

What the Hell Do I *Email?*

12 Nurture Email Templates for the weeks when there's no launch happening, but you still need to show up (and sell something now and then). Plus a bonus bank of 50 email ideas.

12 NURTURE EMAIL TEMPLATES + 50 BONUS IDEAS

STORY



TIP



MISTAKE



HOT TAKE



+8 MORE

START HERE

Nothing to say? *You've got twelve things.*

It's Tuesday. You know you should email your list. You open a blank email, type "Hi friend," and then stare at it until it's somehow Thursday.

That's what these are for. Twelve kinds of emails you can send any week of any year, each with a template, three subject lines and Maya's filled-in version.

Fill in the pink bits and send it before lunch.

These are your regular emails, the ones that keep your list warm between sales. They're short and mostly helpful, with an optional soft mention of your offer in the P.S.

How often? Once a week is the sweet spot. Every other week is fine. Once a quarter is how people forget you exist.

Still stuck for a topic? The bonus bank at the back has 50 email ideas, each matched to the template that fits it. Copying into your email platform? Use the Word doc.

ALL TWELVE

Twelve emails at a glance

Use them in any order. Each one works for any week of the year.

#	Template	Use it when	Maya's subject line
01	Tell a story	Something happened this week	The lady with 14 yogurts
02	Share a quick tip	You want an easy, useful send	The 30-day cart rule
03	Own a mistake	You've learned something the hard way	My most expensive mistake
04	Share a hot take	You disagree with popular advice	Stop cutting out lattes
05	Take them behind the scenes	You're making something new	Sneak peek (don't tell anyone)
06	Spotlight a customer	Someone got a great result	Meet Renee (and her popcorn)
07	Ask them something	You want to hear from your list	Quick poll (10 seconds)
08	Bust a myth	People believe something that's wrong	Myth: you need to make more money
09	Share what you're loving	You want an easy, fun send	My current obsessions
10	Compare two options	People are stuck choosing	Snowball or avalanche?
11	Celebrate something	You hit a milestone	Celebrate with me?
12	Answer a reader's question	Someone asked something good	You asked: how do I budget with irregular pay?

Three-month rotation: Month 1: templates 1 to 4. Month 2: templates 5 to 8. Month 3: templates 9 to 12. Then start again with brand-new stories.

TEMPLATE 01 OF 12

NURTURE

ANY WEEK · SOMETHING HAPPENED THIS WEEK

Tell a story

Its job: Turn something that happened to you into a lesson your reader can use today.

PICK A SUBJECT LINE

☒ Something weird happened at [place]

☒ I wasn't going to tell you this

☒ [An odd, specific detail from the story]

PREVIEW TEXT

There's a point, I promise.

THE EMAIL

Hi [first name],

[Start in the middle of the moment. Where were you, and what happened?]

[The detail that makes it funny, awkward or memorable.]

[What it made you realize.]

[How that applies to your reader, in plain words.]

[One thing they can do with it today.]

[Your name]

P.S. [Optional: a soft mention of an offer that connects to today's email.]

Take a look →

LINKS GO TO

Optional: one soft link to an offer in the P.S.

Make it *yours*

Boring moments make the best stories. A grocery line or a weird text from your mom.

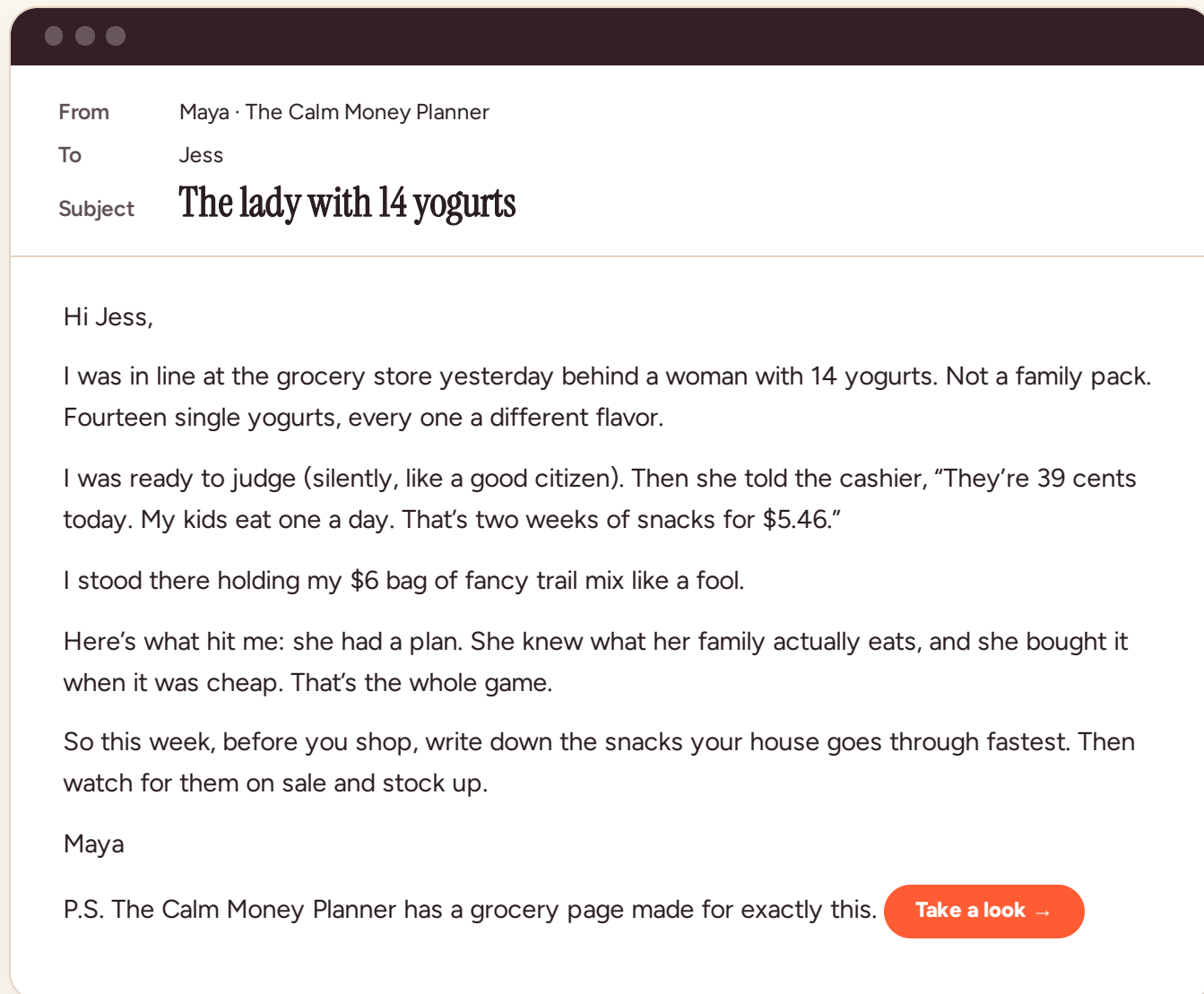
Don't announce the lesson. Skip "and that taught me something important." Just say the thing.

Keep a story list in your phone. Every time something odd happens, write one line.

TEMPLATE 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 02 OF 12

NURTURE

ANY WEEK · YOU WANT AN EASY, USEFUL SEND

Share a quick tip

Its job: Give them one small thing they can try in under five minutes.

PICK A SUBJECT LINE

- ✉ Try this today
- ✉ The [X]-second trick for [result]
- ✉ Steal my [thing]

PREVIEW TEXT

Quick one. Takes [X] minutes.

THE EMAIL

Hi [first name],

Quick one today.

[The problem, in one line.]

Here's what to do: [the tip, in two or three lines, specific enough to do right now].

[Why it works, in one line.]

Try it and hit reply to tell me how it went.

[Your name]

P.S. [Optional: a soft mention of an offer that connects to today's email.]

[Take a look →](#)

LINKS GO TO

Optional: one soft link to an offer in the P.S.

Make it *yours*

One tip per email. Five tips feels generous but gets you zero action.

