

# **5 EMAIL TEMPLATES**

**TO HELP YOU SELL MORE  
HUMAN DESIGN &  
ASTROLOGY READING  
REPORTS - WITHOUT  
SOUNDING SALESY**



Real, connection-first emails that guide people to buy — even if writing isn't your strength.

These 5 plug-and-play email templates are here to help you confidently promote your Human Design and Astrology Reading Reports to your audience.

They're warm, authentic, and easy to use — inspired by "*The Email Marathon*" from Bodygraph.com.

Whether you're new to email or already showing up in inboxes, these templates will help you shift from "just sending content" to selling with intention.



# Template 1: The Personal Story That Sells

**Goal:** Warm connection → relatable moment → report offer

## Subject Line Ideas:

- “This report changed everything for me”
- “What I wish I knew earlier...”

## Email Copy:

Hey [First Name],

I still remember the first time I read my own report.

Something clicked.

It was like someone finally handed me the **instruction manual** I didn't know I was missing.

And I thought – how would my life have been different if I'd had this sooner?

That's why I create Reading Report **[Reading Report Name]** – so more people can experience that same kind of clarity.

If you've ever wondered **why you are the way you are** – or how to trust your decisions more – this is your next step.

✦ Grab your personalized report here → **[Insert Link]**

It's not fluff. It's your design, decoded.

## Template 2: The “What’s Not Working” Email

**Goal:** Address pain points → position the report as a solution

### Subject Line Ideas:

- “Still second-guessing everything?”
- “Why the real issue isn’t your mindset...”

### Email Copy:

Hey [First Name],

If you’re stuck in a loop of second-guessing, forcing, or faking it..  
It’s not because you’re doing it wrong.

It’s because you haven’t seen how you’re **meant** to operate.

Most of us have been conditioned to fit a mold that was never ours.

That’s why these **Human Design / Astrology Reading Reports** are so powerful.

They help you understand your unique energy – so you can stop wasting time doing what **isn’t** for you.

✦ Want to see how you’re actually built to thrive?  
Get your report here → [Insert Link]

It’s the most practical, powerful tool I can offer you.

## Template 3: The FAQ Email

**Goal:** Handle objections & encourage the purchase

### Subject Line Ideas:

- “Wait... what’s actually in this report?”
- “Answers to your questions (and a link to your report)”

### Email Copy:

Hey [First Name],

You’ve asked some great questions about the **Human Design / Astrology Reports**, so let’s clear them up:

**Q: What’s included?**

A full breakdown of your Human Design chart in plain language – including energy type, strategy, authority, and how to actually use them in daily life.

**Q: Who is this for?**

Anyone who wants to stop guessing and start aligning.

**Q: Will it be personalized?**

Yes. It’s 100% based on your unique birth info.

**Q: Can I buy one for a client/friend?**

Absolutely – just enter their birth details at checkout.

✦ You can get your report here → **[Insert Link]**  
Clarity is one click away.

## Template 4: The Testimonial / Case Study Email

**Goal:** Build trust through a story → invite to purchase

### Subject Line Ideas:

- “She finally stopped forcing it...”
- “After reading her report, she did this 🖱️”

### Email Copy:

Hey [First Name],

Let me tell you about someone who got their report last week. She messaged me the next day and said:

**"I feel like someone finally sees me. I stopped questioning everything – and just followed my strategy. And it worked."**

That's the power of these **Human Design / Astrology Reports**.

They're not just "info."

They're insight that leads to action – and results.

If you're ready to finally stop forcing it and follow your own flow:

🔮 Your report is waiting → **[Insert Link]**

Sometimes clarity is all it takes.

## Template 5: The Urgency Email

**Goal:** Push to act now — discount, limited time, or exclusive bonus

### Subject Line Ideas:

- “Last call: Your chart, decoded”
- “This closes at midnight...”

### Email Copy:

Hey [First Name],

Just a quick reminder — if you’ve been thinking about getting your Community Report, now’s the time.

