

Sought *After* Studio



Email Templates

(JANUARY 2026)

Your weekly email newsletter layout.

If you want to start a weekly email newsletter (or if you want to make your current one a more successful one, here's a strategy that I've been using for years.

> A simple rhythm you can follow is alternating your weekly emails: one week you send a nurturing, helpful, **connection**-focused email, and the next week you shift into a **converting** (sales) email.

This keeps your audience warm, engaged, and used to hearing from you regularly, without feeling overwhelmed or sold to all the time. Your sales emails can still include value upfront (a quick tip, example, or insight) before leading into your offer, which makes the transition feel natural and increases conversions. Over time, this pattern builds trust, positions you as the go-to expert, and keeps your offers in front of people consistently.

PLANNING EXAMPLE			
(WEEK 1) Connect	(WEEK 2) Convert	(WEEK 3) Connect	(WEEK 4) Convert

50% OFF
FLODESK



Flodesk template: Convert



Flodesk template: Connect

These email templates were created in [Flodesk](#), but you can easily recreate them in any email platform you prefer.

SUBJECT LINE OPTIONS

- Are these patterns slowing you down with {topic}?
- What's really blocking your progress with {topic}
- The hidden reason {topic} feels harder than it should

EMAIL BODY

Hey {Name},

Let me ask you something.. Do any of these thoughts sound familiar?

- "{Insert a common belief. EXAMPLE: I never know where to start.}"
- "{Insert another belief. EXAMPLE: I lose momentum after a few days.}"
- "{Insert another belief. EXAMPLE: I feel stuck before I even begin.}"

You're not the only one.

{Insert a quick relatable line. EXAMPLE: I've heard versions of these from so many people, and I've said them myself in the past.}

And honestly? These obstacles are completely valid when your goal is {insert goal: EXAMPLE: building a rhythm, staying on track, keeping things moving}.

But once you push through them, everything opens up. You start noticing things like:

- {Insert something they really want, like: 'you finally feel steady and in control instead of scrambling from task to task'}
- {Insert something they really want, like: 'your routine becomes something you can actually maintain, and the results start showing up consistently'}
- {Insert something they really want, like: your effort compounds instead of resetting every week, and you can clearly see the progress you've been trying to achieve}

With that in mind, here are the core ideas that {insert your topic, EXAMPLE: 'help people get past these sticking points and finally gain momentum'}:

{Heading #1: EXAMPLE: Start with a smaller scope}

{Explain in 2–3 lines. EXAMPLE: Most people aim too big too fast. Shrink the task until it feels doable, then repeat it consistently. Small wins build confidence.}

{Heading #2: EXAMPLE: Build one anchor habit}

{Explain in 2–3 lines. EXAMPLE: Trying to change everything at once creates overwhelm. Pick one action that, when repeated, stabilizes the rest of your routine.}

{Heading #3: EXAMPLE: Simplify your inputs}

{Explain in 2–3 lines. EXAMPLE: Too many ideas lead to decision fatigue. Limit what you're consuming so you can focus on what actually matters.}

{Heading #4: EXAMPLE: Review, don't restart}

{Explain in 2–3 lines. EXAMPLE: Instead of throwing out your entire plan when you fall off, make a tiny adjustment and continue. Consistency comes from refinement, not perfection.}

I'd love to know: Which of these roadblocks feels most familiar right now?

Hit reply and tell me. Your insights help me create content that actually supports you!

{Signature}

SUBJECT LINE OPTIONS

- The most game-changing advice I've ever shared about {topic}
- {Audience call-out}, you really need to hear this
- One truth that shifted my whole view on {topic}

EMAIL BODY

Hey {Name},

I'm going to make a bold claim here, but there's one principle I always come back to when the topic of {insert topic} comes up.

It's the thing that shifted me from {insert your before state. EXAMPLE: second-guessing every decision} to {insert your after state. EXAMPLE: feeling grounded and confident in my approach}.

And the advice is this:

{Insert your core advice in one memorable line. EXAMPLE: You don't need perfect conditions to make real progress.. You just need momentum.}

Let me explain.

