

WSI Email Strategy - Complete Writing Guide

McKinsey-Style Brief for Email Creation Process

EXECUTIVE SUMMARY

This guide outlines the strategic framework for creating a segmented post-booking email sequence for Women Sales Institute (WSI) that maximizes show rates and close rates through awareness-level personalization. The system uses 27 strategically crafted emails across 3 awareness segments, optimized for both 48-hour and 24-hour booking windows.

Key Metrics Targets:

- Show Rate Increase: 15-35% depending on awareness level
 - Close Rate Increase: 20-35% through pre-call education and objection handling
 - Open Rate Optimization: 25-40% through segment-specific subject lines
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STRATEGIC FOUNDATION

Target Audience Clarification:

Professional working women earning \$40K+ seeking career transition, segmented by awareness level:

Includes: Banking, consulting, administration, accounting, nursing, medical field, teaching, secretarial, and other professional desk jobs or skilled roles

Problem Aware: "I know I need to make a change but haven't taken any steps yet"

- Recognize career dissatisfaction but haven't explored alternatives
- Passive in job search or career exploration
- Need education on what options exist

Solution Aware: "I've been exploring options and/or tried some things but haven't found success yet"

- Actively researching career alternatives (remote sales, freelancing, other programs)
- May have attempted other solutions without success
- Need differentiation and trust-building

Product Aware: "I've been specifically looking to get into remote sales and just need the right training program"

- Decided on remote sales as solution

- Evaluating training programs and providers
- Need confidence-building and urgency creation

Core Objectives:

1. **Increase Show Rate** through education and excitement building
 2. **Increase Close Rate** through pre-call objection handling and value demonstration
 3. **Maximize Open Rates** through segment-specific subject line optimization
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EMAIL ARCHITECTURE FRAMEWORK

Total Email Count: 27 Emails

- **12 Template Variations** (4 core templates × 3 awareness versions)
- **9 Unique Content Emails** (3 per awareness level)
- **3 Confirmation Emails** (1 per awareness level)
- **3 Universal Reminder Emails**

Sequence Structure:

48-Hour Window (11 emails):

1. Confirmation (awareness-specific)
2. Shared Template 1 (customized)
3. Unique Content 1 (awareness-specific)
4. Shared Template 2 (customized)
5. Unique Content 2 (awareness-specific)
6. Shared Template 3 (customized)
7. Unique Content 3 (awareness-specific)
8. Shared Template 4 (customized)
9. Day-before reminder (universal)
10. Morning reminder (universal)
11. 2-hour reminder (universal)

24-Hour Window (6 emails):

1. Confirmation (awareness-specific)
2. Highest-impact shared template (customized)
3. Most important unique content (awareness-specific)
4. Second highest-impact shared template (customized)

5. Morning reminder (universal)

6. 2-hour reminder (universal)

DETAILED WRITING SPECIFICATIONS

CONFIRMATION EMAILS (3 Emails)

Purpose & Strategy:

Set proper expectations and frame the upcoming call appropriately for each awareness level.

Problem Aware Confirmation:

Strategic Frame: "Discovery and Education Session" **Key Messages:**

- Position call as learning opportunity about remote sales industry
 - Emphasize exploration and fit assessment
 - Reduce pressure while building curiosity **Subject Line Strategy:** Educational and exploratory tone
- CTA:** Prepare to learn about new possibilities

Solution Aware Confirmation:

Strategic Frame: "Program Evaluation and Comparison Session" **Key Messages:**

- Position call as expert consultation for program selection
 - Acknowledge they've researched other options
 - Emphasize WSI's unique approach for corporate women **Subject Line Strategy:** Comparative and expert positioning
- CTA:** Prepare for comprehensive program evaluation

Product Aware Confirmation:

Strategic Frame: "Career Transformation Assessment" **Key Messages:**

- Position call as readiness evaluation and next steps planning
 - Acknowledge their commitment to remote sales path
 - Create urgency around limited program availability **Subject Line Strategy:** Action-oriented and transformation-focused
- CTA:** Prepare for transformation discussion

SHARED TEMPLATE EMAILS (4 Templates × 3 Versions = 12 Emails)

Template 1: "WSI Success Framework"

Strategic Purpose: Establish credibility and methodology

Problem Aware Version:

- **Focus:** Industry legitimacy and structured approach
- **Key Elements:** Remote sales as legitimate career path, WSI's systematic training method
- **Proof Points:** Industry statistics, company partnerships
- **Emotional Tone:** Educational and reassuring

Solution Aware Version:

- **Focus:** Unique methodology differentiation
- **Key Elements:** How WSI differs from other programs they've researched
- **Proof Points:** Comparative advantages, specialized approach for professional women
- **Emotional Tone:** Expert and authoritative

Product Aware Version:

- **Focus:** Transformation process and success factors
- **Key Elements:** Step-by-step transformation journey, what makes someone successful
- **Proof Points:** Success rates, assessment criteria
- **Emotional Tone:** Confident and action-oriented

Template 2: "Professional Women's Advantage"

Strategic Purpose: Reframe their background as strengths

Problem Aware Version:

- **Focus:** Why professional skills translate perfectly to remote sales
- **Key Elements:** Communication, relationship-building, service orientation as sales assets
- **Proof Points:** Professional-to-sales success stories across industries
- **Emotional Tone:** Empowering and validating

Solution Aware Version:

- **Focus:** Why WSI specializes in professional women specifically
- **Key Elements:** Understanding unique challenges of professional transition
- **Proof Points:** Specialized curriculum, professional women community
- **Emotional Tone:** Understanding and specialized

Product Aware Version:

- **Focus:** Why they're uniquely positioned for success
- **Key Elements:** Their readiness indicators and competitive advantages
- **Proof Points:** Assessment criteria, success predictors

- **Emotional Tone:** Confident and ready

Template 3: "Income Potential Reality Check"

Strategic Purpose: Address financial expectations and possibilities

Problem Aware Version:

- **Focus:** Professional salary limitations vs. sales income potential
- **Key Elements:** Comparison charts showing \$40K-100K+ current vs. potential, income progression examples
- **Proof Points:** Industry salary data, WSI graduate outcomes across starting salaries
- **Emotional Tone:** Eye-opening and motivational

Solution Aware Version:

- **Focus:** Realistic timelines and expectations setting
- **Key Elements:** Month-by-month progression, investment vs. return analysis
- **Proof Points:** Actual graduate timelines, income progression data
- **Emotional Tone:** Transparent and realistic

Product Aware Version:

- **Focus:** Investment mindset and ROI thinking
- **Key Elements:** Career investment strategy, long-term wealth building
- **Proof Points:** ROI calculations, wealth accumulation examples
- **Emotional Tone:** Strategic and investment-focused

Template 4: "Success Story Spotlight"

Strategic Purpose: Provide social proof and relatability

Base Story: Professional woman's transformation journey (rotate between different starting industries/salaries)

Problem Aware Version:

- **Emphasis:** The discovery and career transformation journey
- **Key Elements:** From professional frustration to sales freedom
- **Emotional Arc:** Recognition → exploration → transformation

Solution Aware Version:

- **Emphasis:** The program selection and decision-making process

- **Key Elements:** Why she chose WSI over other options
- **Emotional Arc:** Research → comparison → decision

Product Aware Version:

- **Emphasis:** The decisive action and rapid results
- **Key Elements:** Quick commitment leading to fast success
- **Emotional Arc:** Decision → action → results

UNIQUE CONTENT EMAILS (9 Emails)

Problem Aware Unique Content (3 Emails)

Email 1: "The Hidden Remote Sales Industry" Strategic Purpose: Industry education and legitimacy building **Key Content:**