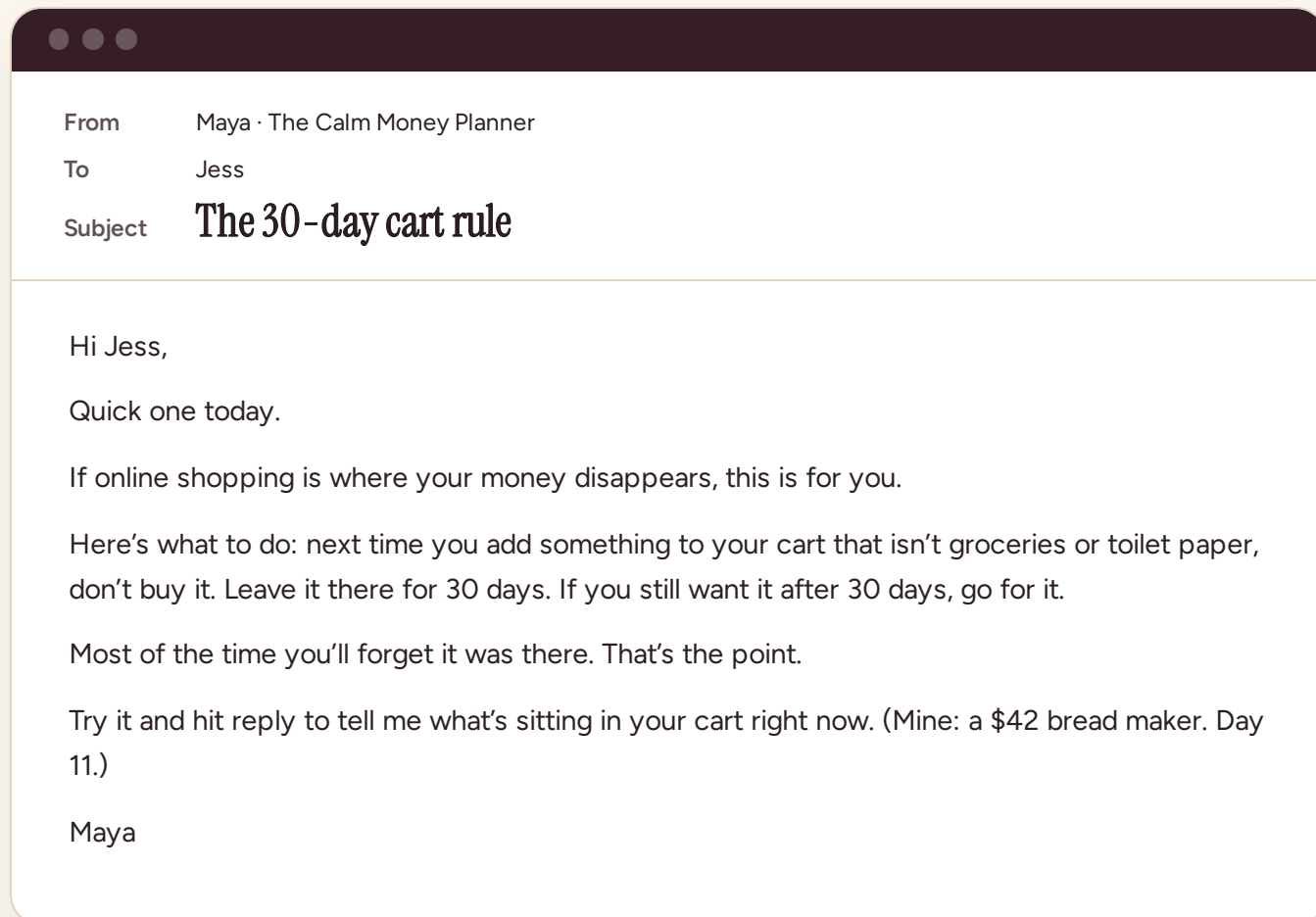
Specific beats clever. "Leave it in your cart for 30 days" beats "be mindful of spending."

Share your own result in brackets. It makes the tip feel tested, not copied.

TEMPLATE 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 03 OF 12

NURTURE

ANY WEEK · YOU'VE LEARNED SOMETHING THE HARD WAY

Own a mistake

Its job: Share something you got wrong, so they learn from it and trust you more.

PICK A SUBJECT LINE

- ☒ I messed up
- ☒ My most expensive mistake
- ☒ Don't do what I did

PREVIEW TEXT

Learn from my bad decision.

THE EMAIL

Hi **[first name]**,

Confession time. **[The mistake, told plainly.]**

[What it cost you. Be specific.]

[Why you made it. What you were thinking at the time.]

[What you do differently now.]

If you're **[in a similar spot]**, **[what you'd tell them]**.

[Your name]

P.S. **[Optional: a soft mention of an offer that connects to today's email.]**

Take a look →

LINKS GO TO

Optional: one soft link to an offer in the P.S.

Make it *yours*

Mistakes build trust faster than wins. People trust the person who admits the pothole.

Put a number on it. "About \$640" hits harder than "a lot of money."

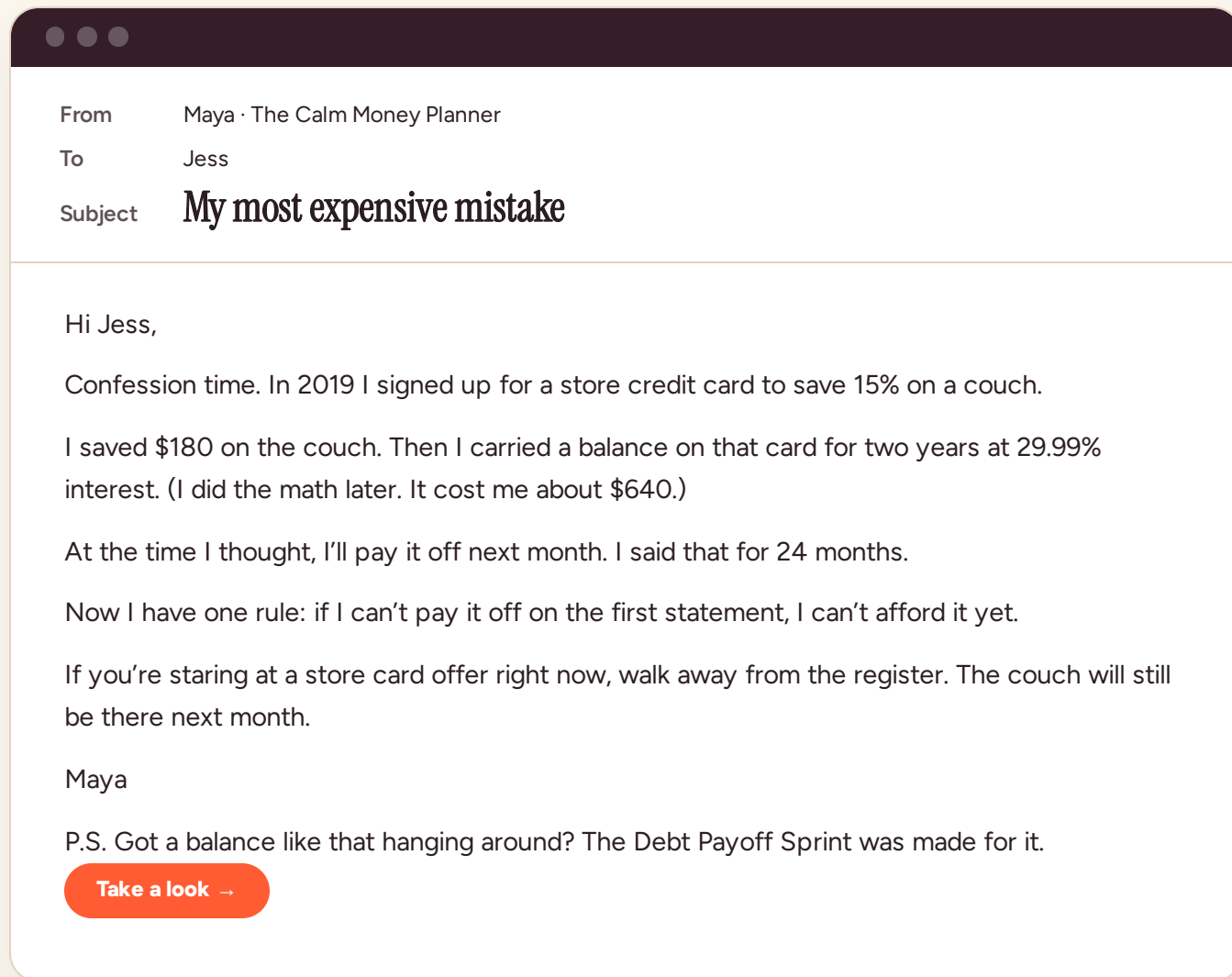
End with what you do now.

The mistake is the hook. The fix is the value.

TEMPLATE 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 04 OF 12

NURTURE

ANY WEEK · YOU DISAGREE WITH POPULAR ADVICE

Share a hot take

Its job: Say something you believe that most people in your space don't, and explain why.

PICK A SUBJECT LINE

- ☒ Unpopular opinion:
- ☒ I'm going to get emails about this
- ☒ Stop [common advice]

PREVIEW TEXT

Hear me out.

THE EMAIL

Hi [first name],

Unpopular opinion: [your take, in one line].

I know, I know. [The common advice everyone repeats.]

But here's what I've seen: [why the common advice doesn't work for your reader].

[What you think they should do instead.]

[A short example.]

Agree? Disagree? Hit reply. I can take it.

[Your name]

P.S. [Optional: a soft mention of an offer that connects to today's email.]

Take a look →

LINKS GO TO

Optional: one soft link to an offer in the P.S.

Make it *yours*

Pick a real opinion, not a fake fight. Your readers can smell a manufactured hot take.

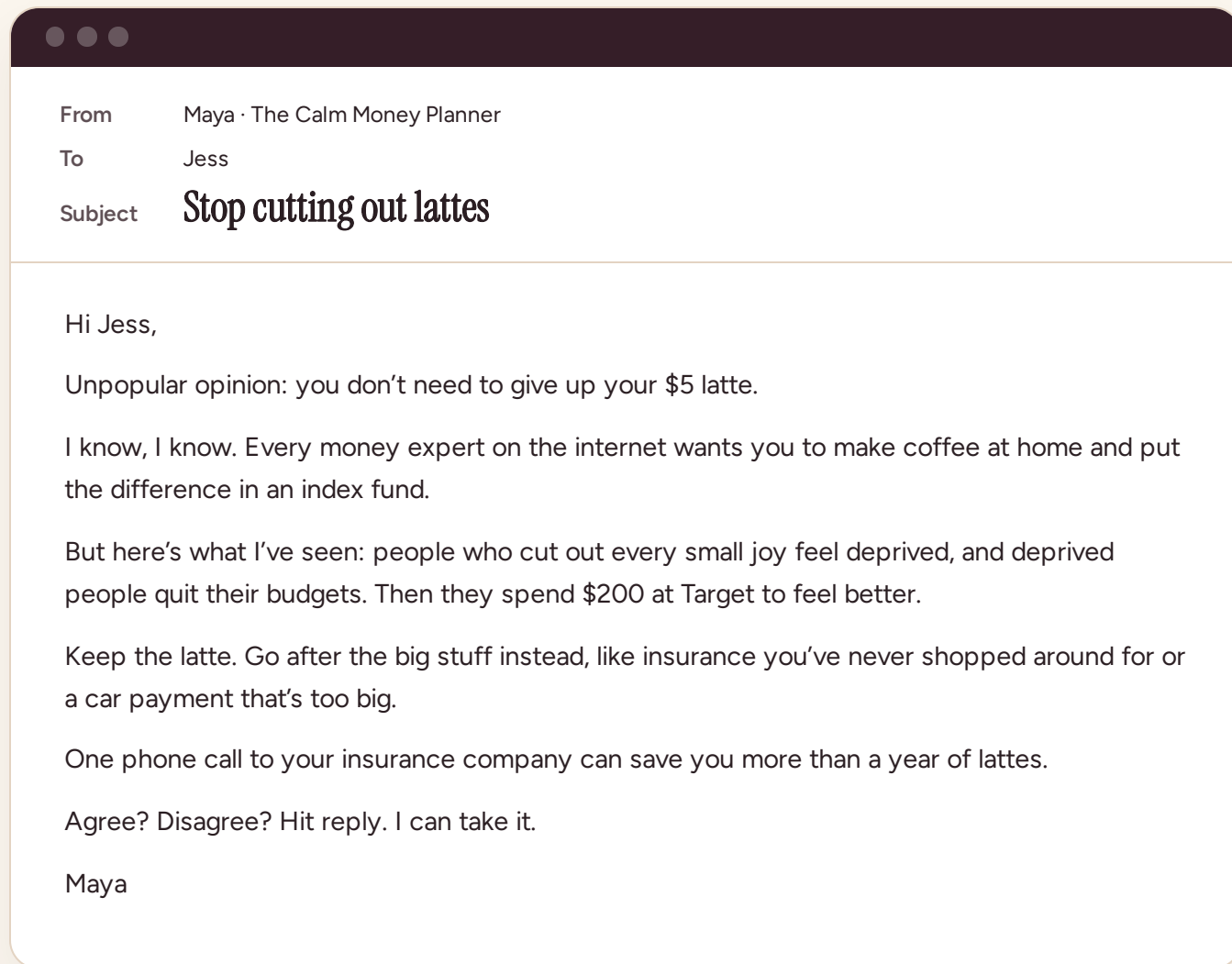
Always land on what to do instead. Criticism without a fix is just complaining.

Expect replies. That's the point. Replies help your emails land in the inbox.

TEMPLATE 04 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 05 OF 12

NURTURE

ANY WEEK · YOU'RE MAKING SOMETHING NEW

Take them behind the scenes

Its job: Show them what you're working on, so they feel like insiders and get curious about what's coming.

PICK A SUBJECT LINE

- ☒ What I'm working on
- ☒ Sneak peek (don't tell anyone)
- ☒ A look at my messy desk

PREVIEW TEXT

You're the first to see this.

THE EMAIL

Hi **[first name]**,

Want to see what I'm working on?

[What you're making or doing right now, described simply.]

[A messy or honest detail. The part nobody usually shows.]

[Why you're making it, and who it's for.]

[Ask for input, e.g. Would you rather have X or Y?]

[Your name]

P.S. Want to be first to know when it's ready? Hit reply with ME.

LINKS GO TO

Nothing needed. Replies are the goal.

Make it *yours*

This is pre-selling. Everyone who replies ME is a warm lead for your launch.

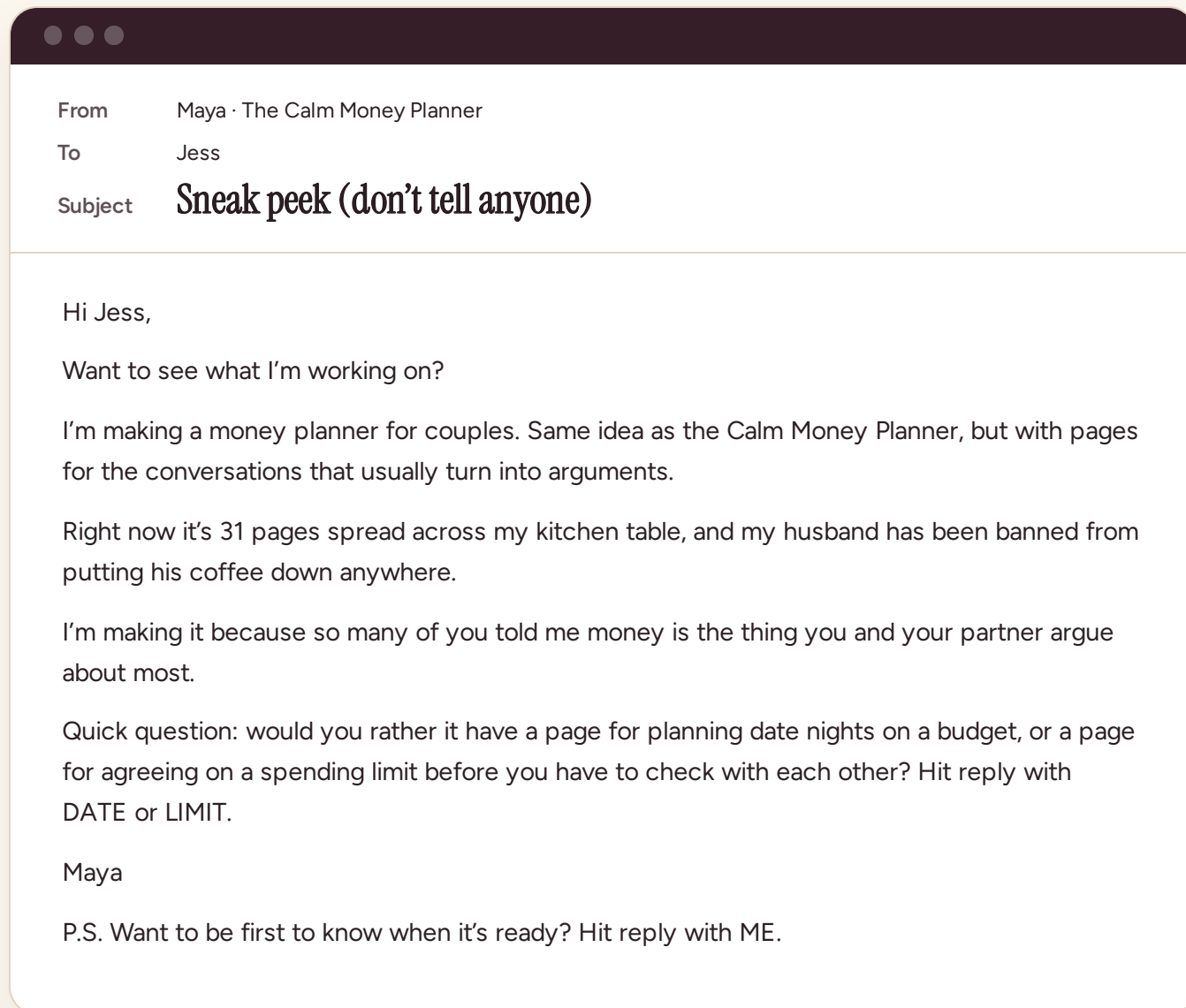
Show the mess. A photo of your desk or a rough draft makes people feel like insiders.

