

Dear Ms. Dixon...and you are?

Monday, March 30, 2009
12:25 PM

Objective: To improve our email invitations!
Comments from Catherine at the bottom of the copy of this email.

CC:

Subject: Come join me at Trickle-Up Economics on A Conscious Place

A Conscious Place
What practice brings you to a conscious place?



Barbara Dixon

Barbara Dixon has invited you to the event 'Trickle-Up Economics' on A Conscious Place!

Check out "Trickle-Up Economics" on A Conscious Place

Barbara Dixon



Time: April 4, 2009 from 10am to 2pm
Location: William Howard Taft National Historic Site
Organized By: Barbara Dixon

Event Description:

Here's the good news! There are many people who will thrive in this economic climate, it can be you? We are looking for 20 motivated people who have decided to thrive and to grow, then this class will be closed.

Mindful Resolutions is offering the free seminar, Trickle-up Economics: How to Develop Financial Security in a Changing World, on April 4th from 10-2 pm at eh beautiful William Howard Taft Historic Site. This seminar is to help people to regain some confidence in their ability to thrive and to grow, and to create a Plan B. We have tried "trickle-down economics"—it didn't work—Now let's build from the ground up! True financial security is an inside job—it's about having a mindset for success. You must register to attend.

The seminar will cover topics including:

- Building an "Inner-Structure" for Success

Values, Vision, Purpose & Mission

- Business Fundamentals and Strategies
- How to Keep More of the Money That You Earn
- How to Evaluate an Opportunity
- Creating a "Plan B"- Stimulating Your Economy
- How to Run a Home-Based Business
- Explore Business Opportunities

Barbara Dixon is the presenter, along with Michael Reece, David Dickey, and Michael Allison. Barbara Dixon, the founder of Mindful Resolutions, has presented classes locally, online, and throughout the United States for over 25 years. She is the author of 7 Principles for Purposeful Living, Opening to God as Source: Discovering the Keys of the Kingdom, and co-author of Who Told You?, with Rev. Robert Yarbrough. Barbara is the creator of the Mindful Millionaires Coaching Program and many booklets, including How to Plug the Leaks in Your Finances. Go to www.mindfulresolutions.net for a free download. Snacks will be provided.

If you would like more information about this event or to schedule an interview with Barbara Dixon, contact David Dickey, 513 252-5568, or email Barbara, bdixon1122@gmail.com.

See more details and RSVP on A Conscious Place:

<http://www.aconsciousplace.com/events/event/show?id=2062413%3AEvent%3A9331&xgi=5sxIvkc>

About A Conscious Place

Share your "Conscious Places", practices & insights - from the Enneagram to Spiral Dynamics, Mindfulness Meditation and other paths.



192 members
244 photos

23 discussions
63 Events

Screen clipping taken: 3/30/2009, 12:27 PM

Turn to the next page for Catherine's suggestions

Dear Ms. Dixon:

Here are some suggestions to help you with your e-mail invitations in the future...

From master copywriter, Catherine Franz..

I receive at least 10 invitations a week to things. I want to know how I met you or how have you learned about me (make the connection first).

What city is the “William Howard Taft National Historic Site” in? I receive loads of invites to places I’m not even close to. I had to read more to learn it’s an “in-person” event and by phone. Too deep into the info, many people will not go that far. I finally realized this when I read “snacks provided.”

Your link: <http://www.aconsciousplace.com/events/event/show?id=2062413%3AEvent%3A9331&xgi=5sxIvkc> requires me to join. But I’m not ready. I still don’t know any of the above. You haven’t created a relationship with me. My inner thoughts were, “Not another social place. I’m not ready to commit.”

“If you would like more information about this event or to schedule an interview with Barbara Dixon, contact David Dickey, 513 252-5568, or email Barbara, bdixon1122@gmail.com.” Why would I need to contact a David Dickey to get more information about this event? Who is David Dickey? And “schedule an interview” – schedule for what interview?

There’s too many call to actions. Only do one. And focus everything in the message towards giving me information moving towards this one.

Example: When you present too many shoes to a woman, she normally buys the first one she handled or she doesn’t buy anything at all. This holds true when there’s too many calls to action.

Final analysis, whenever you send out an invitation (and want a good response), critique it from a “I don’t know anything about me (you) or about this” perspective before you release it.

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