

INTRODUCTION
A FOUNDATION OF LOVE AND
GOODNESS

Many blessings, and welcome to this part of the Awakened Academy!

I am truly filled with joy to be sharing with you spiritually-based and heart-based email marketing.

When writing emails, it has to be from the heart, and about the soul you are sending the email to. No one wants to read an email about you, they want something that makes THEM feel better, and improves their life.

Take a moment to consider the emails that you personally have enjoyed opening...

What was it about them that resonated so deeply?

Now take a moment to consider the emails you never opened, or, if you did, you unsubscribed from. What was it about these emails that turned you away?

The main thing you'll find, is that, the emails you enjoyed were giving something wonderful to you - whether knowledge, an uplifting message, inspiration, or something of the like.

While, the emails you didn't enjoy very much, were trying to take something from you - whether your time, money or energy -

they were trying to 'get' from you, and you could feel it and therefore intuitively turned away.

Understanding this simple contrast is at the heart of truly serviceable email marketing.

You will learn from other business and marketing teachers, that the email is all about GETTING your customer to do something. Getting them to buy something.

This is fine, I get it, we are in fact running businesses.

Yet, it's missing the most important component of email.

This strategy of manipulating and getting may have worked years ago, though, I honestly don't think it's working as well now.

The more people wake up and are in touch with themselves and their higher awareness, the more they will veer away from emails with this lower consciousness vibe.

THE SOLUTION

This is why what I'm going to be sharing with you in the section is all about the art of giving, and truly blessing the souls who come to you. You will know that some will become customers, some will not, yet at least the ones who do are becoming customers for the right reasons and from an aligned place within themselves. They are becoming customers from an abundant and happy place. They want to expand and grow. Rather than, becoming customers from a lack-based place of ego and scarcity.

The difference is drastic.

You will be much happier, too, with your customers, because your relationship with them will be based on an empowering, uplifting vibe, rather than a disempowering, manipulative vibe!

So I want you to see email marketing as very exciting, and a beautiful opportunity to serve. In fact, I think it's best even that we don't need to call it email marketing, but rather "Compassionate Communication."

What we're doing is compassionately communicating with souls - sharing insights and inspirations with them, and of course, also sharing with them about the great opportunity of working with you.

It's blessings all round this way.

And you will never stall or drag your feet on writing another email again!

Instead, you will feel joyous and uplifted about writing emails, and your customers/souls receiving them will feel wonderful as well.

So, let's get started!!