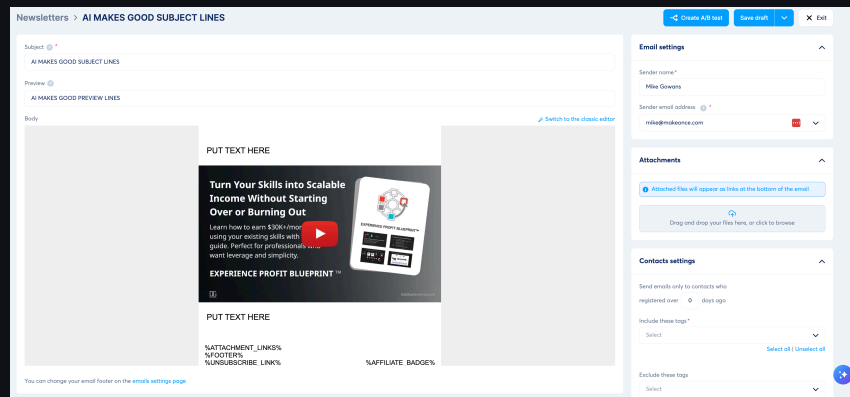


EMAIL MARKETING WITH AI

Day 3 — Build Emails That Actually Convert

In this session:

- Why email still wins
- The 3-part email framework
- Mini campaigns that build trust
- Video inside email
- AI-generated video



Email is the only thing you actually own.

SOCIAL MEDIA

You're renting
someone else's platform.

EMAIL LIST

You own it.
No algorithm controls it.

AI + EMAIL

10x faster.
10x more consistent.

Today you learn how to build both the emails AND the system.

Every Great Email Has 3 Parts

01 HOOK

Stop the scroll.
Make them need to read the next
line.

*"I almost quit email entirely. Then
this happened."*

02 STORY

One idea. One lesson.
Keep it short. Make it real.

*A quick story or tip they can use
today.*

03 CTA

One clear next step.
Never more than one ask per email.

*"Reply to this email with
BLUEPRINT below and I'll send it."*

We're going to build one of these live right now — with AI.

The AI Email Prompt

AI PROMPT — copy & paste this

Write a short email using this structure:

HOOK: Start with a bold, curious first line that stops the scroll.

STORY: Share one quick tip or lesson related to [YOUR TOPIC].

Keep it under 100 words. Write like a real person.

CTA: End with one clear action.

Use: "Replay to the email with [KEYWORD] below and I'll send it to you."

Tone: Direct, conversational, no fluff.

Format: Short paragraphs. No bullet points. Under 200 words total.

Topic: [PASTE YOUR TOPIC HERE]

Paste this into Claude or ChatGPT. Then we edit it together.

One Email is a Shot. Three Emails is a System.

1 Teach Something

Give real value.
No pitch. Just help.

EMAIL 1

2 Show Proof

A story, result,
or example.

EMAIL 2

3 Make the Ask

Now they trust you.
Now they're ready.

EMAIL 3

This is a relationship. Not a broadcast. AI writes all three in under 10 minutes.

The Email Gets the Open. The Video Does the Work.

HOW IT WORKS

- You don't embed video in email.
- You add a thumbnail image.
- That image links to your video.
- They click → they watch → they convert.

YOUR EMAIL →

Subject: I almost gave up on content...

Here's what changed everything for me...



Click to watch →

You Can Make a Video Without a Camera.

01 Write the Script

Claude / ChatGPT

Give it your topic.
Get a 60-second script.

02 Generate the Video

FREEPIK + CapCut

Paste the script.
AI creates the visuals.
CapCut can make it come to life.

03 Make the Thumbnail

Freepik / Canva

Use your AI likeness.
Dark, bold, on-brand.

04 Link It in Email

Any email platform

Thumbnail → link.
Email drives the click.

READY TO GO DEEPER?

This was the overview. VIP is the full system.

VIP ACCESS — \$27

- ✓ Full email campaign templates — done for you
- ✓ Video-in-email workflow — step by step
- ✓ AI video creation — full walkthrough
- ✓ Prompt library — copy and paste everything

skool.com/easyai