

EMAIL FOR THOSE WHO SIGNED UP TO SQUIRREL AND ITS COMING TO AN END

[SUBJECT: It doesn't have to end here...]

Hey [name],

I have one question! How cool has getting to be part of the Worldwide Sexier Than a Squirrel Challenge been?! We have all got together, we have shared successes, we have been apart but together.

Being your coach, I have so enjoyed seeing your relationship with your dog continue to flourish. Go you!

The Squirrel Challenge has been such a blast and something for us to focus on and pour our energy into.

What a cool journey we have all been on! Am I right?! You may be thinking...what's next for me when I reach day 30? Well, I have something really exciting to share with you! The doors to the Absolute Dogs Training Academy are about to open and I am giving you a heads up!

[ADD YOUR LINK TO THE TRAINING ACADEMY HERE]

I want you to think of the Training Academy as an infinite way for you to keep that fire in your belly lit. While we are still home schooling our dogs, this will give you the opportunity to keep that sense of purpose to your dog training going. The library of games is vast and as your coach I will be able to tailor your home schooling and suggest games and resources to focus your learning on.

And the extra, extra, extra cool thing is, when we get to train together in person again in future, with the added benefit of being a part of the Training Academy, I'll be able to continue to refer you to the specifics in the academy that will bolster your learning from our weekly classes/one to ones/workshops [delete as appropriate]! Your dog training results will literally reach the stratosphere!

With my help you are going to get the best experience from the Training Academy.

How it works?

1. A new game is added each week building into an awesome library of FUN!

2. Dive in at any point – never feel you are “left behind” celebrate your own journey as unique!
3. Search for games based on your specific struggles and skyrocket your progress.
4. Join the existing knowledgeable community of dog owners – whatever your situation I can guarantee that our #gamechangers will support you in the exclusive Facebook group.

What you get?

1. A new game released each week into the brand new online platform
2. Weekly #10in10 – ask Tom and Lauren your questions LIVE
3. Hot Topic Bonuses – Webinar recordings, Mini courses and e-Books!
4. One of a kind – special, positive online Facebook community... A safe space for dog owners.

And the extra bonus on top of all of this? You get to join my very own student room Facebook group dedicated to the Training Academy. This is where we can continue to stay in touch, share videos and it'll be a place where I be able to continue to provide you with feedback and deep dives in learning. You will continue to be fully supported by me.

The Training Academy is where it all started for me [ADD IN PERSONAL STORY].

So, let's continue with the awesomeness! Sign up to the Training Academy today!

[ADD YOUR LINK TO THE TRAINING ACADEMY HERE]

Let's do this together! Let me help you to continue to turn your dog training struggles into strengths

See you on the inside!

[name]

EMAIL TO STUDENTS WHO DIDN'T SIGN UP FOR SQUIRREL

SUBJECT: Some exciting news!

Hi [name],

I just wanted to touch base with you to first of all check in with you to see how you are doing? How is [dog name] doing?

I also have something really exciting to share with you! The doors to the Absolute Dogs Training Academy are about to open and I am giving you a heads up!

[INSERT OWN STORY ON YOUR EXPERIENCE OF THE TRAINING ACADEMY AND WHAT IT HAS MEANT TO YOU BEING A PART OF IT.]

[ADD YOUR LINK TO THE TRAINING ACADEMY HERE]

As your coach I am so excited to share the news that the Training Academy doors are open! I want you to think of the Training Academy as an infinite way for you to keep that fire in your belly lit. While we are still home schooling our dogs, this will give you the opportunity to keep that sense of purpose to your dog training going. The library of games is vast and as your coach I will be able to tailor your home schooling and suggest games and resources to focus your learning on.

And the extra, extra, extra cool thing is, when we get to train together in person again in future, with the added benefit of being a part of the Training Academy, I'll be able to continue to refer you to the specifics in the academy that will bolster your learning from our weekly classes/one to ones/workshops [delete as appropriate]! Your dog training results will literally reach the stratosphere!

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where we can continue to stay in touch, share videos and it'll be a place where I be able to continue to provide you with feedback and deep dives in learning. You will continue to be fully supported by me.

This truly is an exciting time and one that I want to share with you! We are in this together!

[ADD YOUR LINK TO THE TRAINING ACADEMY HERE]

See you on the inside!

[name]

EMAIL TO GENERAL MAILING LIST

SUBJECT: I have something to share!

Hi [name],

Woohoo! I have some really exciting news to share with you! The doors to the Absolute Dogs Training Academy are about to open and I am giving you a heads up!

[INSERT OWN STORY ON YOUR EXPERIENCE OF THE TRAINING ACADEMY AND WHAT IT HAS MEANT TO YOU BEING A PART OF IT.]

[ADD YOUR LINK TO THE TRAINING ACADEMY HERE]

I want you to think of the Training Academy as an infinite way for you to keep that fire in your belly lit. Home schooling our dogs is our only option right now. The Training Academy will give you the opportunity to keep that sense of purpose to your dog training going. The library of games is vast!

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This truly is an exciting time and one that I want to share with you! We are in this together!

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See you on the inside!

[name]