Asking for input makes them feel like they helped build it. People buy what they helped build.

TEMPLATE 05 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 06 OF 12

NURTURE

ANY WEEK · SOMEONE GOT A GREAT RESULT

Spotlight a customer

Its job: Tell one customer's story, so readers see themselves in it.

PICK A SUBJECT LINE

- ☒ Meet [name]
- ☒ How [name] [got the result]
- ☒ [Name]'s [result] (she's not who you'd expect)

PREVIEW TEXT

She started exactly where you are.

THE EMAIL

Hi [first name],

I want you to meet [name].

[Who they are and where they were stuck. Make them real.]

[The moment things started to change.]

[What they did. Simple steps.]

[Where they are now, with numbers or details.]

"[A quote from them.]"

[The lesson for your reader.]

[Your name]

P.S. [Name] used [offer name].

[Take a look →](#)

LINKS GO TO

Optional: one soft link to an offer in the P.S.

Make it *yours*

Ask permission first, and offer to use first name only.

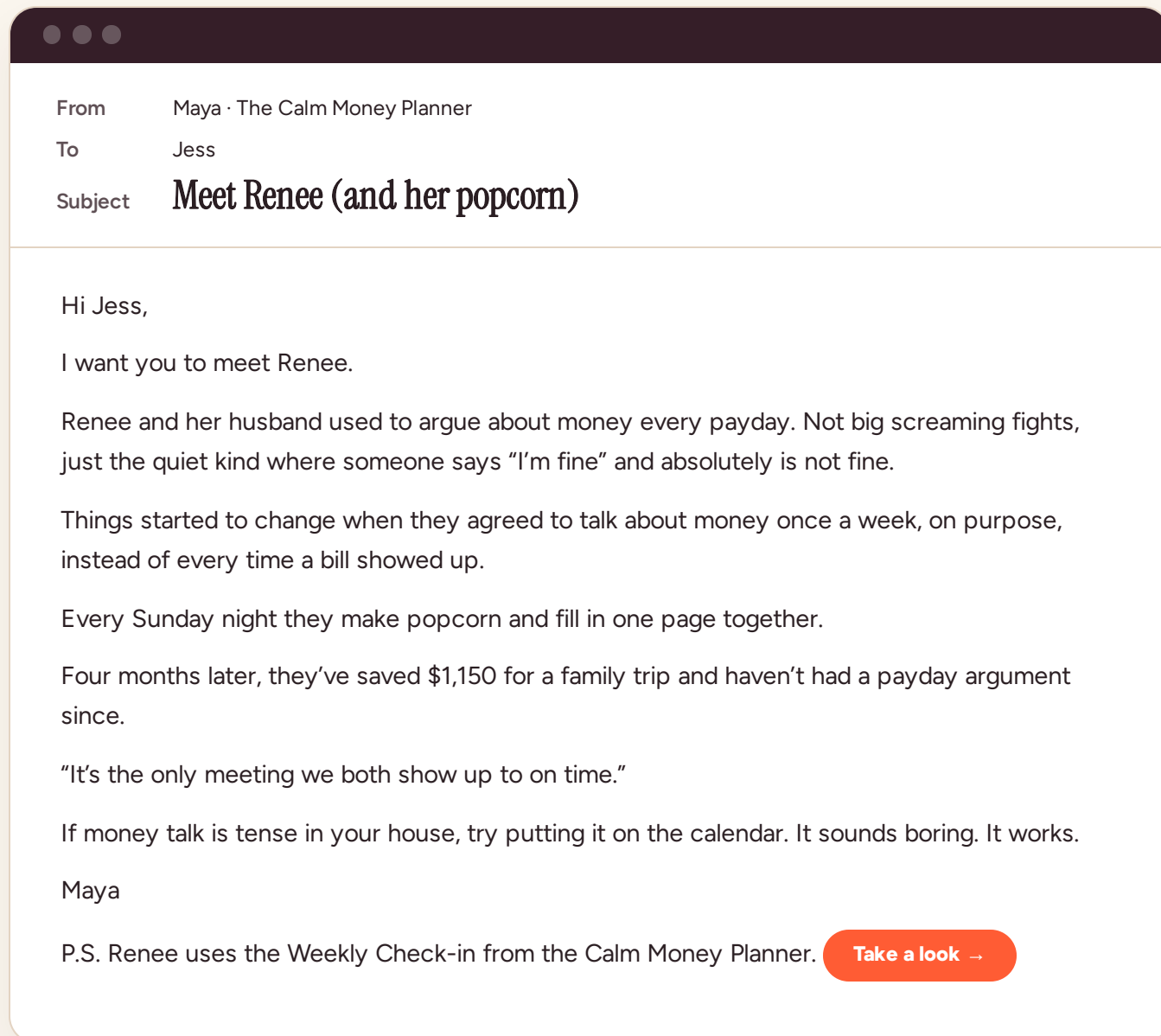
Make them a person, not a case study. The popcorn detail matters more than the dollar amount.

The offer goes in the P.S.
The story does the selling.

TEMPLATE 06 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 07 OF 12

NURTURE

ANY WEEK · YOU WANT TO HEAR FROM YOUR LIST

Ask them something

Its job: Get them replying, so you learn what they want and your emails land in more inboxes.

PICK A SUBJECT LINE

- ☒ Can I ask you something?
- ☒ Help me decide?
- ☒ Quick poll (10 seconds)

PREVIEW TEXT

Ten seconds, tops.

THE EMAIL

Hi **[first name]**,

Can I ask you something?

[The question. Make it easy to answer, ideally with one letter or word.]

[Why you're asking, in one line.]

Hit reply with **[your letter / one word]**. I read every single one.

[Your name]

LINKS GO TO

Nothing. Replies are the goal.

Make it *yours*

Easy questions get answers.

"A, B or C?" gets ten times the replies of "tell me about your journey."

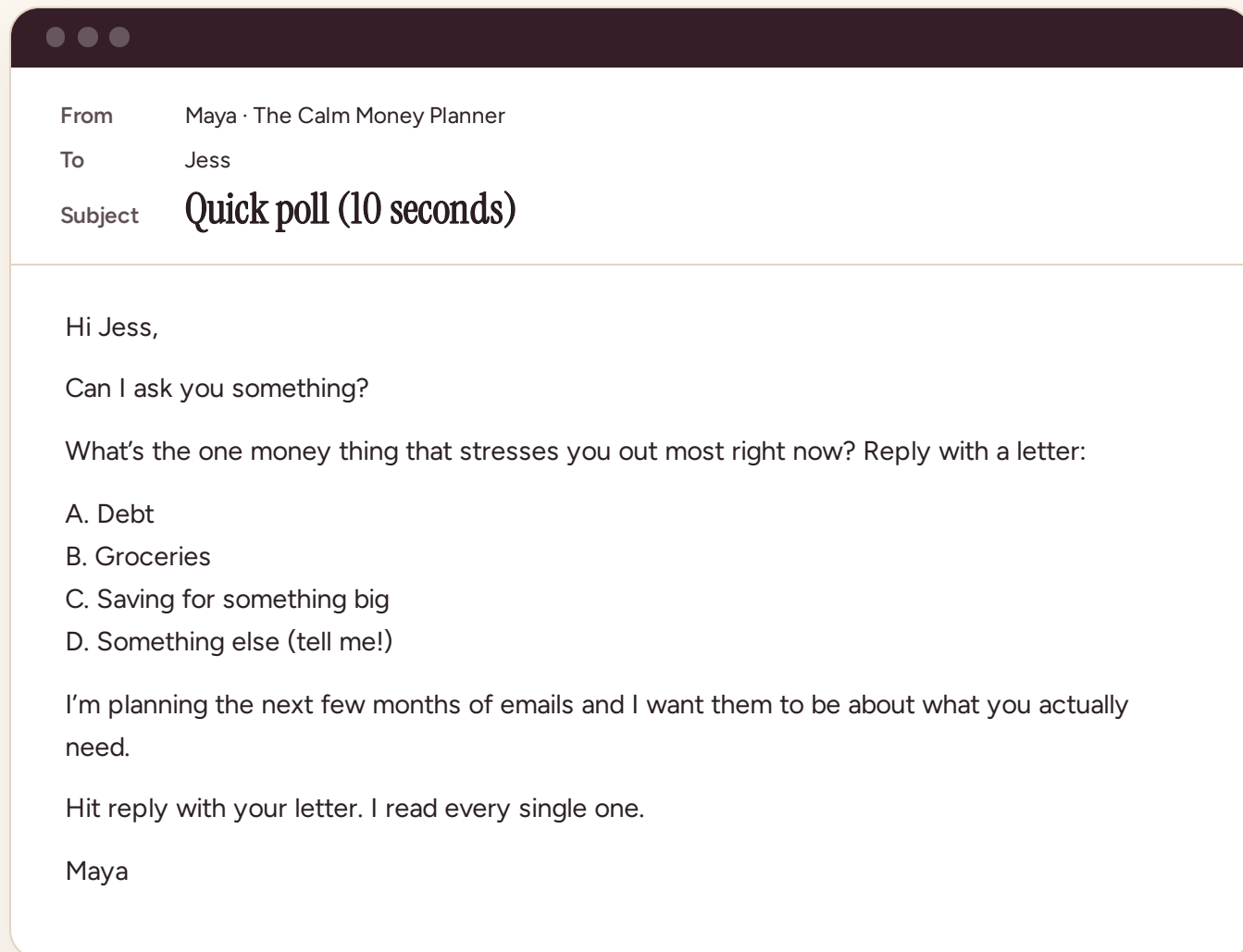
Use the answers. Then tell your list what they said. People love seeing their answer matter.

Replies are deliverability gold. They teach Gmail you're a friend, not a stranger.

TEMPLATE 07 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 08 OF 12

NURTURE

ANY WEEK · PEOPLE BELIEVE SOMETHING THAT'S WRONG

Bust a myth

Its job: Knock down something people believe about your topic and give them the truth.

PICK A SUBJECT LINE

- ✉ The **[topic]** myth that's costing you
- ✉ That's not true (sorry)
- ✉ Myth: **[the myth]**

PREVIEW TEXT

You've probably heard this one.

THE EMAIL

Hi **[first name]**,

Myth: **[the myth, the way people say it]**.

[Why people believe it. Be kind.]

Truth: **[what's actually true]**.

[Proof, an example or a simple explanation.]

So instead of **[the old way]**, try **[the new way]**.

[Your name]

P.S. **[Optional: a soft mention of an offer that connects to today's email.]**

Take a look →

LINKS GO TO

Optional: one soft link to an offer in the P.S.

Make it *yours*

Myths make great series.

Write one now and keep a list of the rest for later.

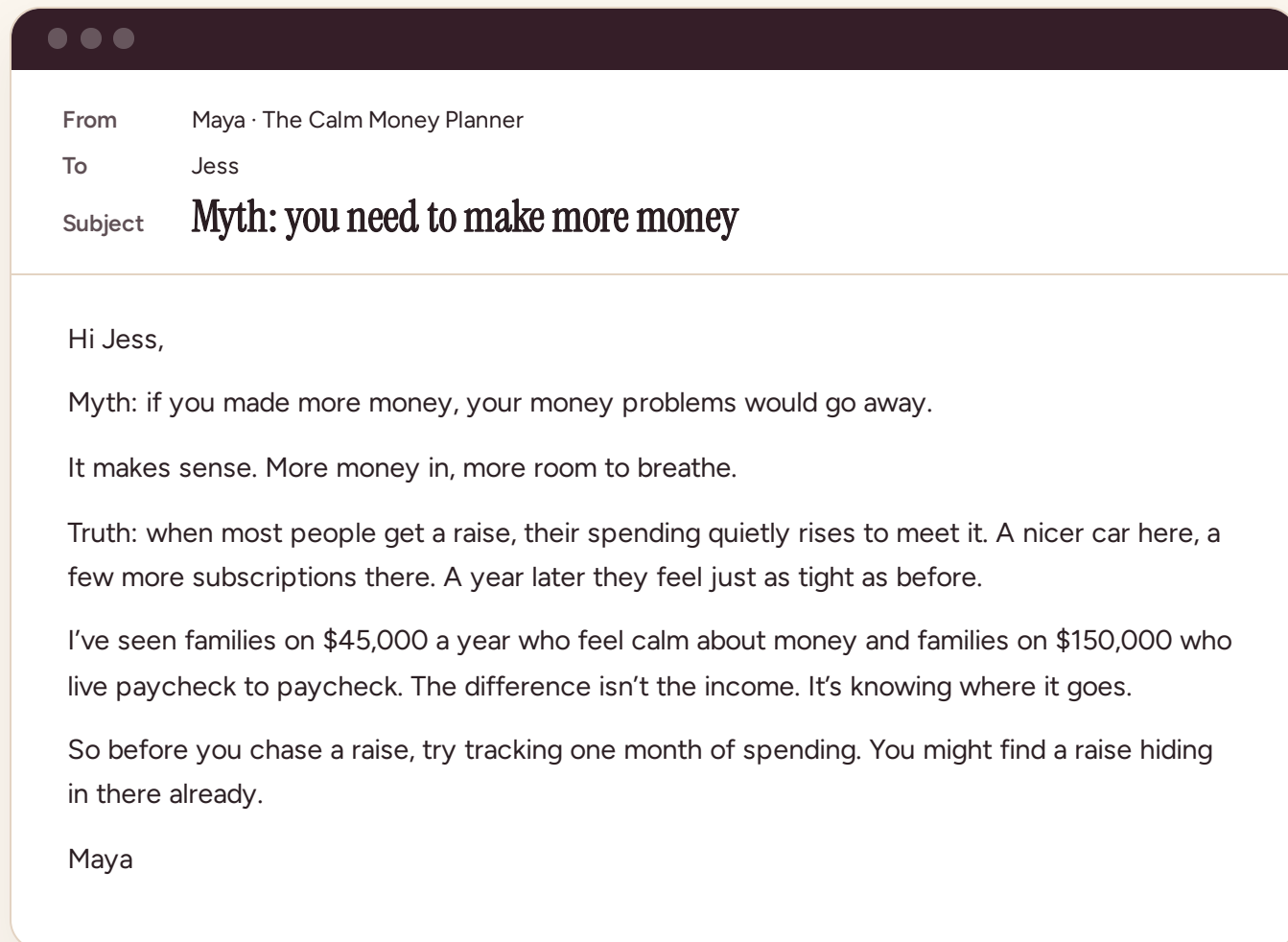
Use the exact words people use. If they say "I just need to make more," write that.

Myth busters lead naturally to offers, because your offer is usually built on the truth.

TEMPLATE 08 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 09 OF 12

NURTURE

ANY WEEK · YOU WANT AN EASY, FUN SEND

Share what you're loving

Its job: Recommend a few things you genuinely love, so they get to know you and pick up something useful.

PICK A SUBJECT LINE

- ☒ Things I'm loving lately
- ☒ My current obsessions
- ☒ [X] things that made my week

PREVIEW TEXT

Including one very silly purchase.

THE EMAIL

Hi [first name],

A few things I'm loving lately:

[Thing 1]: [why you love it, in one or two lines]

[Thing 2]: [why you love it]

[Thing 3]: [why you love it. This one can have nothing to do with your business.]

What are you loving right now? Hit reply, I'm always looking for new stuff.

[Your name]

P.S. [Optional: one of these can be your own product or an affiliate link. If it's affiliate, say so.]

LINKS GO TO

Optional: one soft link to an offer in the P.S.

Make it *yours*

Mix useful and personal.

One thing that's pure you makes the whole email feel human.

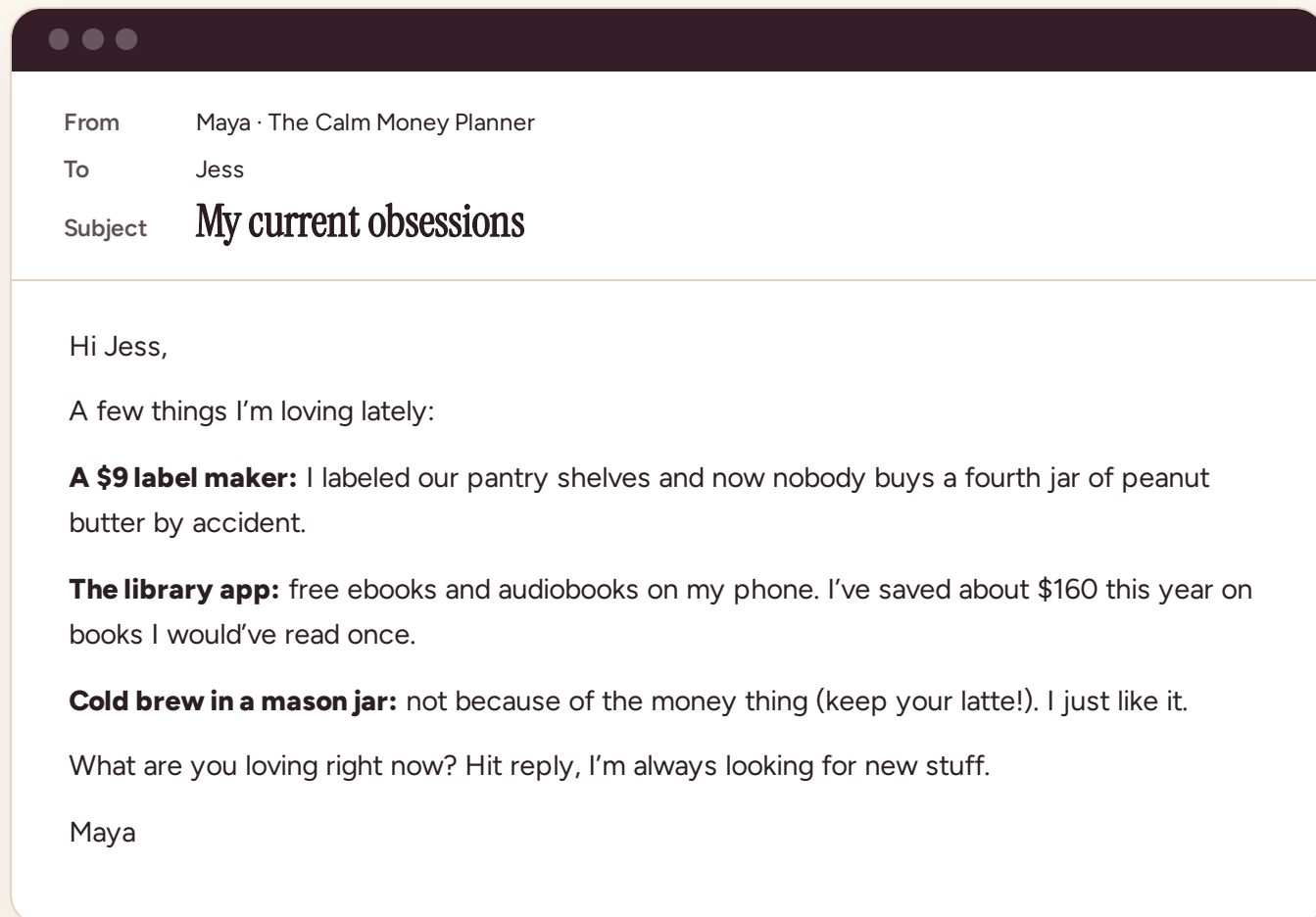
Affiliate links are fine, as long as you say so and actually love the thing.

Great for busy weeks. This one takes about 15 minutes to write.

TEMPLATE 09 • MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 10 OF 12

NURTURE

ANY WEEK · PEOPLE ARE STUCK CHOOSING

Compare two options

Its job: Help them pick between two things they're stuck on, and show off what you know while you're at it.

PICK A SUBJECT LINE

☒ [Option A] or [option B]?

☒ Which one should you pick?

☒ [A] vs [B]: the honest answer

PREVIEW TEXT

The honest answer (it depends, but not how you think).

THE EMAIL

Hi [first name],

I get asked this a lot: should you [option A] or [option B]?

[Option A] is best if [who it suits]. [The upside.] The downside: [the catch].

[Option B] is best if [who it suits]. [The upside.] The downside: [the catch].

My honest take: [your pick, and when you'd choose the other one].

[Your name]

P.S. [Optional: a soft mention of an offer that connects to today's email.]

[Take a look →](#)

LINKS GO TO

Optional: one soft link to an offer in the P.S.

Make it *yours*

Give a real answer. "It depends" without a recommendation is a cop-out.

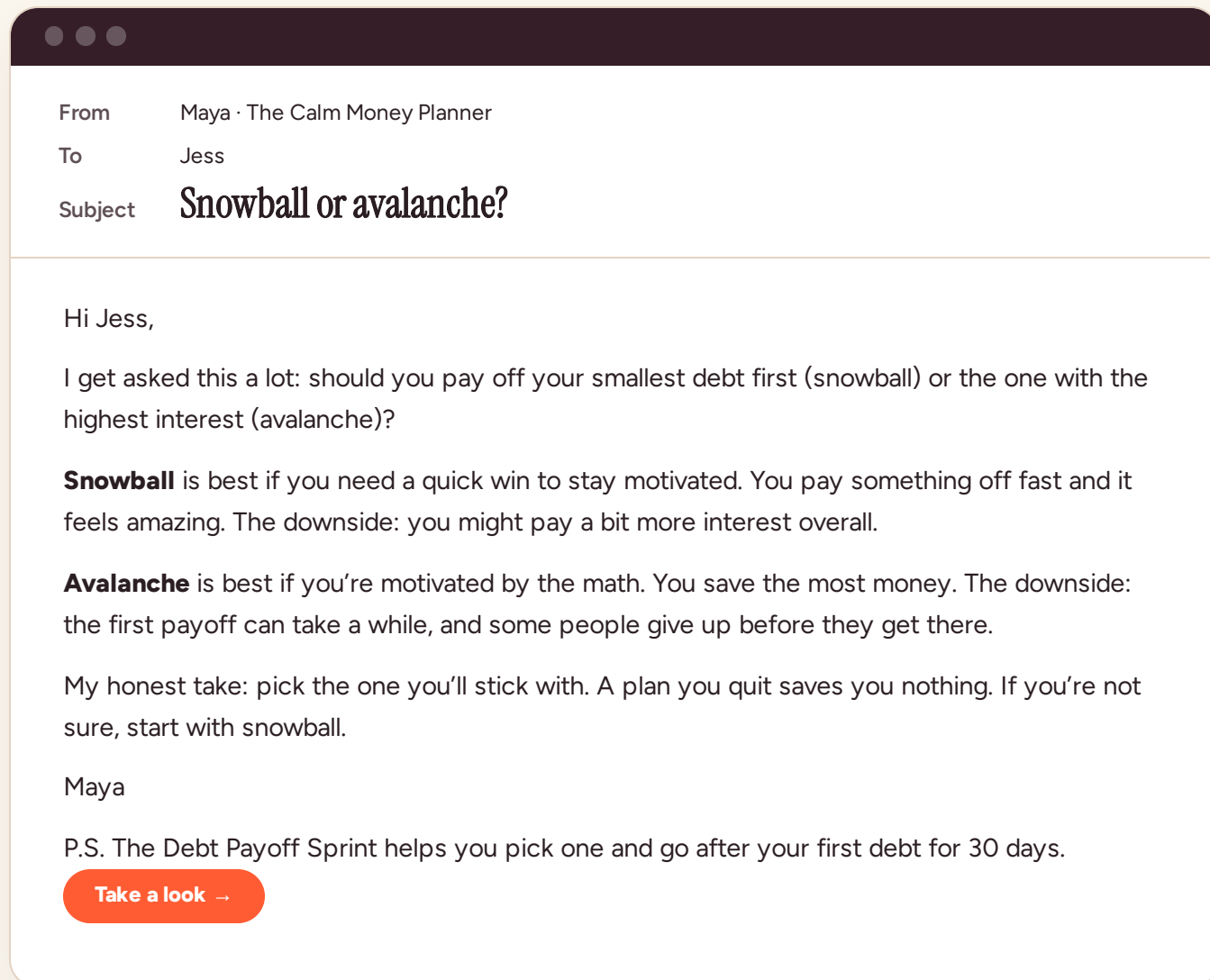
Be fair to both sides. It makes your final pick more believable.

Great comparisons: two tools, or the cheap way vs. the fast way.

TEMPLATE 10 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 11 OF 12

NURTURE

ANY WEEK · YOU HIT A MILESTONE

Celebrate something

Its job: Share a win and let them celebrate with you, then thank them for being part of it.

PICK A SUBJECT LINE

- ☒ Celebrate with me?
- ☒ We did it!
- ☒ [Number] [things]. Whoa.

PREVIEW TEXT

Grab a cupcake. Or a carrot. No judgment.

THE EMAIL

Hi [first name],

Can I share something fun? [The milestone or win.]

[What it took to get here. Keep it honest.]

[Why it matters to you.]

[Thank them, and mean it. How did they help?]

[A little something to celebrate, like a freebie or a discount.]

[Your name]

LINKS GO TO

Optional: a celebration freebie or discount.

Make it *yours*

Personal wins count. Paying off a car or finishing a project works as well as a business milestone.

