Effective Emails

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Contents

Effective Emails slide:aligncenter

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Agenda slide:wrap:bgwhite:shadow:fancynumbe

1. Review of storytelling framework
2. Other structures for persuasive emails
3. Clarity and concision
4. Review of homework: Problem, Agitation, Solution

Jay's Elements of Storytelling slide:invisible:full

Jay's Elements of Storytelling slide:wrap:bgwhite:shadow:fancynumbe

1. Goal

2. Obstacle

Stakes slide:image30

Stakes slide:full:invisible

Stakes slide:full:invisible

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Stakes slide:full:invisible

Jay's Elements of Storytelling slide:wrap:bgwhite:shadow:fancynumbe

1. Goal

2. Obstacle

3. Stakes

Strategies slide:image30

Strategies slide:full:invisible:darkbloom

Outcome :slide:image30: