *best-of-the-best* in video hosting sites >> [**7+ Free & Paid Video Hosting Sites for Creators in 2023 \(& Beyond!\)**](#)...

Because your choice of a video hosting platform should *actually* be one of the easiest decisions in your business.

* * *

Prove Your Product While Making Sales

I was talking to a good friend recently about his launch and he reported something very interesting...

People are hesitating and second-guessing their purchasing decisions more than ever before. In this era of uncertainty, it appears reassurances are in high demand.

Maybe you've experienced this too.

And you might be wondering: *Marisa, how can I break through this barrier?*

The answer might be simpler than you think.

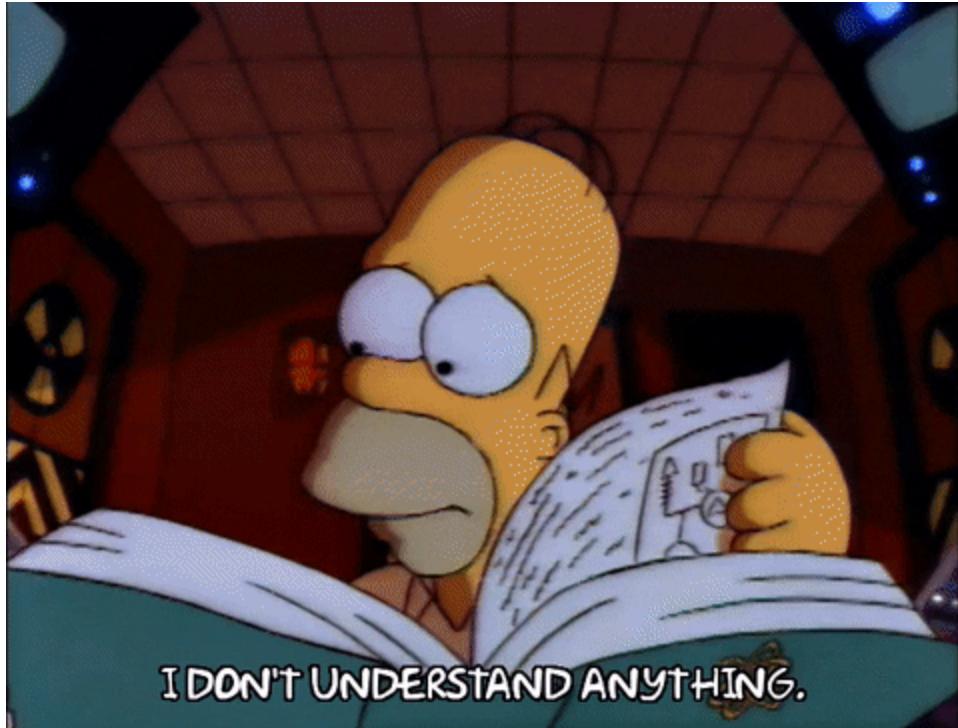
And in this 10-minute tutorial -- [**Sell Your Online Course or Product With NO Audience or Social Media**](#) -- I reveal the super simple technique to overcome resistance and sell your online course or product (or really anything!)... *no fancy funnel required* :)

* * *

11 Digital Marketing Strategies to Know

The term "*digital marketing strategy*" is pretty loaded.

Because, more often than not, you end up with a convoluted mess of tech-speak and bewildering jargon that makes you feel a bit like this...



But here's the thing -- winning strategies don't have to be overly complicated -- in fact, simpler is often better.

Which is why I'm giving you an overview of *tried-and-true strategies* that'll move the needle for you this year and well beyond >> **11 Digital Marketing Strategies to Know in 2023 (+ Best Practices)**

* * *

Your Perfect Response to Online Hate [Email Template Included]

Today, it's *all too* easy for people to drop a hostile comment on your latest social post or hit send on a bitter email.

And regardless of how thick your skin may be... you *can* fall prey to your emotions.

Which is why I filmed this quick video >> **How to Deal With Haters & Complainers Without Compromising Yourself [+ FREE Email Template]**

You've got an important message *your* perfect people need to hear... *so don't let complainers or hateful messages stop you in your tracks.*

Inside, you'll discover the *dos and don'ts* of dealing with online negativity, PLUS grab an email template you can make your own.

* * *

Transform Touchpoints Into Turning Points

Every touchpoint with your audience is a chance for a powerful transformation.

It's not just about getting what you want -- it's about building a connection... *making your customers feel valued and understood*.

So if you're ready to step up your messaging game, then you need to step into your customer's shoes.

You might be surprised by what you discover!

Take a deeper dive into my blog post >> **Transform Touchpoints into Turning Points: Your Path to \$100K a Year**

You're resourceful. You're capable. You don't let doubt and circumstances hold you back.

So if you're ready to turn a *simple shift in perspective* into a **6-figure (or more!) business**... don't miss *this post*.

* * *

How to Get YOUR Audience to Listen

There's an art and science to grabbing people's attention and holding it... but you don't need to join Toastmasters or go back to school to get it right.

In this video -- **How to Speak so People Want to Listen** -- I cover the **5 most important things** to consider when you want to speak and write to make a BIG impact.