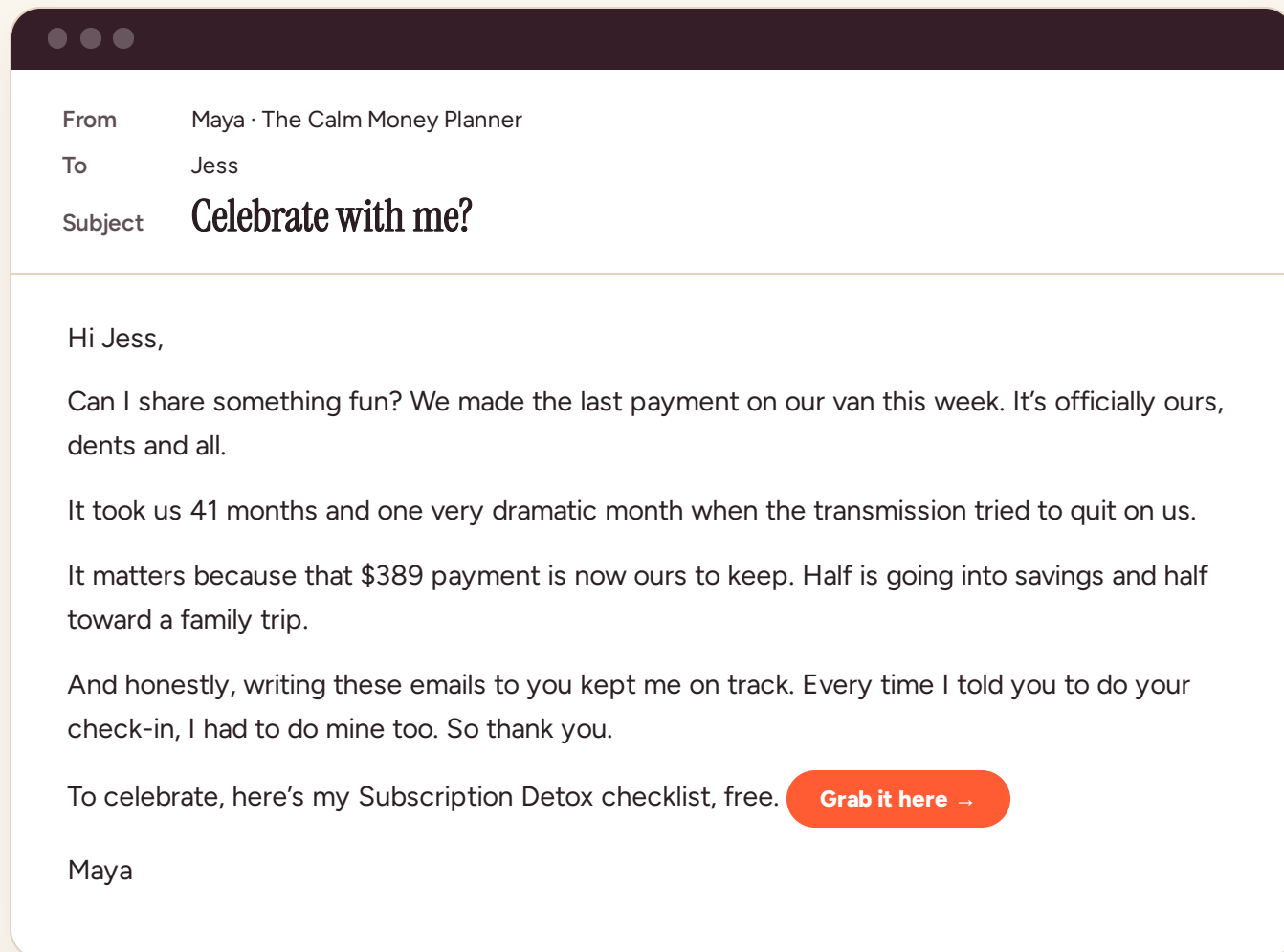
Share the messy middle. “The transmission tried to quit on us” is what makes it real.

A celebration gift turns a nice email into a clicked one.

TEMPLATE 11 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



TEMPLATE 12 OF 12

NURTURE

ANY WEEK · SOMEONE ASKED SOMETHING GOOD

Answer a reader's question

Its job: Answer a real question from a subscriber, so everyone learns and readers see you listen.

PICK A SUBJECT LINE

- ✉ You asked: [question]
- ✉ Great question from [name]
- ✉ [Name] asked me this

PREVIEW TEXT

I bet you've wondered this too.

THE EMAIL

Hi [first name],

[Name] sent me this question last week:

"[Their question, in their words.]"

Great question, and I bet [name] isn't the only one wondering.

[Your answer, in a few short paragraphs or steps.]

[One thing to do right now.]

Got a question you'd like me to answer? Hit reply. It might end up in an email. (I'll always ask before using your name.)

[Your name]

P.S. [Optional: a soft mention of an offer that connects to today's email.]

Take a look →

LINKS GO TO

Optional: one soft link to an offer in the P.S.

Make it *yours*

Save every good question

people send you. That's a year of emails, written for you.

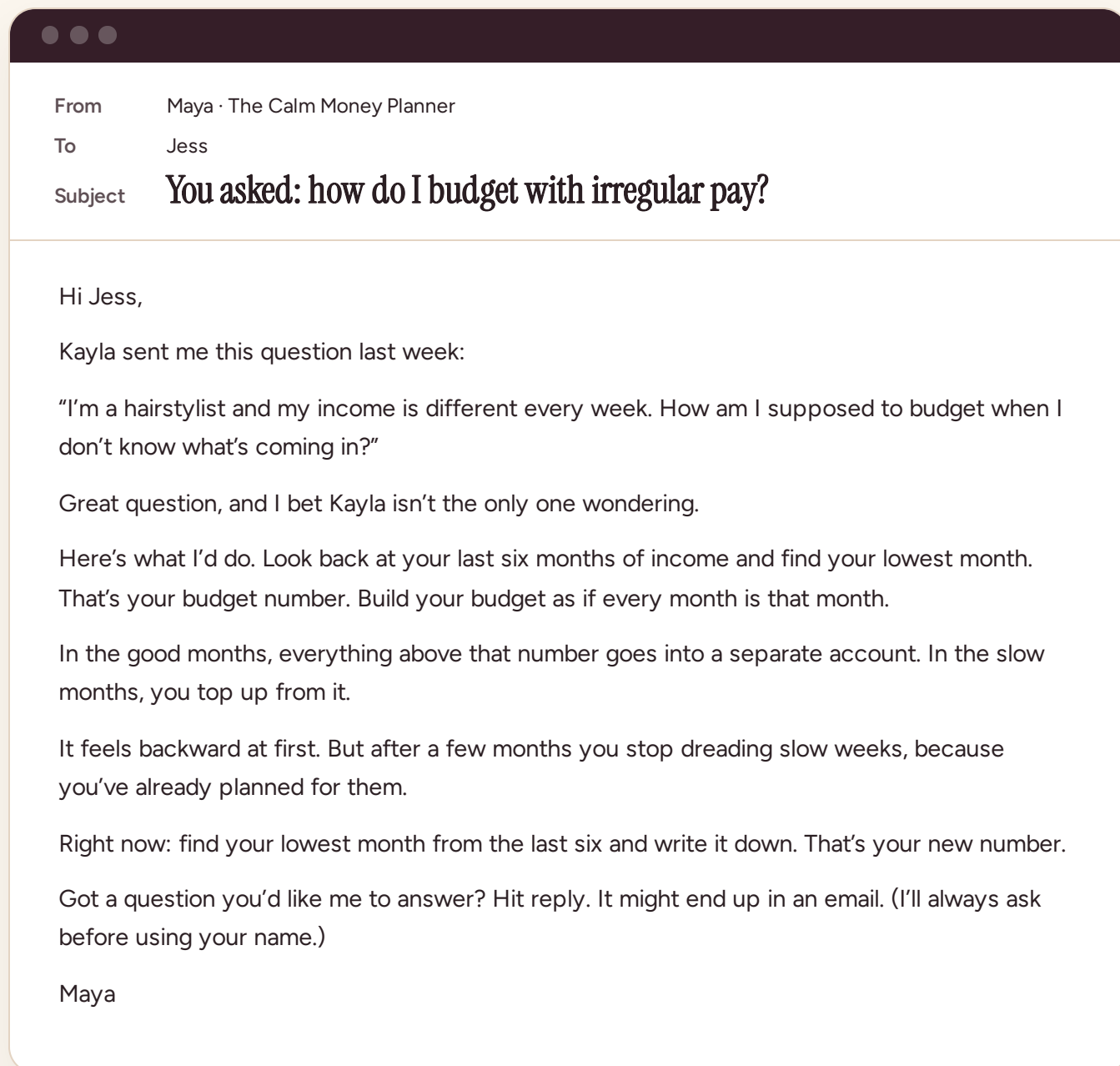
No questions yet? Use one you hear in comments or DMs.