- \$30B+ industry size and growth statistics
- Types of companies hiring remote salespeople
- Remote sales vs. traditional sales distinctions
- Career path legitimacy and professional respect
- Why it's not "just telemarketing" or "MLM"

Email 2: "Companies Actively Hiring Professional Women" Strategic Purpose: Opportunity awareness and job market education **Key Content:**

- Specific companies and industries seeking remote sales talent
- Why professional backgrounds are preferred over "natural salespeople"
- Hiring trends and market demand across industries
- Job security and career progression paths
- Examples from healthcare, education, admin, and other professional backgrounds

Email 3: "Remote Sales vs. Traditional Professional Careers" Strategic Purpose: Comprehensive comparison for decision-making **Key Content:**

- Income potential comparison across professional fields
- Work-life balance analysis
- Career control and autonomy differences
- Long-term wealth building opportunities
- Flexibility advantages for different life stages

Solution Aware Unique Content (3 Emails)

Email 1: "Why 90% of Sales Programs Fail Professional Women" Strategic Purpose: Competitive differentiation and trust building **Key Content:**

- Common failures in generic sales training
- Why most programs don't work for professional women
- Lack of job placement support in other programs
- Generic vs. specialized training approach
- "Bro culture" issues in typical sales training

Email 2: "WSI vs. Everyone Else: The Real Differences" Strategic Purpose: Direct competitive comparison **Key Content:**

- Feature-by-feature comparison chart
- Job guarantee explanation and legal backing
- Professional women specialization advantages
- One-on-one vs. mass training benefits
- Female-only environment benefits

Email 3: "Red Flags in Sales Training Programs" Strategic Purpose: Expert guidance for evaluation **Key Content:**

- Warning signs of ineffective programs
- Questions to ask any sales training provider
- How to evaluate job placement claims
- Investment protection strategies
- Avoiding "get rich quick" schemes

Product Aware Unique Content (3 Emails)

Email 1: "Are You Ready? Self-Assessment" Strategic Purpose: Confidence building and readiness validation **Key Content:**

- Readiness assessment framework
- Success predictors and indicators
- Mindset requirements for transformation
- Personal readiness checklist
- Professional background advantages

Email 2: "Timing and Opportunity Cost" Strategic Purpose: Urgency creation through opportunity cost analysis **Key Content:**

- Cost of waiting another quarter/year in current role
- Market timing advantages for starting now
- Limited program capacity and wait times
- Career momentum and age considerations
- Income loss calculation from delayed action

Email 3: "Investment Mindset for Career Change" Strategic Purpose: Reframe program cost as strategic investment **Key Content:**

- Career investment vs. expense thinking
- ROI calculations and payback periods
- Financing options and payment strategies
- Long-term wealth building perspective
- Professional development as career insurance

UNIVERSAL REMINDER EMAILS (3 Emails)

Day-Before Reminder: "Tomorrow's Strategy Session Prep"

Strategic Purpose: Logistics confirmation and preparation **Key Content:**

- Zoom link and technical instructions
- Call agenda and duration expectations (typically 60-90 minutes)
- Preparation suggestions (current role frustrations, income goals, timeline)
- Excitement building for transformation opportunity
- What to have ready (quiet space, notebook, open mind)

Morning Reminder: "Today's Your Strategy Session"

Strategic Purpose: Final confirmation and mindset preparation **Key Content:**

- Final logistics confirmation
- Quick mindset primer for productive conversation
- What to expect during the call (discovery, education, fit assessment)
- Transformation possibility reminder
- Technical backup plans (phone number if Zoom fails)

2-Hour Reminder: "See You Soon"

Strategic Purpose: Last-minute confirmation and anticipation building **Key Content:**

- Immediate logistics (join link, phone number backup)

- "This could be the conversation that changes everything"
 - Final mindset preparation
 - Technical backup plans
 - Confirmation of their commitment to show up
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SUBJECT LINE STRATEGY FRAMEWORK

