



EMAIL PROFIT PLAN

Workbook

Fill this out before you begin implementing the
5 steps of your Email Profit Plan

WWW.EMEBASSEY.COM

WHO ARE YOU? (YOUR VALUE STATEMENT)

Use the formula below, to create your value statement and send it when you submit the above.

**Example: "We help creative entrepreneurs create new streams of income by providing education support and accountability so that they stay focused, get results and get paid."
(yellow pepper club value statement)**

I HELP...

(IDENTITY OF YOUR TARGET AUDIENCE)

ACHIEVE...

(DESIRED RESULTS)

BY DOING/HELPING THEM WITH...

(YOUR PRODUCT, SYSTEM, SERVICE)

SO THAT/EVEN IF...

(THEIR DESIRE /THEIR PAIN OR OBJECTION)

WHAT DO YOU SELL

List everything you have for sale. Include Bundles, coaching calls, affiliate products, and physical products. Include PRICES if possible.

Brainstorm ideas of future products, programs or offers you want to create or test.

NOTES:

PROMOTIONAL CALENDAR

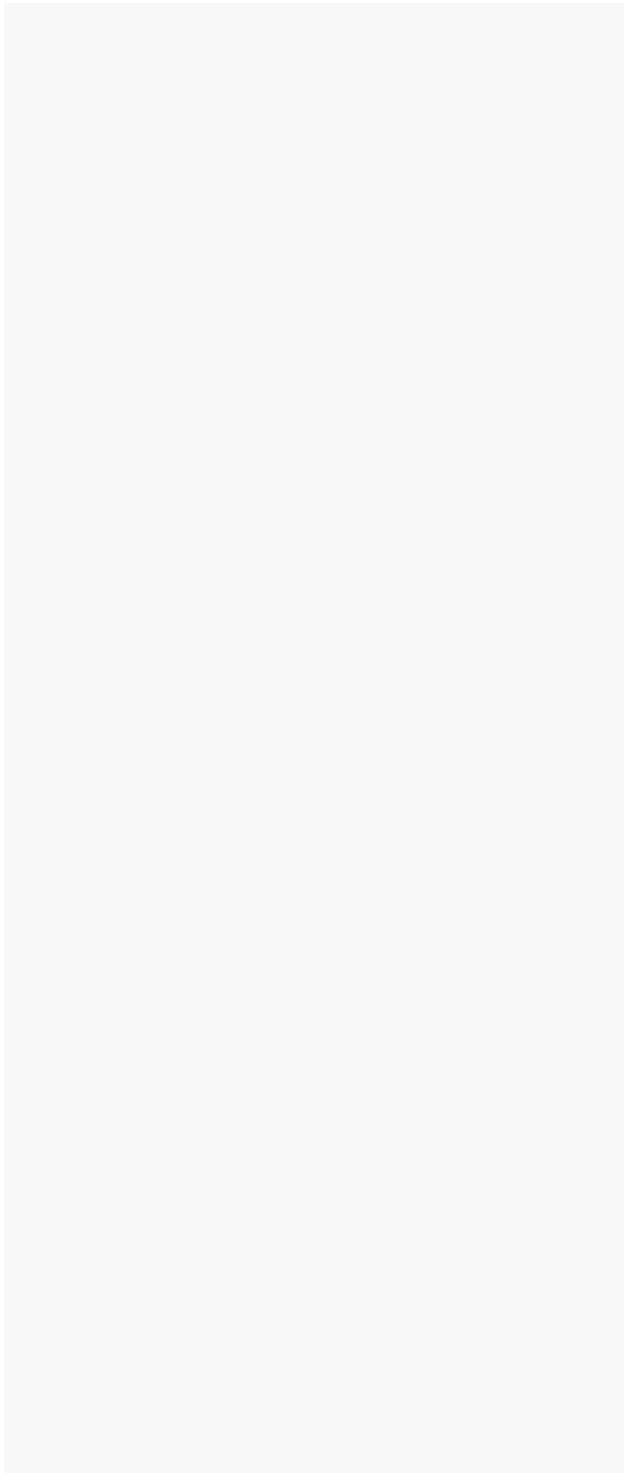
Plan a promotion or offer at least every 6 weeks. Write your ideas for promotions, discount codes, bundle offers and even affiliate offers here. Try and add variety to your offers. Note: Discounts are just one type of "offer".

