

Module Six



Your Email Welcome Sequence

Email 1 : Your "Get To Know Me" Email

Hi, {{first_name}}!

I just wanted to say THANK YOU!

Thanks for finding me online and for connecting! I'm so happy to have you here!

I'm so curious about you! What line of work are you in?

Just to introduce myself, my name is Michelle Cunningham.

- Most days, I'm just a Mom, in a messy house with two kids running around.
- I'm an introvert by nature.
- I have hypothyroidism, and try to follow a paleo, sugar free, gluten free, dairy free diet. (That's hard to do...)
- I love the color pink.
- I crave dark chocolate. I eat it daily.
- I love running and the store Target. Really, I just like running to Target.
- I love making money, saving money, living below my means and inspiring others to be financially free. And...I've been in the network marketing industry for a decade and a half. 16 years. A LONG TIME.
- But for the first 6 years, I was too nervous and too shy to tell anyone I was involved in network marketing.

So I wasted 6 years of my life overthinking.

I didn't start with a perfect story. It was quite IMPERFECT actually.

And, in a future email, I'll share why having an IMPERFECT STORY will actually serve YOU well in this industry.

Early on, I didn't want to be pushy. I didn't want to alienate my friends and family.

So I stayed in very safe, high paying corporate jobs avoiding stepping out of my shell.

I'll tell you all about those boring jobs in another email.

Honestly, I didn't believe I had what it took to be successful in this industry.

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But one day, I was FED UP ENOUGH. Fed up with a job that I didn't love and a life that didn't serve me.

And, I wanted to make a change.

And after making that decision, my networking marketing business really exploded allowing me to quit my job.

I've got a secret formula and it works.
It's simple. It's effective. And it's duplicatable.

Watch for my next email tomorrow and I'll share it with you.

The subject will be "How doing NOTHING for 6 whole years got me to where I am today" so be on the lookout!!

xoxo, Michelle Cunningham

Not sure the best way to get started?

Click on any of my resources below:

- Step #1 - Connect With Me On FB:Let's Chat On Messenger
- Step #2 - Checkout My Awesome Freebies & Resources
- Step #3 - Get My 'Leads For Life' Audio Program: Never Run Out Of Leads Again

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Email 2 : Drop A Hint At Your Program In The P.S

Hi, It's Michelle Cunningham again, your network marketing friend.

Yesterday, I promised I'd share my secrets with you.

So, here it is.

Now, a secret isn't any good without the funny back story.

So, I grew up poor. Not unhappy. Not unloved. Just poor.

My parents divorced when I was 6 and my single Mom raised three of us on her own. I was the only girl and the middle child.

My Mom was an impeccable Mom, loving us every day with tons of praise and hugs. That's all she could afford.

And, I remember at the age of 6, driving with my Mom and two brothers to the local church on several occasions to pick up food because money was too tight that week to buy food. And it was fun.

We'd climb on the counters of the desolate church basement and grab any food we wanted, pack it into bags and bring it home. My brothers and I thought it was cool.

But watching my Mom cry on the way home kind of took the fun out of it. As a 6-year-old, I could feel that we didn't have enough money. Kids are smart. They can sense things.

And because we didn't have money, we didn't have choices.

Choices to buy what we needed...It felt helpless some days. It felt like we were trying to talk with marbles in our mouth. Everyday.

We felt stuck. And I knew I didn't want to live like that when I was older. I wanted to have money so I didn't have to worry about affording basic necessities.

So, when I realized at the age of 9, I could make money by working hard, I hustled.

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I had my own lawn mowing business. And sold magazines door to door.
I worked at a candy shop.
I babysat.
I held down lots of random jobs to make money.
I paid my own way through college, graduated and landed my dream job as a pharmaceutical sales rep.
Things were looking perfect.

Until I realized that my “dream” job was pretty unfulfilling. I’d sit for countless hours in waiting rooms waiting for doctors to sign my little computer screen saying I had dropped off their samples.

Rarely did I get to make an impact by sharing my message with doctors.

The industry felt so cold and honestly, VERY silly.
I felt like I was made for more.
Have you ever felt that way?

And as luck would have it, about 6 months into that “dream job”, I was invited to a hotel room with lots of very excited network marketers, who sold me on this idea of a lifestyle with unlimited income and endless possibilities.

I loved it the second I heard about it.
It gave me hope.
And my heart was finally excited again.

So I signed up.
At the age of 23 even though my Mom told me it was a scam.
She was convinced I was going to waste all my money.

But over the next six years, I didn’t tell anyone I was involved with this direct sales company because I was scared to death and I didn’t want them to feel pressured. So essentially what I am saying is that for MY FIRST 6 years, I did NOTHING productive. NOTHING productive.

I planned a lot about how I was going to be successful. I read a lot about what to do. I dreamed a lot about what it could do for my life. I printed ideas and I laminated those ideas. That’s about all I did for 6 years.

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Here's me actually explaining that story if you'd like to see the video version:

>> [FUNNY MICHELLE DOES NOTHING STORY](#)

Fast forward to age 29. I was finally FED UP ENOUGH with my corporate job and I needed to make my direct sales business work.

