

**Overview:** Here's an example of a simple, but effective, series of 3 emails I wrote promoting Daymond John's "Chat with the Shark" monthly webinar.

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## Email #1

Subject: I'm looking for entrepreneurs...

**Subject:** Hi <<firstname>>>,

If you're an entrepreneur, and you're looking for free & low-cost ways to market your business then you may want to register for the live webinar I'm doing next week.

[Click here to learn how to register.](#)

7 days from now I'm going to share the same "Guerrilla Marketing" strategies that helped some kids from Queens turn a little clothing line into a massive \$6 billion brand.

When we started FUBU we didn't have any money... no investors, no loan, no Shark Tank. Nothing!

And any sales we made went straight to rent, gas or right back into materials.

Even though money was tight, and our pockets looked like rabbit ears, we still managed to make some huge sales early on.

And we did it with guerrilla marketing.

Back then we didn't call it "guerrilla marketing." We just tried to hustle in smart ways.

But as I reflected on what we did to grow FUBU I realized there are so many valuable lessons for aspiring entrepreneurs today.

And that's why next week [I'm hosting a LIVE webinar](#) where I'll discuss what guerrilla marketing is and how you can use it to grow your business (even if you don't have any money for traditional marketing).

This webinar is only available for Chat with the Shark members.

If you're not a member I encourage you to consider joining. It's \$147/month and you get:

- Exclusive access to my live monthly webinars (20 mins of Q&A at the end)
- Instant access to all the past webinar recordings

- Instant access to additional educational content from me
- A free copy of my ebook The Brand Within
- A free copy of my ebook Display of Power
- Chance to win a free private consult with me every month

You can cancel anytime. But I really believe you'll get at least 10x as much value as you pay.

[To learn more about how to become a member click here.](#)

Do what you love and never settle,

Daymond John

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## **Email #2**

Subject: Does it really "take money to make money"?

Hi <<firstname>>,

A lot of people believe, "it takes money to make money".

But it's a lie!

And that lie sabotages so many aspiring entrepreneurs' dreams.

Think about it... if you don't have a lot of money yet you believe you need money to make money then you're stuck!

Back in the early days before FUBU was a \$6 billion brand I didn't have any money either.

I had a job at Red Lobster and worked my FUBU business in around my shifts.

But I used Guerrilla Marketing (GM) tactics to get the FUBU brand out there in BIG ways.

And on Tuesday I'm hosting a private webinar where I'll reveal some of those GM tactics with people who also want to "Think Big" about their business.

[\(Click here to find out how to register for this live webinar\).](#)

If you're an entrepreneur with a great product, but not a lot of cash, then I encourage you to join us for this live event

You'll walk away with valuable strategies, tactics and real world examples of how to use GM to build your brand into a massive empire.

But this webinar is exclusively for Chat with the Shark Members.

If you're not a member I encourage you to consider joining. It's \$147/month and you get:

- Exclusive access to my live monthly webinars (20 mins of Q&A at the end)
- Instant access to all the past webinar recordings
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- A free copy of my ebook The Brand Within
- A free copy of my ebook Display of Power
- Chance to win a free private consult with me every month

You can cancel anytime. But I really believe you'll get at least 10x as much value as what your membership costs.

[To learn more about how to become a member click here.](#)

Do what you love and never settle,

Daymond John

P.S. Here's what one Chat with the Shark member had to say: "I really enjoyed the opportunity to hear questions and get sound advice. I wanted to thank you for this type of service. I see it as a great investment for my future. I was shocked to see homework but it just goes to show your intent on offering a product/service that will keep me connected, grow my business and make me tell others about you. Thank You Mr. John. I was very inspired and encouraged and look forward to learning a great deal from you." -Angela Bolin

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### **Email #3**

Subject: Last chance, this disappears in 24 hrs

Hi <<firstname>>>,

Just a quick reminder that the private webinar I'm hosting for Chat with the Shark members on Guerrilla Marketing starts in 24 hrs (3:00pm ET).

[Watch this short video about Chat with the Shark Membership](#)

And since you're on my email list I'm offering you a special discounted price if you become a member within the next 24 hrs.

The normal price for membership is \$147/month. But if you join now, you can get instant access for just \$97!

Not only will you be able to participate in tomorrow's live webinar... but as a member you'll also get:

- Exclusive access to all my live monthly webinars (20 mins of Q&A at the end)
- Instant access to all the past webinar recordings
- Instant access to additional educational content from me
- A free copy of my ebook The Brand Within
- A free copy of my ebook Display of Power
- Chance to win a free private consult with me every month

The only way to get all this for the special \$97/month price is to make sure you sign up by 2:59 PM Easter tomorrow...

[Watch this short video about Chat with the Shark Membership](#)

Do what you love and never settle,

Daymond John

P.S. If you've already watched the video and you're ready to join then click here to complete this order form.