Follow the simple steps *inside*, and you'll unlock the key to engaging your audience just by being your awesome self, **~Contact.FirstName~** :)

* * *

Introduce Yourself in an Online Community & Get Noticed

Have you joined a Facebook group or online community?

When most people join, they introduce themselves with a lackluster, “*Oh hi, I’m so glad to be here*” kind of thing that gets no attention, interest or curiosity.

This is a wasted opportunity to make a great first impression...

A few years ago, when I joined a new mastermind that had a Facebook group, I decided to spend a little time writing a sizzling hot introduction so that I’d get noticed.

And within mere minutes... it started to work (*and kind of snowballed from there*)!

Hi Marisa - read your post in War room. I'm new in there also  

Looking forward to learning more about what you do...

What's the best site for me to check out?

The moral of this story?

You never know who's watching (or reading).

So, my question to you is: *do you have an intro that quickly establishes your credibility, gets engagement and has potential partners and clients private messaging you?*

If not, you're going to want to read my post >> **How to Introduce Yourself Powerfully in a Facebook Group or Online Community (Because You Never Know Who's Watching)**

* * *

The Future's Knocking (Don't Ignore It!)

Sometimes stepping into the future means letting go of the past...

And letting go isn't *always* easy, especially if you had it good the way things were.

Which is why I wanted to share a blog I posted a few years ago that's even more relevant today >> **Epic Business Fail: Why Getting Too Comfortable Can Cost You Your Entire Business**

Because I truly believe the online business world is changing faster than ever before (*faster than we could have even imagined*).

So as you *read or watch*, reflect on where the future is knocking on your door right now and what pivots are in order...

Because when the future comes knocking, it's best to answer :)

* * *

This Popular Advice is Just Plain Wrong

Do what you love

Follow your bliss

Let your passion be your guide

These popular sayings all translate to -- if you do what you love, you'll never work a day in your life.

When, in actuality, the opposite is true.

Because if you simply follow your passion... you'll work much harder and get nowhere FAST.

Which is why in this 5-minute video -- **Don't Follow Your Passion - Do THIS Instead** -- I reveal WHY this oft-repeated & well-meaning advice is just plain wrong... and *WHAT you should do instead to build a long-lasting and fulfilling business*.

* * *

There ya have it, ~Contact.FirstName~... a wrap-up of the BEST content I dropped this month.

Thank you for reading and watching -- I really appreciate it!

But before you go... *grab your seat* in my FREE LIVE Workshop on unlocking the science of consistent action and I'll see you Thursday, August 3rd at 10am PT/1pm ET :)

Cheers,
Marisa

[2 Spacers]

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Email 13 (Buckets 3 & 4): What's Hot, Right Now #33

BUCKETS: 3 & 4 ONLY

SEND DATE: 07/29/2023

SUBJ:  What's Hot, Right Now #33  Take that next step in your business

PREVIEW: Plus, see what you missed this month!

BODY:

Hi **~Contact.FirstName~**,

Daring to be an entrepreneur often entails facing an unspoken emotion: FEAR.

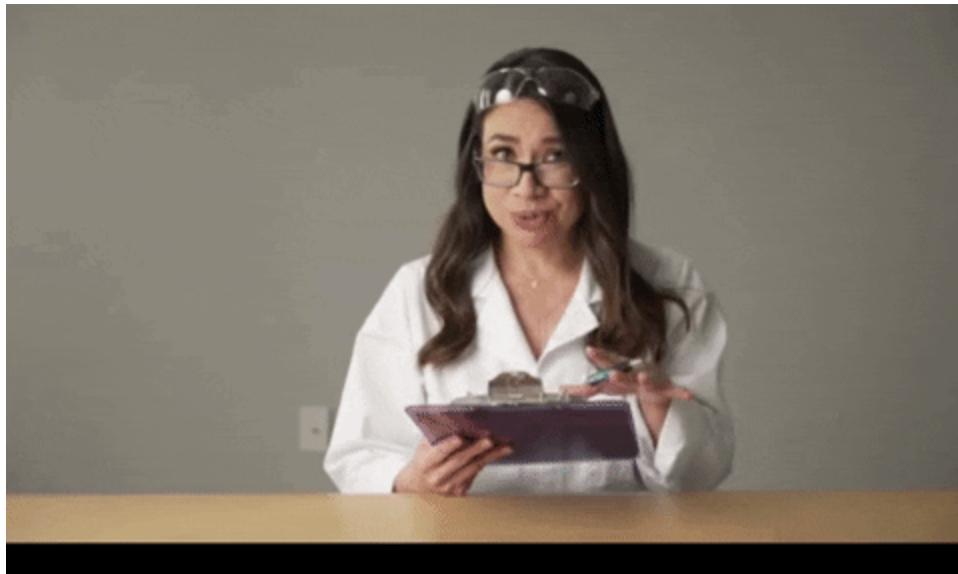
(And even if you've "made it" -- that fear still creeps in)

It's natural to fear the unknown, especially when your dream is on the line.