{Add a short story or moment of realization. EXAMPLE: Years ago, I kept waiting for the "right moment" before taking action. But the longer I waited, the harder everything felt. When I finally started taking imperfect action, everything shifted.}

So here's your reminder today:

{Restate the advice in a fresh way. EXAMPLE: progress isn't created by perfection, it's created by movement.}

You can start applying this by:

- {Action step #1 — EXAMPLE: Choose the smallest possible first step and complete it without overthinking.}
- {Action step #2 — EXAMPLE: Set a simple weekly target you can realistically maintain.}
- {Action step #3 — EXAMPLE: Focus on consistency rather than intensity.}
- {Action step #4 — EXAMPLE: Review what worked, keep what helped, and adjust what didn't — without starting over.}

OPTIONAL SUPPORT LINKS SECTION

If you want extra guidance around {topic}, these resources might help:

- {Link 1}
- {Link 2}
- {Link 3}

I'd love to know, have you ever struggled with this in your own way? Hit reply and share your experience. I'm here and happy to talk through it with you!

{Signature}

SUBJECT LINE OPTIONS

- Be honest, how many times have you said this, {Name}?
- Ready to {insert desired transformation}?
- What if you could {insert transformation} starting today?

EMAIL BODY

Hey {Name},

Be real with me for a second.. How many times have you caught yourself saying something like:

"{Insert a common complaint. EXAMPLE: I'm spending way too much time trying to get this done on my own.}"

Or wishing:

"{Insert a desire. EXAMPLE: I wish I could get this finished faster so I could focus on the parts I actually enjoy.}"

Now imagine this:

What if there was a simpler way to {insert transformation. EXAMPLE: get the work done in half the time with far less stress}?

What if you could {insert second transformation. EXAMPLE: wrap up hours earlier and end the day feeling accomplished instead of drained}?

Because that's exactly what becomes possible when you have {insert your solution or offer. EXAMPLE: a streamlined system and someone supporting the heavy lifting}.

Let me explain how it works.

{Insert an expanded description of the offer. Example: Inside this service, I learn your preferences, your style, and your workflow so I can take over the most time-consuming pieces for you. I handle the setup, the repetitive tasks, and the detailed prep work, so when everything comes back to you, all you need to do is make quick final adjustments. It saves hours, removes the overwhelm, and keeps everything moving efficiently behind the scenes, without sacrificing quality or control.}

If you're curious how this could look for you, here's your next step:

{Insert a CTA. EXAMPLE: Book a quick no-pressure call right here so we can see if this setup fits your needs.}

And of course, if you'd rather reply with questions first, just hit respond. I'm always happy to walk you through it.

{Signature}

P.S. Social Proof Section (Optional)

Here's what others have said about {insert your offer type}:

- [Insert testimonial #1]
- [Insert testimonial #2]
- [Insert testimonial #3]

{Repeat CTA. EXAMPLE: Here's the link again if you want to explore the option.}

SUBJECT LINE OPTIONS

- One simple move that improves your {topic}
- Your {topic} upgrade starts here
- A smarter approach to {topic}

EMAIL BODY

Hey {Name},

If you're currently trying to {insert the situation they're in. EXAMPLE: get more consistent results without burning yourself out}, there's one adjustment worth making sooner rather than later.

And that adjustment is this: {Insert the core action or principle. EXAMPLE: stop doing everything in isolation and start building around a clear structure.}

Here's why that matters.

{Insert a short explanation of why this works. EXAMPLE: When you're surrounded by a clear process or visible examples, decisions become easier. You're no longer guessing, you're following a rhythm that's already working.}

To make this easier to apply, here are a few ways to start implementing it right away:

{Insert subheading that subtly positions your offer}

{Add 2–3 sentences explaining this principle. EXAMPLE: When your actions align with a clear framework, momentum builds faster. You're not starting from zero each time, you're building on something solid.}

{Insert subheading}

{Add 2–3 sentences of practical guidance. EXAMPLE: Small, repeatable actions create progress that compounds over time. This removes pressure and replaces it with clarity.}

{Insert subheading}

{Add 2–3 sentences explaining how this supports consistency or confidence. EXAMPLE: When you know what to focus on, it becomes easier to stay consistent without feeling overwhelmed.}

Making this shift can completely change how your {reiterate topic} experience feels, from {insert pain state} to {insert desired state}.

FURTHER SUPPORT (OFFER TRANSITION)

If you'd like more hands-on support with {insert the broader situation your offer solves}, there's a resource designed to walk you through it step by step.

You can {insert how to access your offer. EXAMPLE: explore the full guide here}, which helps you:

- {Insert benefit #1}
- {Insert benefit #2}
- {Insert benefit #3}

Inside, you'll move from {current state} to {desired outcome}, with clear direction and less guesswork. Here's the link if you want to take a look: {insert link}

And if you have any questions at all, just reply to this email. I'm always happy to help.

{Signature}

P.S. What others are saying:

Here's what {insert IC type} have shared after applying this approach: "{Insert testimonials focusing on transformation or relief, not features}"