

Email No.	2	Goal	Sign-Up Reminder	Word Count	250±
Day	2	CTA	4 Options		
Subject	Your next step towards speaking Spanish fluently				

Hola *[name]*,

Thank you for signing up for the free Spanish class for beginners! Wondering where to go from here?

1. Join the free class

If you haven't already, take a look at the free beginner's class *[link]*. Stay tuned for a quick introduction to Shutdown Syndrome, 3 myths about language learning that slow down your progress and how to overcome them.

2. Take a look at our course features

Our innovative program offers a combination of

- short, to-the-point videos with accompanying worksheets
- personal tutoring via email and Zoom
- a supportive community to keep you on track

You can find a full list of details and the chance to enroll at a reduced price here *[link]*. We add more material every month!

3. Find ABC Spanish Now on Instagram *[link]*

Follow me at @abcspanishnow *[link]* to get some Spanish in your feed. I post new vocabulary, teach you how to pronounce it and give a tip about using it in conversation. It's a new mini lesson every day!

4. Email me with any and all questions you might have

Did you have trouble accessing the class or downloading the worksheet? Do you want to know what level your Spanish is currently at? Do you need more information on why this is the right program for you? Please hit reply *[link]* and let me know! I want to get to know you and help you figure out the next step towards speaking Spanish fluently.

Gracias, and talk soon!

Your Spanish Tutor

Jennifer

ABC Spanish NOW

Email No.	3	Goal	Motivation	Word Count	140±
Day	3	CTA	Try free class		
Subject	Why speaking Spanish could boost your career				

Hola [name],

have you thought about what speaking another language can do for your career?

Back in 2017, a report by New American Economy [\[link\]](#) found that demand for bilingual workers in the US had more than doubled over a five year period, with Spanish being among the top three sought-after languages.

Being bilingual can open up new job opportunities for you and significantly increase your income potential. Even if you are perfectly happy with where you are in your career, speaking another language will make you more valuable to your current employer!

I know that speaking Spanish took my career in new and interesting directions! I have been involved for years in community work that requires my use of Spanish, I've worked as a bilingual service representative for a huge mortgage company, and I even qualified as a professional Spanish interpreter for area schools, hospitals, and police departments. For the last couple of years, I have been teaching Spanish and love helping people develop their skill set.

Do you want to benefit from being bilingual? Our well-thought-out videos and supportive community make learning Spanish fun and satisfying. Head over to the free trial lesson [\[link\]](#) for beginners and have a look at our program [\[link\]](#).

I believe in you - Creo en ti!

Talk soon,

Your Spanish Tutor

Jennifer

ABC *Spanish* NOW

Email No.	12	Goal	Open communication	Word Count	100±
Day	21	CTA	Sign up or respond		
Subject	What can I do for you?				

Hola *[name]*,

It's been 3 weeks since you signed up for the free beginner's class and I noticed you haven't decided to enroll yet. **What can I do for you?** Have you been comparing different apps programs and can't quite make up your mind yet?

If that's the case, **feel free to email me *[link]* any questions or comments you have.** *I have developed this class to work in people's everyday lives, so I greatly appreciate your feedback, ideas and requests.*

Looking forward to hearing from you!

Talk soon,

Your Spanish Tutor

Jennifer

ABC *Spanish* NOW

Email No.	14	Goal	Tip	Word Count	200±
Day	25	CTA	Schedule Evaluation		
Subject	Why Google Translate might do your Spanish more harm than good				

Hola [name],

Have you ever tried to translate a sentence with Google, shown it to a native speaker and were met with nothing but confused faces? Google Translate has to be one the most tempting resources for language learners. Just type in your native language and press play! However, while it can work in a pinch, Google Translate is unable to take the context of individual words into account and more often than not produces gibberish – technically correct but practically unintelligible.

Additionally, if you start to rely on automated translation programs, you undercut your own confidence. It's much more productive to start with the vocab you already know, look up individual words you want to fill in and build simple structures – this way, you will actually retain what you are saying and the likelihood of you being understood increases significantly.

I speak from experience here. I thought I was an intermediate learner already, only to discover I really was still at beginner level, when arriving in Nicaragua. Would you like an assessment of your level and recommendations on what you can do to become fluent? Then sign up for a free one on one evaluation today! [\[Link\]](#)

Talk soon,

Your Spanish Tutor

Jennifer

ABC *Spanish* NOW

Email No.	15	Goal	Tip	Word Count	300±
Day	27	CTA	IG follow		
Subject	Three tips to overcome fear of failure				

Hola *[name]*,

We've all had that surge of adrenaline when we're asked a question in a foreign language and struggle to put together an answer. In the long run though, fear can paralyze you, leaving you unable to access your knowledge and put it to good use. That's why today I want to share 3 strategies with you to overcome fear.

- 1. Accept that you will make mistakes.** Mistakes really are inevitable when you are starting to learn a language. Even native speakers will misspeak sometimes. Knowing this will help you be patient with yourself.
- 2. A sense of humor will help!** I remember once showing a picture to a Nicaraguan man, pointing to a blind person and accidentally using the word for "pig"! As soon as it left my mouth I knew I had messed up. Thankfully he burst into laughter and we could laugh it off together. What's done is done – might as well turn it into a funny story!
- 3. Practice. A lot.** Practice with your mate. Practice with your dog. Practice at the wall. You don't always have to practice with someone who understands or can react, just start forming sounds, words and sentences. That way, when the next real-life opportunity to speak Spanish comes along, you're better prepared and know you can do it.

There's a Spanish proverb: "Vivir con miedo es como vivir a medias" – "a life lived in fear is a life half-lived". We could say the same about language learning: Don't speak Spanish half-heartedly – go for it!

Would you like more tips on how to improve your language learning? I often post in my Instagram stories. You're welcome to follow me *[link]* and get a new Spanish word in your feed every day!

Talk soon,

Your Spanish Tutor

Jennifer

ABC *Spanish* NOW