And even though you've had success (yay, *you!*), with ALL the uncertainty and changes *both online and offline*... you may feel stuck or unsure of what to do next to take your business to the next level.

Uncertainty is scary (*I know from experience*). But you're not alone because I've got your back.

Which is why I'm extending an early invite to my FREE LIVE Workshop >> **Unlock the Science of Consistent Action: The Overwhelm-Free Way to Finally Start Building Your Business One Tiny Step at a Time**



During our time together, I'll help you turn that fear into a force of *unstoppable momentum for your business*.

Plus, I'll be sharing something live on the line that you won't want to miss. Seriously, I don't want to fall into the "*this is the best thing ever*" type of language, but this is one of the best values in the online world :)

So *grab your seat here* and I'll see you next Thursday, August 3rd at 10am PT/1pm ET (and be sure to share with your entrepreneur friends... *the more, the merrier* :)

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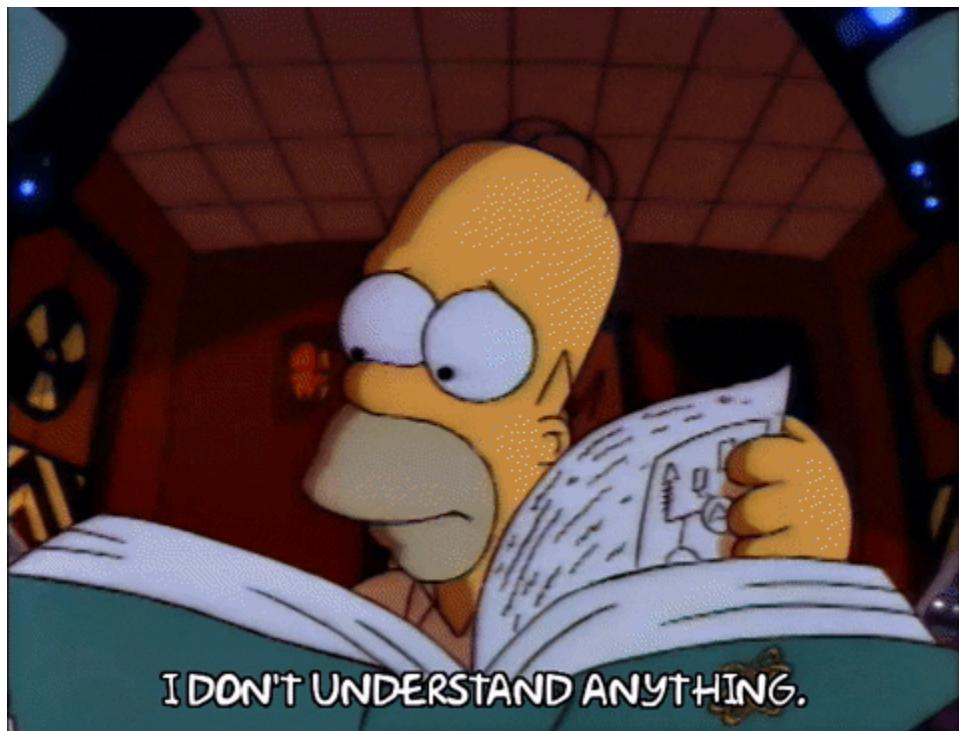
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* * *

Your Guide to Picking the Right Business Mastermind

As the marketplace gets noisier and more crowded by the minute, building a business that stands the test of time -- *a business that will go far* -- is a rare and precious thing.

But it's 100% possible when you're surrounded and supported by the right people, the right leader, the right energy...

And that's exactly what the right mastermind can give you :)

Which is why I put together this in-depth guide -- [The Ultimate Guide to Selecting the Right Business Mastermind: 7 Elements to Look for So You Don't End Up Flushing Money Down the Toilet](#) -- that includes the **7 key elements** you need to know if you want to choose a powerful mastermind program that will take you and your business to the next level and beyond.

* * *

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And if you feel like you've let your passion lead a bit too much and want to be sure you're building a business that matters, a business that lasts, and ultimately, a business that fulfills you, watch this 5-minute video >> **Don't Follow Your Passion - Do THIS Instead**

* * *

A Tasty Way to Celebrate Your Business Milestones

Can you remember the last big win in your business?

What did you do to celebrate?

(*thinking*)

For most entrepreneurs, the answer is a big fat nothing.

Your big win was just a blip on your radar in an endless quest for the next hill, the next summit, the next milestone.

And -- before you know it -- years have gone by and your business is a blur of the *same old same old*.

Which is why I think you should celebrate your triumphs -- both big and small!

Because without celebration, there is no real winning...

Read this -- **How to Create Unforgettable Moments of Triumph & Celebration in Your Business** -- for an unorthodox (and tasty) way to celebrate your next win.

* * *

There ya have it, ~Contact.FirstName~... a wrap-up of the BEST content I dropped this month.

Thank you for reading and watching -- I really appreciate it!

But before you go... *grab your seat* in my FREE LIVE Workshop on unlocking the science of consistent action and I'll see you Thursday, August 3rd at 10am PT/1pm ET :)

Cheers,
Marisa