PROMOTION	DATE
<i>Valentine bundle - 10% off</i>	<i>10th to 14th Feb.</i>

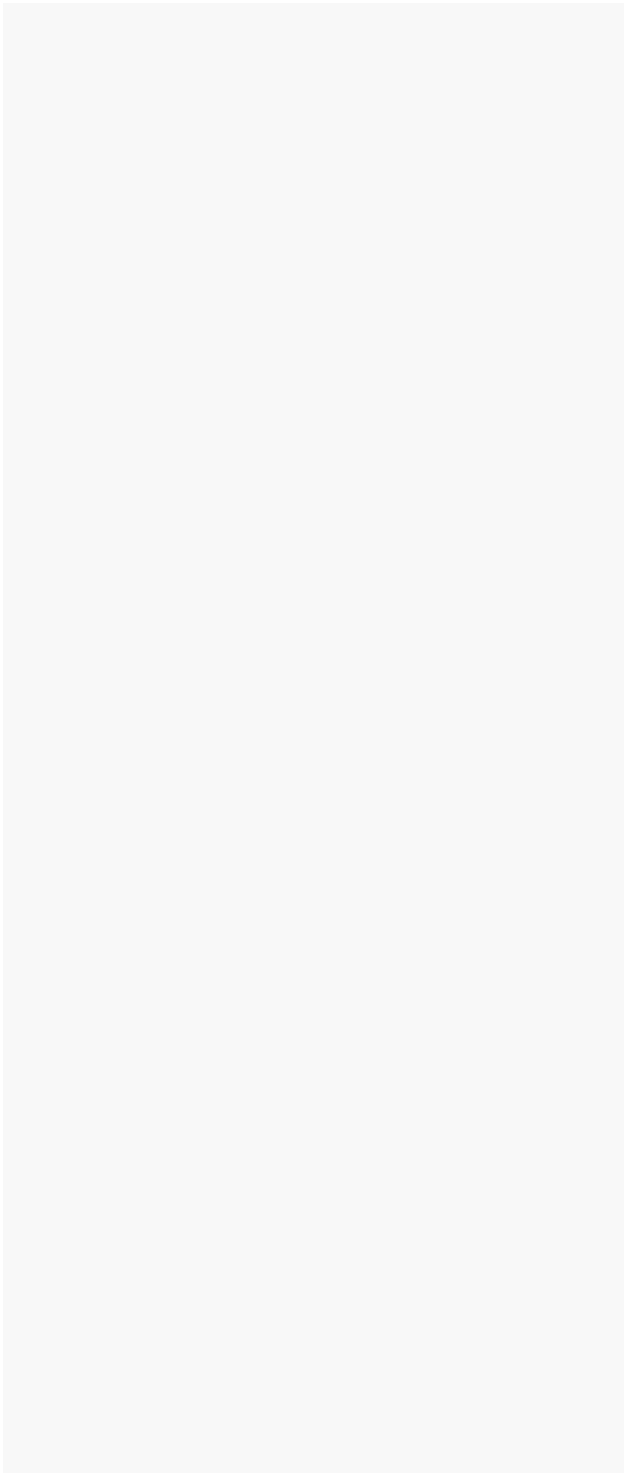
WHO ARE YOU? - YOUR VALUES

What do you stand for? What do you stand against? Think in terms of the service you provide, how you work and the problems you want to solve for your clients.

THINGS I LOVE



THINGS I HATE



MY PERSONAL MANIFESTO

Complete these sentences. Do not over-think it - just write freely.

HERE'S WHAT WE KNOW FOR SURE:

WE BELIEVE IN:

WE WANT TO LIVE IN A WORLD WHERE:

WE EMBRACE:

WE WANT NOTHING MORE THAN TO:

WE CARE DEEPLY ABOUT:

MY PERSONAL MANIFESTO

Complete these sentences. Do not over-think it - just write freely.

THIS IS WHAT CONCERNS US

THIS IS WHAT MAKES US ANGRY

THIS IS WHAT EXCITES US

THIS IS WHAT SURPRISES US

**THIS IS WHAT WE WANT YOUR
LEGACY TO BE**

**THIS IS HOW WE WANT TO
CHANGE THE WORLD**