See, I loved the idea of freedom and fulfillment. I couldn't take another day of working the mundane job that really made me feel ill. Every Sunday, I dreaded Monday.

I gave myself a 6-month deadline to make this direct sales thing work. Armed with nothing other than sheer determination, I set off. Six months later, I was leading a team of 50 reps, earning a salary that paid all my bills and some extras, and driving a free company car.

How does that happen?

Here are the 3 secrets:

- I left no stone unturned.
- I had no plan B.
- I was fiercely determined and FED UP.

Truthfully, that was it.

If you are anything like me, you are saying, "But, wait. I need more information.

How do you have success with that formula?"

Don't worry, I'll share more tomorrow and the crazy epiphany I had. It's really great, life-changing stuff.

You'll hear the story of what I discovered that led me to grow my team from 50 to over 1,000 reps nationwide.

xoxo, Michelle Cunningham

P.S. In the meantime, if you're anything like me, you just want to know how you can implement this NOW.

You can see my training on how to [Get Out Of Your Own Way](#) here.

Your Email Welcome Sequence

Email 3 : I've Got Something That Can Help You

Hi, {{first_name}}!!

It's me again, Michelle Cunningham, your Network Marketing friend.

I shared in my last email that there were 3 little secrets that led to my success in my direct sales business.

Secret 1: I left no stone unturned.

Secret 2: I had no plan B.

Secret 3: I was fiercely determined and FED UP.

While I believe that's the secret formula for success, I do believe there is a HARD WAY and an EASY WAY to implement those secrets.

What do I mean? I mean, that for my first 50 reps that I recruited, I did it the HARD WAY. It worked & it was effective. It just was HARD.

My first 6 months HARD formula looked like this:

- Chasing my friends and family over and over
- Walking up to strangers in parking lots at the grocery store which terrified me
- Repeatedly messaging anyone who had ever bought from me
- Going to endless networking events to find my next prospective client
- Calling people and having them answer and hang up on me.

This formula, while it was effective, required SO MUCH MENTAL ENERGY. It scared me.

And, it drained me because as an introvert, I didn't like bugging people.

I didn't like approaching strangers.

I didn't like going to events to pick up people.

It made me feel uncomfortable.

Can you relate? Here is my one massive epiphany. Are you ready?

There is an easier way! And it involved finding GOBS and GOBS of new people you can sell your products to without approaching or calling strangers.

And when I figured THIS OUT, my life suddenly became easier.

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This is a story I'll never forget.

Picture this: It's a summer day. I'm in a quaint home with the smell of fresh-baked brownies and coffee wafting through the air. The windows are opened so there is a cool breeze coming through across the table where I am presenting my products.

I'm presenting to a friendly crowd of 5 women, in their early 50's, who are all best friends and having a blast.

They preferred to laugh and talk more than listen to me, which on most days, I prefer so I'm not the center of attention.

They are sharp. They are just there to buy my products and have fun enjoying conversations with one another.

They are your typical crowd that doesn't give referrals or book parties. Ever.

My mission at this party was to try something new to generate referrals and get second parties booked.

Prior to this party, I had practiced my new system over and over in a mirror 20 + times and I was ready to roll it out.

So, with a little bit of sweaty palms and uncertainty, I rolled it out at this party.

So I played the first game and in a few minutes, I had 80 referrals.
STOP IT. I died with excitement quietly.

Then I played the second game and in 1 minute, I had 5 new parties booked.
STOP IT AGAIN. I fell over dead (in my head).
With excitement of course.

And I knew, IN A BIG WAY, I was onto something.

Because I realized that if I could just hold a few parties a week, I would be inundated with referrals and new parties to fill up the following week.

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Gone would be the days of stalking my friends and family, approaching random strangers and cold calling.

And I realized that if I could teach this system to my team of 50, they would have massive success. So, I did.

And, our team of reps (my downline) grew very quickly from 50 to 100. Then to 200. Then to 500. Then to 800. And then to over 1,000.

Who all started simply by following this system.

It led me to grow a multi-million dollar direct sales organization. Just as a shy girl, from humble beginnings.

Crazy. I can hear the obnoxious broadcaster now: Super Shy, Poor Girl From A Broken Home With Very Little Chance Of Making It Finds Massive Success In Direct Sales Industry.

And my version of it would read: If I Can Do This, ANYONE CAN. Seriously. I've got a system that will help you take your mindset to the right place to make this happen.

Tomorrow, I'll share how it can totally rock your business.

xoxo, Michelle Cunningham

P.s. If you like to skip the body of the email and just read the end, like I do, I am putting this here for you.

I just shared in this email how I grew my team from 50 to over 1,000 using this simple way to get referrals and new parties.

At one party, I netted 80 new referrals and 5 new parties booked and I realized I was onto something huge.

If you just want to cut to the chase and get my program that teaches step-by-step how to adjust your thinking to make things happen in a big way, check it out here: [Make It Happen](#)