The closing ask keeps the questions coming.

TEMPLATE 12 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



BONUS

The What Do I Email? *Bank*

Fifty email ideas for the weeks your brain is empty. Each one has a prompt to get you started, a subject line to try and the template it fits best.

How to use it: once a month, pick four ideas and write them on the planner page at the end. Mix your categories: one story, one teaching email, one community email and one that sells.

Every idea works more than once. "Something you overheard" is a new email every time you overhear something.

IDEAS 01 TO 10

Stories from your life

Everyday moments with a lesson tucked inside.

The worst job you ever had

01

What did it teach you that still applies to your reader?

TRY The worst job I ever had

USE WITH: TEMPLATE 01

Something you overheard

02

A line you heard in public that made you think about your topic.

TRY Overheard at the [place]

USE WITH: TEMPLATE 01

A childhood memory

03

A lesson from growing up that shaped how you work now.

TRY What my [grandma] taught me about [topic]

USE WITH: TEMPLATE 01

Your most embarrassing moment

04

Laugh at yourself first, then land the lesson.

TRY Please don't tell anyone about this

USE WITH: TEMPLATE 03

A purchase you regret

05

What you bought, why you bought it and what you'd do instead.

TRY I regret buying this

USE WITH: TEMPLATE 03

A purchase you love

06

The best money you've spent in your area, and why it was worth it.

TRY Best \$[X] I ever spent

USE WITH: TEMPLATE 09

Something that broke

07

A broken appliance or a plan that fell apart, and what it taught you.

TRY Well, that broke

USE WITH: TEMPLATE 01

A chat with a friend

08

Advice you gave a friend this week, shared with everyone.

TRY What I told my friend last night

USE WITH: TEMPLATE 12

A first time

09

The first time you tried the thing your reader is scared of.

TRY The first time I [did the thing]

USE WITH: TEMPLATE 01

A day out

10

Something from a trip or outing that connects back to your topic.

TRY What [place] taught me about [topic]

USE WITH: TEMPLATE 01

IDEAS 11 TO 20

Teach something

Small, useful lessons they can use the same day.

The 5-minute fix

11

One quick fix for a common annoyance.

TRY The 5-minute fix for [problem]

USE WITH: TEMPLATE 02

A step-by-step

12

Walk them through one small process in three to five steps.

TRY How to [result] in [X] steps

USE WITH: TEMPLATE 02

A beginner question

13

Answer the question you think is too basic to bother with. It isn't.

TRY The question nobody admits they have

USE WITH: TEMPLATE 12

A tool you use

14

The app, tool or template you use, and exactly how you use it.

TRY The \$[X] tool I use every day

USE WITH: TEMPLATE 09

A checklist

15

A short checklist they can screenshot and keep.

TRY Screenshot this

USE WITH: TEMPLATE 02

A common mistake

16

The mistake beginners make, and how to dodge it.

TRY Are you making this mistake?

USE WITH: TEMPLATE 08

A before and after

17

Something you fixed or improved, shown side by side.

TRY Before and after (you'll laugh)

USE WITH: TEMPLATE 06

A shortcut

18

The faster way to do something everyone does the slow way.

TRY The lazy way to [result]

USE WITH: TEMPLATE 02

A myth

19

Something everyone believes that isn't true.

TRY Myth: [the myth]

USE WITH: TEMPLATE 08

If I started over

20

If you were starting from zero today, what would you do first?

TRY If I were starting over

USE WITH: TEMPLATE 10

IDEAS 21 TO 30

Your customers and community

Let other people be the star for a week.

A customer win

21

One customer, one result, told like a story.

TRY Meet [name]

USE WITH: TEMPLATE 06

A reader question

22

Answer a question someone sent you.

TRY You asked: [question]

USE WITH: TEMPLATE 12

A poll

23

Ask them to vote on something with a one-letter reply.

TRY Quick poll (10 seconds)

USE WITH: TEMPLATE 07

The poll results

24

Share what people said last time and what you learned.

TRY You voted. Here's what won.

USE WITH: TEMPLATE 07

A thank you

25

Thank your list for something specific they did.

TRY I just want to say thanks

USE WITH: TEMPLATE 11

A shout-out

26

Feature someone in your community who's doing something cool.

TRY You should know [name]

USE WITH: TEMPLATE 06

A reply that made your day

27

Share a reply (with permission) and why it mattered.

TRY This reply made my week

USE WITH: TEMPLATE 06

A collab partner

28

Introduce someone you trust and what they do.

TRY My friend made you something

USE WITH: THE COLLAB EMAIL KIT

What you're all stuck on

29

Share the struggle most people told you about, then help with it.

TRY What you told me (and what to do about it)

USE WITH: TEMPLATE 07

Ask for help

30

Ask your list for advice on something real.

TRY Will you help me?

USE WITH: TEMPLATE 07

IDEAS 31 TO 40

Opinions and behind the scenes

Let them get to know the person behind the emails.

An unpopular opinion

31

Something you believe that most people in your space don't.

TRY Unpopular opinion:

USE WITH: TEMPLATE 04

A trend you're skipping

32

A trend in your industry and why you're not doing it.

TRY I'm not doing [trend]

USE WITH: TEMPLATE 04

What you're working on

33

A sneak peek at something you're making.

TRY Sneak peek (don't tell anyone)

USE WITH: TEMPLATE 05

Your real routine

34

How you actually do the thing you teach, day to day.

TRY What my [Sunday] really looks like

USE WITH: TEMPLATE 05

Your numbers

35

Real numbers you're happy to share, and what they taught you.

TRY My numbers this month

USE WITH: TEMPLATE 11

A milestone

36

A win, big or small, and who helped you get there.

TRY Celebrate with me?

USE WITH: TEMPLATE 11

A change of mind

37

Something you used to believe and don't anymore.

TRY I was wrong about [thing]

USE WITH: TEMPLATE 03

A note to younger you

38

What you'd tell yourself when you were just starting.

TRY Dear [age]-year-old me

USE WITH: TEMPLATE 01

This vs. that

39

Help them choose between two options they're stuck on.

TRY [A] or [B]?

USE WITH: TEMPLATE 10

Your favorite things

40

A few things you're loving, including one silly one.

TRY My current obsessions

USE WITH: TEMPLATE 09

IDEAS 41 TO 50

Selling without the ick

Emails that sell because they help.

Why you made your offer

41

The story behind it, told like a story.

TRY Why I almost didn't make this

USE WITH: SALES SEQUENCE, EMAIL 2

One part of your offer

42

Zoom in on one page or piece and what it does for them.

TRY My favorite page in [offer]

USE WITH: TEMPLATE 02

Who it's not for

43

Be honest about who shouldn't buy. It builds trust fast.

TRY Please don't buy this if...

USE WITH: TEMPLATE 04

A buyer's first win

44

What a customer did in their first week with it.

TRY Day 3 with [offer]

USE WITH: TEMPLATE 06

The big question

45

Answer the question people ask most before they buy.

TRY Is [offer] worth it?

USE WITH: TEMPLATE 12

The cost of waiting

46

What putting it off is costing them, with a story.

TRY What putting it off cost me

USE WITH: CLICKED-BUT-DIDN'T-BUY, EMAIL 2

How you made it

47

The messy behind-the-scenes of building your offer.

TRY How I made [offer] (the messy version)

USE WITH: TEMPLATE 05

Free vs. paid

48

Your offer compared to the do-it-yourself route.

TRY Can't I just do this for free?

USE WITH: TEMPLATE 10

Do the math

49

Cost per use, time saved or money it makes back.

TRY Let's do the math

USE WITH: TEMPLATE 10

The P.S. pitch

50

Any helpful email, with a one-line offer mention in the P.S.

TRY [Any subject from this list]

USE WITH: ANY TEMPLATE

YOUR MONTH

Plan your next *four emails*

Pick four ideas from the bank and mix your categories. Fill this in once and you're done thinking about it for a month.

When	Idea #	Template	Subject line	Offer in P.S.?
Week 1				
Week 2				
Week 3				
Week 4				

Next month:

When	Idea #	Template	Subject line	Offer in P.S.?
Week 1				
Week 2				
Week 3				
Week 4				

Can't decide? Go with whatever made you laugh or roll your eyes this week. If it got a reaction out of you, it'll get one out of them.

THAT'S ALL TWELVE

You will never have *nothing to say* again.

Twelve templates and fifty ideas. That's more emails than there are weeks in the year.

Ready to sell? Grab the Sales Sequence from From Welcome to Sale, then come back here.

Something to say, every single week.

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