

EMAIL SEQUENCE FOR PROSPECTIVE PET FIRST AID INSTRUCTORS

EMAIL 1

Subject: Your free instructor information, {{ subscriber.first_name | strip | default: "friend" }}!

Hi {{ subscriber.first_name | strip | default: "friend" }},

My name is Cara, pet guru at ProPetHero.

Thanks for your interest in the ProPetHero Instructor program. As a ProPetHero instructor, you'll enjoy some awesome benefits like:

- An additional source of income
- The ability to train students online as well as the classroom
- A dashboard where you'll manage your students
- The ProPetHero team & community
- Being able to teach how you want, when you want, where you want, and at the price you want

And all for just one low monthly fee once you complete your training.

Ready to get started? [Schedule your spot in an instructor class.](#)

(signature)

EMAIL 2

Subject: {{ subscriber.first_name | strip | default: "friend" }}, one question I hear often is...

Hi {{ subscriber.first_name | strip | default: "friend" },

The number one question I get from future instructors like you is:

How long until I can start teaching pet first aid to other people?

The course is condensed into two days. As soon as you complete the course, you will earn your PPH instructor certificate and will be **ready to teach classes the very next day.**

That means if you sign up today and take the next available course, you're likely just a few weeks away from a new income stream.

In a world where we want things immediately, you're very close to doing something that you want. [Click here to pick out course dates.](#)

(signature)

EMAIL 3

Subject: You're so close, {{ subscriber.first_name | strip | default: "friend" }}!

Hi {{ subscriber.first_name | strip | default: "friend" }},

Have you ever met someone who talks about doing something, but it's always in the future?

The problem with someday is that it usually remains in the future.

You've done the hard part: Deciding that you want to be a pet first aid instructor. And you can be sure that we'll be right here with you every step of the way – while you complete your training and we'll support you when you're certifying others in pet first aid through our online platform, if you choose that option.

You can be one of the few people who make *someday* today. [Click here to pick a course date](#) that works with your schedule... and someday soon, **you could be teaching pet first aid to others** and earning a nice supplemental income.

(signature)