

Video Script: Module 2, Lesson 2 - The Perfect Email

Target Length: 3 minutes

Tone: Professional, polished, time-saving.

1. Intro (Face to Camera) - 0:00 to 0:30

Visual: Jimmy, Full Screen.

Audio:

"We spend about 28% of our work week on email. That's insane.

Most of that time is spent worrying: 'Is this too aggressive?' 'Is this clear enough?'

AI is the ultimate cure for 'Email Anxiety'.

In this lesson, I'm giving you the **Maru Email Library**—5 templates that cover 90% of your inbox interactions.

The Polite Decline, The Status Update, The Meeting Request, The Feedback Response, and The Intro."

2. Live Demo: The Difficult Reply (0:30 - 2:00)

Visual: Screen Share.

Audio:

"Let's look at the hardest one: **The Angry Customer Reply.**

You received a nasty email. Your blood pressure is up. Don't reply yet.

Paste their email into your AI and use this template:

'Act as a Customer Success Manager. Read this angry email: [PASTE EMAIL]. Draft a response that 1) Acknowledges their frustration validates their feelings, 2) Explains that [ROOT CAUSE], and 3) Offers [SOLUTION]. Tone: Empathetic but professional. No defensive language.'

Watch what happens. It strips out the emotion and gives you a perfect, de-escalating reply."

3. Live Demo: The Status Update (2:00 - 2:45)

Visual: Screen Share.

Audio:

"Now the most common one: **The Weekly Update.**

Don't stare at a blank screen.

Template: *'Draft a weekly update for [PROJECT]. Completed: [LIST ITEM 1, 2]. Blockers: [LIST RISKS]. Next Week: [GOALS]. Format as bullet points.'*

In 10 seconds, you have a report that looks like you spent an hour organizing it."

👉 4. Outro (Face to Camera) - 2:45 - 3:00

Visual: Jimmy, Full Screen.

Audio:

"Stop writing emails from scratch. It's a waste of your talent.

Use AI to handle the structure and tone, so you can focus on the *decision*.

Check out the Email Library below and try one today."