

## Ready-to-use email templates

Copy, personalize, and send. Bracketed text is yours to fill in.

### GUIDE CLIENT (BEFORE THE JOURNEY)

Subject: Something I'd like you to try before our next session

Hi [Name],

I want to share something with you before our next session. It's called Why Do You Create? — a free, private reflective experience that takes about 15–25 minutes.

It'll ask you questions about your creative identity, what holds you back, and what permission you need to give yourself to keep going. At the end, you'll get a personal manifesto about your creative purpose.

Everything you write is private. I won't see any of it unless you choose to share it with me afterward. If you do share, it'll give us incredible material to work with together.

Here's your link: [your invite link from your guide dashboard]

Try to do it somewhere quiet, with no distractions. Be honest with yourself — that's when it works best.

### FACILITATOR GROUP (BEFORE WORKSHOP)

Subject: Prep for [date] — a creative reflection exercise

Hi everyone,

In our upcoming session on [date], we're going to do something a little different. It's called Why Do You Create? — a reflective experience designed for people who make things.

[If assign & discuss format:] I'd like you to go through it before we meet. It takes 15–25 minutes. Do it somewhere quiet. Be honest — nobody else will see what you write.

[If single session format:] We'll go through it together during the session. Just bring a phone or laptop with you. Everything else will be explained when we meet.

Here's the link: [room link from your facilitator dashboard]

A few things to know: everything you write is completely private. I can see group-level patterns, never individual answers. You'll have a chance to share as much or as little as you want when we debrief together.

See you [date].

[Your name]

**GUIDE   CLIENT (AFTER THE JOURNEY)**

Subject: Thinking about our session

Hi [Name],

I've been thinking about what came up in our conversation after your journey. [Reference something specific they shared — a fear they named, a part of the manifesto that resonated, the permission they gave themselves.]

Before our next session, I'd love for you to sit with this question: [a specific coaching question based on what they shared]. No need to write anything down. Just let it be in the back of your mind.

Also — if you haven't already, save your manifesto somewhere you'll see it. Above your desk, in your notes app, wherever you'll find it when you need it.

[Your name]

**FACILITATOR   GROUP (AFTER WORKSHOP)**

Subject: After our session — what comes next

Hi everyone,

Thank you for showing up the way you did in our session. The conversation we had after the journey was [honest/powerful/moving/exactly what I hoped for].

A few things to carry forward:

- Your manifesto is yours. Save it somewhere you'll see it.
- The journey is designed to be taken again. Your answers will shift over time — that shift is itself valuable.
- The real question from the session: what are you going to make this week?

If you want to go deeper, the site has a project forge that helps you develop a specific creative project: [whydoyoucreate.com](http://whydoyoucreate.com)

[Your name]

**TIPS**

- Personalize the bracketed sections — generic emails get ignored
- Send the pre-journey email at least 48 hours before your session
- For facilitators: include Wi-Fi info if the session is in-person
- The follow-up email works best within 24 hours while the experience is fresh