

## Personal Story Template for Email Series

This template helps you insert relatable anecdotes or examples in your 14-part email series without sharing your personal history. Members can plug in their own experiences, struggles, or 'aha moments' to make the emails more engaging.

### Step 1: Start with a relatable problem

Begin by describing a common challenge your audience faces.

Example prompts:

- “I remember when I first tried to [X] and kept running into [Y]...”
- “Many beginners struggle with [problem] because [reason].”
- “[Your niche] can be confusing at first, especially when [situation].”

### Step 2: Show your reaction or insight

Share your initial feelings or thoughts about the problem.

Example prompts:

- “I felt overwhelmed / frustrated / lost because...”
- “It didn’t make sense at first why [X] wasn’t working...”
- “I realized something important: [insight].”

### Step 3: Introduce the solution or discovery

Connect the problem to a solution (Wealthy Affiliate feature, strategy, or principle).

Example prompts:

- “That’s when I discovered [tool/strategy], and it changed everything...”
- “Using [Wealthy Affiliate feature] helped me finally [achieve result].”
- “Once I applied [strategy], I noticed a big difference: [result].”

### Step 4: Highlight the benefit or outcome

Show the positive impact the solution had on you or could have on the reader.

Example prompts:

- “After [action], I could finally [result].”
- “It saved me [time/money/stress] and helped me [achieve goal].”
- “This approach allowed me to stay consistent, grow my audience, and build confidence.”

### Step 5: Connect it back to the reader

Encourage readers to imagine themselves in your shoes.

Example prompts:

- “If you’ve ever felt [problem], this is exactly why [solution] works.”
- “You don’t need to figure it all out alone—[tool/community] is here to help.”
- “Imagine how much easier it would be if you could [achieve result] while avoiding [common mistake].”

### **Optional: Add a quick call-to-action**

Example prompts:

- “Check out [Wealthy Affiliate feature] here: [affiliate link]”
- “Start using [tool] today to make [desired outcome] easier.”

### **Tips**

- Keep stories short (2–3 paragraphs).
- Use specifics to make them believable, but leave space for your own voice.
- Rotate stories across different emails to match the problem or solution being highlighted.