✦ [Insert bonus or discount] ends at midnight tonight.

The report is your personal guide — based on your exact **Human Design** / **Astrology** — to help you understand:

- How you make aligned decisions
- What drains you (and what lights you up)
- The path that actually works **for you**

Don’t miss this — especially if you’ve been waiting for a sign.

👉 Get your report now → [Insert Link]

See you on the aligned side.

 **BONUS**

## 5 more Reusable Email Templates

You can cycle these throughout your campaigns, tweak the CTA, or tailor the story depending on the offer.

### 1. STORY + LESSON + CTA (General Value Email)

**Subject:** The moment it finally clicked for me...

**Body:**

Hey there **[First Name]**,  
I want to share a quick story from this past week – the kind that reminds me *why* Human Design is at the heart of everything I do.

**[Set the scene – short, relatable story here. Something about a moment of clarity, alignment, or challenge.]**

Here's what it taught me:

**[Quick, clear takeaway linked to HD or your modality.]**

If you've been feeling **[insert relatable feeling]**, just know that you're not alone – and there's a different way to move through it.

**CTA:**

👉 If you're ready to **[desired result]**, you can start right here: **[Offer/Booking link]**



## 2. EDUCATION EMAIL (Lesson-Focused)

**Subject:** Read this before you send another post into the void

**Body:**

Let's talk about something most people get wrong:  
[insert concept like "your email list" or "magnetism in marketing"].

Here's why it matters:

**[Teach briefly, 2-3 paragraphs max, using a Human Design insight or truth]**

Here's what I want you to ask yourself:

- Am I doing **[X]** just because I *should*?
- What if it could feel aligned *and* work?

**CTA:**

I teach this inside **[product/program]**. Want in?  
Here's how we can work together: **[link]**



### 3. CASE STUDY EMAIL

**Subject:** What changed when she finally followed her design...

**Body:**

When **Sara** came into my world, she was **[3 emotions or struggles]**.

**She'd** tried all the usual things – the programs, the planners, the pressure.

But when we looked at her Human Design chart and how she was actually built to make decisions, everything changed.

**In just [timeframe], she [outcome].**

You can read more about it here: **[optional blog/case study link]**

Or... you can book your own reading and we'll find *your* path. **[CTA button]**

## 4. MISTAKES & MYTH-BUSTING EMAIL

**Subject:** Please stop doing this 🙅 (it's costing you clients)

**Body:**

I see this all the time:

Talented people with huge hearts... burning out trying to follow advice that *was never meant for them.*

That's the trap of one-size-fits-all strategies.

In Human Design, **[insert myth-busting concept or insight here — eg., "Generators are not meant to initiate"]**.

You're allowed to do business in a way that matches how *you* are wired.

If you're done forcing what doesn't fit — I've got space this week to help you find your way.

**CTA:**

Let's do this together → **[booking link]**

## 5. SOFT SELL / WARM CONNECTION EMAIL

**Subject:** When you're ready...

**Body:**

I've loved getting to share some of my thoughts with you lately. If you've been thinking about taking a next step, here's how we can work together:

1.  Get your personalized [Name of Report] – a tailored look at how your design supports your business goals. [\[link\]](#)
2.  Book a Human Design reading – we'll spend [duration] digging into your strategy, authority, and energetic marketing. [\[link\]](#)
3.  Work with me 1:1 – for aligned visibility, email mastery, and designing your offers from your unique blueprint. [\[link\]](#)

No pressure. But if this feels aligned, I'd be honoured to walk alongside you.

## Want to Skip the Manual Work?

Instead of writing every report from scratch, you can **generate beautiful, personalised Human Design & Astrology Reading Reports automatically** — in seconds.

- ✓ Save hours every week
- ✓ Sell reports with confidence
- ✓ Focus on connection, not copy-pasting

✨ **Try our free trial and see how easy it is to sell automated reading reports — without burning out.**

👉 [Start Your Free Trial Now](#)