

MESSAGE TYPE	MESSAGE FORMAT
DA Y 1- 1 First Message -9AM- WELCOME MESSAGE	<p>Hi XYX,</p> <p>Welcome to the *Iron Lady Leadership Masterclass* conducted as a part of our mission *A Million Women at the Top!*</p> <p>My name is *XYZ* and I'm your *Relationship Manager*.</p> <p>I will be adding you to WA group for group learnings 90% of the people who completed in the last few weeks mentioned that it was *an eye-opening experience for them*.</p> <p>In this program, you will be learning *4 unique principles* that have transformed the lives of thousands of women</p> <ul style="list-style-type: none"> 1 Set up your Big Goal (B-HAG) for next 3 months. 2 Accomplish goals in shorter time with reduced efforts 3 Create your Differentiated Brand 4 Negotiate powerfully – with the principles of Winning at ANY cost.
11:00 AM	<p>A *man in a Saree*....???</p> <p>Weird..? Purposeful...?</p> <p>Listen to Rajesh, our CEO, speaking about key challenges women face, in this TEDx video here</p> <p>https://youtu.be/t7WLy0HUDQ4</p> <p>Rajesh became the *only man* in the world to speak on TEDx in a Saree..</p> <p>Invite you to watch this video and share your key learnings/questions with me.</p>

	30 mins after second Message	<p>As a preparation for tomorrow's masterclass, I would like to connect with you to share some preparation steps based on your profile.</p> <p>Can I connect with you for 5 mins?</p>
	BHAG Sample- Right After call if BHAG is unclear/ Only if you have talked to them over call	<p>Send Snapshot Sample along with below message-</p> <p>I am sure you are geared up for your leadership journey!</p> <p>As a preparation, can you think about one very big goal that you want to achieve in next 3 months and share it with me?</p> <p>I am happy to support you further for next steps, over a call tomorrow.</p>
	Case study- 1 hr after call /As soon as they share profile details Share Category message, in case they have not shared their profile	<p>One Case Study message based on the profile</p>
	Informal message for Case study - 30 mins after case study message	<p>Hey XYZ,</p> <p>Hope you have gone through the case study</p> <p>If not, please go through the case study and share the learning with me 😊</p>
	Response to B-HAG message in case they	<p><u>Document created</u> <u>https://docs.google.com/document/d/1bwXlrbDCDUZ3YJVNr2MU6gsXVSMygXtuwY8OEmbZc/edit</u></p>

	share and not so good	
		Hey XYZ, I tried calling you for a quick connect about preparations for the masterclass, looks like you are occupied.
	RNR Message	Let me know a suitable time to connect with you
	Message for people who picked but said busy (or partial call done)	<u>Hi XYZ,</u> <u>Please let me know a suitable time so that I can support you further for session preparation.</u>
		Hey Priyanka, I tried calling you regarding preparation for Iron Lady Leadership Masterclass but seems you are busy. Let me know any specific time to connect with you. Meanwhile If possible Please share these details so that I can help you with the right inputs. 1. Profession and designation : 2. Years of experience : 3. What support are you looking forward from Iron lady sessions? : Choose any (Promotion/Hike/Job change/Start a business/build visibility/get a project/get more clients/ accelerate business/ others)
	Repeated RNR to get the profile check	As your Relationship Manager, I'm happy to support you in your Leadership Journey by giving suggestions/Insights Based on your Profile and Background.

Day 1	<p>Hi XYZ,</p> <p>*Your Iron Lady leadership journey is about to begin!*.</p> <p>A power-packed *B-HAG + Breakthrough actions* session is today evening at *7pm!*</p> <p>Good to see that you have already defined your B-HAG. Let's connect over a call to discuss further steps.</p> <p>9:00:00 AM : If they have shared B-HAG</p> <p>Meanwhile, register in the zoom link below to get link for the meeting:</p> <p><Link></p>
9:00AM : If they have not shared B-HAG	<p>Hi XYZ,</p> <p>*Your Iron Lady leadership journey is about to begin!*.</p> <p>A power-packed *B-HAG + Breakthrough actions* session is today evening at *7pm!*</p> <p>Register in the zoom link below to get link for the meeting:</p> <p><Link></p> <p>I am sharing some of the *B-HAG samples*, so that you can create your B-HAG (Big Hairy Audacious Goal) and *share it in the group as a preparation for session.*</p> <p>(Share B-HAG samples - Preferably Relevant)</p>
9:45 AM	<p>Learning with the group is best way to get greater results.</p> <p>Invite you to share your B-HAG in the WhatsApp group</p>
GOOD BHAG	<p>Hi Anita,</p> <p>Great - to see your clarity about B-HAG to *<Mention their B-HAG>*</p>