How to Create Subject Lines That Actually Work:

Step 1: Pull exact phrases from your sales call analysis

Step 2: Turn their pain into your subject lines

Examples of the Process:

- If they say: *"I'm exhausted asking for PTO"* → Your subject: "Permission to live your life?"
- If they say: *"I feel stuck in middle management"* → Your subject: "The ceiling you can't break"
- If they say: *"I don't want to be aggressive to succeed"* → Your subject: "Success without becoming someone else"

Key Messages to Weave In:

Problem Stage: Validate their pain

- Use quotes from similar women
- Reference specific corporate moments
- Show you understand their exact situation

Solution Stage: Educate on opportunity

- "Remote sales = helping people who already want to buy"
- "Your listening skills are worth \$10-25K/month"
- "Real companies, real salary, real flexibility"

Product Stage: Why WSI specifically

- "90 days with a job guarantee"
- "Start part-time, transition when ready"
- "If you don't get hired, full refund"

Writing Rules:

- **150 words max**
- **Conversational tone**

- **Professional but warm** (corporate women respond to competence)
- **Female empowerment angle** without being cheesy
- **Micro-commitments only**
- **No "homework" energy**

Subject Line Examples by Psychology Type:

Problem Aware Subject Lines

Pain Amplification:

- "Another Monday, another meeting"
- "That Sunday night feeling"
- "Your boss lied to you"
- "The 5am alarm isn't worth it anymore"
- "Watching life from your office window"
- "Permission to take a sick day?"
- "Your salary has a ceiling"
- "Trading time for money (bad trade)"

Pain Questions:

- "Still dreading Mondays?"
- "What if you never commuted again?"
- "Remote sales = scam?"

Pattern Interrupt:

- "You're not crazy for wanting out"
- "This email might make you quit"
- "What nobody tells corporate women"
- "The promotion that trapped you"
- "What you suspected is true"
- "Your intuition is screaming"

Solution Aware Subject Lines

Curiosity/Education:

- "From spreadsheets to \$15K months"
- "Why women dominate remote sales"

- "The career no one talks about"
- "Investment banker → \$300K remote"
- "She quit at 45 (now makes double)"
- "Meetings → meaningful conversations"
- "The anti-MLM opportunity"
- "Not your mother's work-from-home"

Possibility/Transformation:

- "School pickup at 3pm? Yes"
- "Quit your job (keep the income)"
- "Bali office views (real story)"
- "When Mondays feel like Saturdays"
- "Corporate skills = \$10K months"
- "Your empathy is worth six figures"
- "Sales for introverts"

Product Aware Subject Lines

Common Questions:

- "What if I don't get hired?"
- "How does the guarantee work?"
- "Can I really start part-time?"
- "What happens after 90 days?"

Trust/Urgency/Clarity:

- "Your 6-figure job guarantee details"
- "Ready to break free?"
- "What to expect inside WSI"
- "90 days from now"
- "Why we reject 70% of applicants"
- "The fine print (there isn't any)"
- "[Name], about tomorrow"

Numbers/Specificity:

- "37 minutes that changed everything"
- "\$300K from a laptop"

- "Week 1: \$2,500 commission"

A/B Testing Framework:

- **Version A:** Direct pain/benefit statement
 - **Version B:** Curiosity-driven question
 - **Version C:** Story/transformation teaser
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WRITING PROCESS WORKFLOW

Phase 1: Core Template Development (4 Emails)

Timeline: 2-3 days **Process:**

1. Write base template focusing on shared core content
2. Create placeholder sections for awareness customization
3. Establish consistent voice and tone standards
4. Develop proof point library for each template
5. Create modular content blocks for easy customization

Quality Checklist:

- ☐ Professional but approachable tone
- ☐ Clear value proposition
- ☐ Logical flow and structure
- ☐ Appropriate length (300-600 words)
- ☐ Strong opening and closing

