



A Day In My Live As [Your Role]

Description: Let's offer your audience a glimpse into your routines and priorities.

Connection Content

[This format can be repeated for the other 3 topics to create a cohesive email series that reinforces this theme. This is more about letting your people see and feel you — less teaching, more being real.]

Step 1: What is your direct offer? We want you to be selling NOW!

You're “selling” a deeper connection with your audience. This is a trust-building moment — no hard pitch, but you may still include a CTA for a conversation, reply, or low-pressure offer.

- **Direct Offer Example:** *Reply to share your own daily rhythm. Let's connect human to human.*
- **Soft CTA option:** Invite them to book a casual connection call or peek at a behind-the-scenes video you've posted elsewhere.

Step 2: Brainstorm 4 related email topics for the month

This theme is ripe for creating multiple angles. Here are four:

1. **A Day in My Life as [Your Role]**
→ Show them your daily routine, highlight personal quirks or rituals that keep you grounded.

2. How I Set My Priorities (Even When Life Gets Messy)

→ Offer a peek behind the scenes at how you balance it all — or don't!

3. The Morning Routine That Isn't About Productivity

→ Share how you *actually* start your day, not how you *wish* you did.

4. What I've Learned About Energy Management (Not Time Management)

→ Share how you stay energized or recalibrate when you hit a wall.

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook:
- Share a story from your past.
- Share how this relates to what you are doing now.
- Share the teaching point/s you want to make.
- Leave your audience with a question to ponder.
- CTA (see step 4)

Shannon's example outline:

Subject Line: *The Weird Thing I Do at 3pm Every Day*

Opening Hook: *Ever wonder what a “normal” day looks like behind the scenes of this business?*

Past Story or Detail: *I used to think I had to start work at 7am, cram in a miracle morning, and then “optimize” every moment.*

What’s Happening Now: *But these days, my rhythm looks wildly different — and a lot more human. Here’s what today looked like. (Then list it! Keep it casual, almost like a diary or social post.)*

Teaching Point / Thought Connection: *I’ve realized the magic isn’t in a perfect schedule. It’s in having enough space to recalibrate when the day goes sideways — and enough joy to keep going anyway.*

Question to Audience: *What’s one part of your daily rhythm that feels sacred right now — or one you want to reclaim?*

CTA: *Hit reply and tell me. I really want to know. 🙏🙏*

Step 4: CTA - what do you want people to do next? Reply, register, book a call?

Keep it low-pressure and relational. Examples:

- “Reply and tell me one part of your day you never skip.”
- “Feeling the same way about daily rhythm? Let’s connect — here’s my calendar link if you want to hop on a casual 15-minute chat.”
- “DM me on LinkedIn and tell me about your weirdest mid-day habit!”

✓ **Sample Email: “A Day in My Life as [Your Role]”**

From: hq@joyfulbusinessrevolution.com

Subject: The Weird Thing I Do at 3pm Every Day

Preview: Behind the scenes of my everyday routine

Send Date: May 6, 2025 – 8am ET

Audience: Everyone on the list

Hello FNAME,

Ever wonder what a “normal” day looks like behind the scenes of this business?

Same. 😂

I used to think I had to wake up at 5am, meditate, journal, drink lemon water, do yoga, read 20 pages of a mindset book, and be at my desk by 8am to be a “real” entrepreneur.

Let’s just say that dream died fast. And thank God it did.

These days, here’s what a *real* Tuesday looks like in my world:

- **7:30am:** Woke up late because I needed extra sleep. No shame.
- **8:00am:** Coffee. First things first.
- **8:15am:** Journaling and Meditation— not because I “should” but because I *wanted* to.
- **9:00am:** Movement, followed by a hot breakfast, at the table!
- **10:30am:** Coaching session with a client who’s absolutely KILLING it. 🔥
- **11:30am:** Check email, socials, asana tasks.

- **1:00pm:** Lunch and a walk. I call this my “digest and dream” hour.
- **2:00pm:** Focused content creating and/or thinking time.
- **3:00pm:** Weird ritual alert — I always, always light a candle and drink another full glass of water, giving thanks for clean, abundant water!
- **3:30pm:** Wrap up for the day. No “hustle harder” energy here.

I’ve learned that the real magic isn’t in a perfect schedule. It’s in *my* schedule — the one that fits who I am now, not who I thought I had to be.

So tell me...

What’s one part of *your* daily rhythm that feels sacred right now — or one you want to reclaim?

Hit reply and share. I love these kinds of conversations — real, human, and not at all optimized for productivity. 🧡

xo,
Shannon

P.S. Want to connect IRL (well, Zoom IRL)? [Marketing Office Hours is coming up next week—I’d love to see you there.](#)