	<p>Now start thinking about 3 critical actions that you want to take towards your B-HAG</p>
Not specific B-HAG	<p>Hi Anita,</p> <p>Good Start..</p> <p>If you can finetune it to make it more *specific and clear*, you will be able to take actions starting from right now.</p> <p>Can we connect over a call to support you to finetune your B-HAG?</p>
Bhag not posted	<p>Hey Anita,</p> <p>I believe you have not yet finalised your BHAG...</p> <p>Invite you to finalise your B-HAG and share it with me so that I can support you further for next steps.</p> <p>Let me know if you need any further clarifications regarding B-HAG or Breakthrough Actions. We can connect over a call.</p>
RNR MESSAGE	<p>Hi Anita,</p> <p>I tried calling you for pre-session preparation but seems you are busy. Let me know a suitable time to connect with you.</p>
Case Study message- Formal : 11:00am	<p>To be sent as per profile of the lead</p>
Informal message for Case study (Don't send again, if sent previous day)	<p>Hi ABC,</p> <p>I hope you have gone through the case study, If not please go through the case study and understand how leaders accomplish big goals!</p>

	Informal message for registration of session-4pm	Hope you've registered for the meeting with the below link and blocked your time for session today? Confirm with  once you register..
	Reminder message for session 6PM	60 minutes* for the session to go Live. Keep your *Videos ON* - to participate fully and derive maximum value from the program! You can join using the link below - <Link>"
	Informal reminder 6:58pm	Have you joined in ? Let me know if you face any issues in joining in ?
	Brand statement Message 8pm	<p>Being crazy and different is one of the ways to propagate your Differentiated Brand..!</p> <p>Make one such shameless selfie and send it along with your Differentiated Brand Statement and share on group tomorrow at 7am Be willing to be Shameless and Stupid!!</p> <p>Break that Barrier Use below structure to send your differentiated brand:</p> <ol style="list-style-type: none"> 1. Your Differentiated Strengths 2. Your stories of accomplishments 3. Your rewards and accolades
	Those who did not attend session- 8:30pm	<p>Hi Ritika,</p> <p>It looks like you missed the program today..! Given you had committed to start your journey by attending yesterday's Live session , I am sharing the recording of Yesterday's Live session here - https://youtu.be/faZH8B7U8OU</p>
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Y 2	Informal message to post Brand statement 8:45am	I invite you to create your extraordinary brand statement. Do let me know if you need any support. Dedicate 5 minutes and take first step to *potray yourself as the best* by posting your brand statement in the group  
	RNR MESSAGE	<p>Hi Anita,</p> <p>I tried calling you for BHAG-support but seems you are busy. Let me know a suitable time to connect with you</p>

Repeated RNR-Send Case study	Profile specific case to be sent
Infromal message just after case study	I have sent you a case study of a participant who had similar B-HAG like yours. Please go through the same to learn from her journey. Happy to support if you have any questions.
Regsitration Link message as per conversation with participant	<p>*Iron Lady Leadership Essentials Program* details are here, as shared by Rajesh during the session:</p> <p>*Key Inclusions*</p> <ol style="list-style-type: none"> 1. Support for Mastery of 27 leadership principles based on Business War Tactics 2. *Access to senior leaders from your industry and other industries* for 1 Year (wa grp and community sessions) 3. Sessions from industry leaders for 1 year every week to reach your monetary/Non Monetary goals at any cost. 4. Support to create *Strategy and 6 months roadmap* for your BHAG, from practitioners. <p>*Program Structure and time investment*: Duration : *6 weeks of intensive training and 1 year of community support* *2 full days* in beginning Saturday and Sunday (9am to 7pm) *10 mins Daily accountability tracking and Weekly 1-2 hrs of session for 6 weeks.*</p> <p>*Key benefits/accomplishments :*</p> <ol style="list-style-type: none"> 1. Achieve fast-track career growth / business growth. 2. Deal with toxic enviroment (Professional and personal) 3. Maximize in every area that matters in your life 4. Build your differentiated brand <p>*Program Fee :* Rs.35400 *Scholarship fee (Valid for only today) :* Rs. ₹23,499/-</p> <p>You can pay *₹2999/- today* to block your slot and due fee can be paid 10 days prior to participation.</p> <p>*I invite you to Commit to your BHAG and make it happen.</p> <p>* We at Iron lady commit to Support you like we have made *11500+ women produce breakthroughs before..*</p>
Along with the pdf	

	Session reminder 5pm	*GRAND Finale 6:00PM* *60 mins for the Final Session to go LIVE* Get ready to learn the *principles of Art of War and start winning at any cost!* Keep your *Videos ON* - to participate fully and derive maximum value from the program! Register using the below link - <LINK>"
	Informal message 5:58	Have you joined in ? Let me know if you face any issues in joining in ?
	Participant who have not joined session till 6:30 pm To be send at 6:30pm	*It's been 30 MINUTES we have gone LIVE into the Final session..!* !! *It's time for the LIVE Shameless Pitch Mock NOW* !! If you have not joined in yet, Join in Fast..!* ✓ Let's celebrate the growth of all the women Leaders BIG TIME TODAY!* <u>100</u> *Join using the link below -* https://us02web.zoom.us/j/88023465189?pwd=aVdhamxKZUVIM01FazJWU1pPOEkwUT09 Meeting ID : 880 2346 5189 Passcode : 101292
	Informal message for community support 7:45pm	Are you committed towards to your BHAG and want to be the part of Iron Lady Community ? Happy to support you with further steps based on your decision. Choose with joy!
Day 3	Follow up message	Dear ABC As you have mentioned few concerns in yesterday' session Please do let me know a suitable time to call you.