Phase 2: Awareness Customization (12 Variations)

Timeline: 3-4 days **Process:**

1. Adapt each template for specific awareness level
2. Customize framing, examples, and emphasis
3. Ensure distinct value proposition for each version
4. Maintain consistent quality across variations
5. Add awareness-specific proof points and case studies

Customization Focus:

- **Problem Aware:** Education and legitimacy
- **Solution Aware:** Differentiation and comparison
- **Product Aware:** Confidence and urgency

Phase 3: Unique Content Creation (9 Emails)

Timeline: 4-5 days **Process:**

1. Write awareness-specific content that cannot be shared
2. Focus on distinct educational and emotional needs
3. Ensure no overlap with shared template content
4. Maintain consistent voice across all emails
5. Include industry-specific examples and case studies

Content Priorities:

- **Problem Aware:** Industry education and opportunity awareness
- **Solution Aware:** Competitive differentiation and evaluation criteria
- **Product Aware:** Readiness validation and urgency creation

Phase 4: Confirmation & Reminder Finalization (6 Emails)

Timeline: 1-2 days **Process:**

1. Write awareness-specific confirmation emails
2. Create universal reminder sequence
3. Ensure consistent call framing and expectations
4. Develop backup technical instructions
5. Include appropriate preparation materials

Phase 5: Quality Assurance Review

Timeline: 1 day **Process:**

1. Content consistency across awareness levels
2. Logical flow and progression
3. Objection handling completeness
4. Call-to-action clarity and appropriateness
5. Grammar, spelling, and formatting review
6. Mobile-friendly formatting check

CONTENT GUIDELINES & BEST PRACTICES

Voice & Tone:

- **Professional but conversational** - matches working women's communication style

- **Empathetic and understanding** - acknowledges their frustrations
- **Confident and authoritative** - positions WSI as expert
- **Encouraging and supportive** - builds confidence in their ability
- **Honest and transparent** - avoids hype or unrealistic promises

Content Structure:

- **Hook:** Attention-grabbing opening that relates to their situation
- **Context:** Brief acknowledgment of their current challenges
- **Content:** Educational or motivational core message
- **Proof:** Evidence, statistics, or social proof
- **Call-to-Action:** Clear next step or preparation for call

Proof Point Categories:

- **Industry statistics** and market data
- **Success stories** from similar professional backgrounds
- **Company testimonials** and hiring manager quotes
- **Income progression** examples and timelines
- **Comparative data** vs. other programs or career paths

Personalization Opportunities:

- **First name** in subject lines and greetings
- **Industry references** when available
- **Geographic customization** for relevant examples
- **Income level acknowledgment** for appropriate examples
- **Previous experience mentions** for Solution Aware

SUCCESS METRICS & OPTIMIZATION

Key Performance Indicators:

Email Performance:

- **Open Rate:** Target 25-40% (varies by awareness level)
- **Click-Through Rate:** Target 15-25%
- **Unsubscribe Rate:** Keep below 2%
- **Spam Complaints:** Keep below 0.1%

Business Impact:

- **Show Rate:** Target increase of 15-35%
- **Close Rate:** Target increase of 20-35%
- **Revenue per Lead:** Track improvement across segments
- **Time to Close:** Monitor decision speed by awareness level

Testing Framework:

A/B Testing Priorities:

1. **Subject lines** - Test 2-3 variations per email
2. **Email length** - Long-form vs. concise versions
3. **Call-to-action placement** - Top vs. bottom of email
4. **Social proof types** - Statistics vs. testimonials vs. case studies
5. **Send times** - Within 9 AM-7 PM window optimization

Multivariate Testing:

- **Subject line + preview text** combinations
- **Opening hook + proof point** combinations
- **Content format + CTA** combinations

Optimization Process:

Weekly Review:

- Performance metrics by awareness segment
- Subject line performance analysis
- Content engagement tracking
- Show rate correlation analysis

