



9 Word Emails

Description: Draft 9 word emails that start a convo and land you clients

Connection Content

(This is an important part of your messaging, including your sales/landing pages.)

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

****Note** - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

👉 What are you inviting people into this month?

Step 2: Draft Your Email using the PEAR Framework

When writing your 9 word email, follow **PEAR**:

- **P = Personable:** Sound like *you*, not a bot or mass marketer.
- **E = Expecting A Response:** Write as if OF COURSE they’ll reply.
- **A = Ask a clear question** – Clear questions spark responses.

Are you still looking for help with your website? / Want to chat about your business growth this week?

Is now the right time to grow your audience? | Do you still want help with your weight loss plan?

- **R = Reply invitation (CTA):** The ask is baked in: you're inviting them to hit reply.

Final Tips for this format:

- ✓ Keep it short + concise (9-12 words works fine)
- ✓ Conversational tone
- ✓ Focus on re-opening dialogue, not closing a sale in one email

Step 3: Outline the main points of your FIRST email

- Subject line:
- Clear Question:
- CTA (see step 4)
- Closing

Step 4 CTA - What do you want people to do next?

👉 Reply to this email.

👉 Let me know if you want to chat this week.

Sample Emails: 9 Word Emails

Email Type 1: Outcome-Focused Check-In

Subject: <FNAME>...

Preview: Quick question

Hi FNAME!

Are you still interested in [outcome/result]?

👉 Example: #kindmessaging that calls in clients

👉 Example: scaling your business

👉 Example: creating your signature system

Hit reply to start the conversation!

xo,

Shannon

Email Type 2: Limited Spots / Specific Offer

Subject: Hey <FNAME>

Preview: Are you coming?

Hi FNAME! It's Shannon. :)

We only have [X#] spots left for our Italy Retreat in May 2027. Are you interested in joining us?

Hit reply and let me know!

xo,

Shannon

Email Type 3: Invitation + Clear CTA

Subject: Free to chat?

Preview: Hit reply to respond

Hi FNAME!

I'm looking for [#] coaches/consultants who want to [result] in [time frame] without sacrificing your joy and time off.

Hit reply and say “me”.

I'll send you the details.

xo,

Shannon