Monthly Analysis:

- **Segment performance comparison**
- **Content effectiveness review**
- **Sequence timing optimization**
- **Subject line pattern analysis**

Quarterly Strategic Review:

- **Overall framework effectiveness**

- **Awareness segmentation accuracy**
 - **Content refresh opportunities**
 - **Competitive landscape updates**
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TECHNICAL IMPLEMENTATION NOTES

Email Platform Requirements:

- **Advanced segmentation** by awareness level and other demographics
- **Conditional content capability** for template variations
- **Automated send time optimization** within business hours (9 AM-7 PM)
- **Comprehensive analytics** by segment and individual email
- **A/B testing functionality** for subject lines and content
- **Mobile optimization** and preview capabilities

Automation Setup:

- **Trigger:** Typeform completion with awareness level tagging
- **Timing logic:** Respect 9 AM-7 PM send window across time zones
- **Sequence selection:** 48-hour vs. 24-hour based on booking window
- **Personalization:** Dynamic content insertion based on form data

Data Requirements:

- **Awareness level** (from typeform segmentation)
- **Booking window** (48-hour vs. 24-hour)
- **Industry/background** (for personalization)
- **Income level** (for appropriate examples)
- **Geographic location** (for time zone management)

Quality Control Checklist:

- ☐ Awareness-appropriate language and tone
 - ☐ Consistent call framing across sequence
 - ☐ Appropriate urgency level for awareness stage
 - ☐ Clear value proposition and next steps
 - ☐ Professional design and mobile optimization
 - ☐ Working links and contact information
 - ☐ Correct merge tag implementation
 - ☐ Spam filter testing and optimization
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RISK MITIGATION & COMPLIANCE

Email Deliverability:

- **Authentication setup** (SPF, DKIM, DMARC)
- **List hygiene** and bounce management
- **Engagement monitoring** and inactive subscriber removal
- **Spam testing** before deployment
- **Volume ramping** for new sending domains

Legal Compliance:

- **CAN-SPAM compliance** with clear unsubscribe options
- **GDPR compliance** for international subscribers
- **Professional disclaimers** about income potential
- **Privacy policy** links and data handling transparency

Brand Protection:

- **Consistent messaging** across all touchpoints
 - **Professional image** maintenance
 - **Reputation monitoring** and feedback management
 - **Quality assurance** for all customer communications
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APPENDICES

Appendix A: Awareness Level Identification Guide

Problem Aware Indicators:

- "I know I need a change but haven't looked into anything yet"
- "I'm frustrated but don't know what options exist"
- "I haven't taken any steps toward a career change"

Solution Aware Indicators:

- "I've been researching different career options"
- "I've tried some things but they didn't work out"
- "I've been exploring various solutions"

Product Aware Indicators:

- "I've been specifically looking into remote sales"

- "I know I want sales training, just need the right program"
- "I'm ready to invest in remote sales education"

Appendix B: Industry-Specific Messaging Examples

Healthcare (Nurses, Medical Staff):

- Emphasis on helping people in a different way
- Schedule flexibility for family life
- Income potential vs. healthcare salary limitations

Education (Teachers, Administrators):

- Transferable communication and relationship skills
- Year-round income potential
- Professional development and growth opportunities

Administrative/Office (Secretaries, Coordinators):

- Organizational and communication strengths
- Career advancement beyond traditional limits
- Recognition and income based on performance

Appendix C: Objection Handling Reference

Common Objections by Awareness Level:

Problem Aware:

- "Is remote sales legitimate?"
- "I don't know anything about sales"
- "This sounds too good to be true"

Solution Aware:

- "How is this different from other programs?"
- "I've been burned by other opportunities"
- "Why should I trust WSI over competitors?"

Product Aware:

- "Am I really ready for this?"
 - "What if I invest and fail?"
 - "Is now the right time?"
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