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Day 1: Call Out / List Segmentation for Teens Email 1
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SUBJECT:

Do you have a teen?

BODY:

Hey!

I just wanted to reach out real quick.

I've got something exciting coming up in the next few days for **parents of teens**, and I need to know if that's you! (Trust me, you won't want to miss this!)

{Click here if you are a parent of a teen!}

I'm working on a project that I'll share with you soon. This project is being built specifically *for you, **the parent who is homeschooling their teen.***

How much would you LOVE to look forward to everyday... homeschooling your motivated, engaged, ready-to-learn teen?

How much would your life change if your teen was *consistently pleasant, driven, goal oriented,* and ready to become your partner in their education?

You've made it this far successfully, but, does homeschooling feel different now that you have a teenager?

...Kind of like you're traveling in a foreign country... and you don't know the language?

...Are there days that make you wonder how you've possibly survived in this world knowing as LITTLE as your teen thinks you do?

...Moments where you think you've discovered something really cool to share with them and you're met with ... *stony silence*?

Do you wish for those early days when things were... simple? joyful? harmonious?

I have found in my years of mentoring homeschooling families and, well... homeschooling my four boys through high school (my fifth is doing this now!) that these days happen to all of us. Yes, even to me. Many times.

But they don't have to be the norm!!

Let me know now if you're the parent of a teen so I can give you more info about my next project! **Trust me, you don't want to miss it.**

--Heidi

P.S. OK, I'm terrible at secrets... I'm so excited about this, I want to share a few sneak peeks into what I've been planning...

I want to help you learn:

...The secret to connecting with your teen that will help you not only now but into their future.

...How best to support your teen in finding the right coursework to set them up for success - no matter what they choose to pursue after high school.

P.P.S. **SUPER IMPORTANT!** Don't forget to let me know that you are a parent of a teen by clicking [here!](#)

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Day X: Automated response / Confirmation email to opt-in as a teen parent

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SUBJECT:

Thanks for responding! Here's what it says about you...

BODY:

Hey {First Name},

I wanted to take a quick second to thank you for letting me know that you are a parent of a teen. This will allow you to receive information and updates specifically meant for you.

When raising children, every stage feels like "the hardest," but some days with teens... looking back on those terrible twos feel like a cakewalk, amiright?

So much has changed and so much has stayed the same from those days... **you're still there, doing everything you can to help your child.**

Do they appreciate this? Always **yes** (*in their heart*). Do they let you know? Not so much!

You've made decisions to set them up for success. They haven't always been the most popular decisions, but they've been right for your family.

You've tried things, observed, changed course... all to do what you think will be best.

Reaching out to learn from others who've been in your shoes, walking WITH others on this crazy homeschooling journey and being open to learning and teaching says a lot about you.

It says that you are willing to do anything to help your child succeed. That you are willing to learn, to change, to be open, to grow, if it will help your child do the same.

It also says that your child has the best chance of any other kid out there to be successful in this world. **You are giving them such a gift.**

But some days, it is not easy to walk this narrow path. You feel the frustrations when you don't see eye to eye with your teen. You might doubt whether you can give them all the education they need or expose them to the options to find their way in the world after high school.

And then, when you ask them to step up and become a partner in their own education, they don't always want to cooperate. They might feel overwhelmed by the choices they have, or not sure where those choices will lead, **and so they shut down.**

And then you shut down, but only for a short time. **You know this is too important to mess up.** You can't give up on them. They can't give up on themselves.

....

Imagine a time... when you have the **tools** to face these challenges head on. You have the right methods of communication, you understand what's going on in their head, and you know how to gently and compassionately connect with them. This is not out of your reach.

As a homeschooling mentor to families for the past 14 years, and a homeschooling mom to my own five boys (4 of them have successfully made it through the teen years, and my youngest is just going through them now)... I have seen it all.

And I have some tricks up my sleeve that I'd like to teach you. I'm so excited about a project I've been working on that will help you with all of these things. More on that soon...

But, that's all for now. You've taken the first step by just clicking to let me know you have a teen.

You're doing a great job. *On both the great days and the tough days.*

You'll be hearing from me more in the next few days to learn about the project I've been working on. It's coming up soon and it's built especially for parents of teens like you.

I can't wait to tell you more about it!

That's all for now,
Heidi

P.S. Hey! If you have a minute, I would LOVE to know something. What is the #1 struggle you are having as a parent of a teen? Just hit reply to this email, I promise, I read every one! Sharing this information with me will help me to come up with new ways to help you! Thanks SO much.

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Announcement
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Subject:
Motivation Metamorphosis for Parents of Teens is live

Body:

I just opened the doors to my upcoming workshop, Motivation Metamorphosis.

This workshop is just for parents like you... parents in the trenches, day after day, making this homeschooling thing work with as much ease as it did when your kids were little. #hindsight #newdaynewproblem

(...was it easier back then though?)

You know to expect changes each year... but the teen years are just one change after another - SO many things are comin' at ya at the same time... hormones, attitudes, new search for bigger

independence.... And then the even bigger things like prepping for college, finding their passion and helping them stay motivated for school.

Enough to keep new and veteran homeschool parents up at night.

What you need is support and a new approach...

And I've got just the thing for you.

The workshop I'm leading starts March 22, and it's just for parents like you who have put in the hard work through the years, and who could use a little support to make a good thing even better.

We'll meet for four Mondays (March 22 and 29, April 5 and 12) at 7:00 pm PST on Zoom.

You've been at this for a long time...

>you've read the research

>you've talked to friends

>you've purchased curricula

>you signed your child up for courses...

>you might have even hired someone to work with you or your teen.

And it was all helpful at the time, but now it's time for something else to change. Your teen is transforming before your eyes, and your parenting role is too. You're knee deep in change right now, and you need a hand.

This workshop will be the first time I'm offering these strategies and techniques in this particular format. Usually, you'd have to hire me privately in order to hear anything we will do here.

But the strategies and techniques that we'll be working through together are nothing new. I've spent the last 20 years learning, practicing, honing and testing them with my family and the families I mentor.

The strategies that I will teach in my workshop will help you navigate the changes you're in the middle of. They'll also help you get to know your teen better, to understand your teen in a new way, and to build a custom strategy that will help them find their motivation.

You'll get the chance to work with a small group of parents who are in the exact same situation you're in... just trying to do your best for your kids.

When you implement these strategies, you could change the trajectory of your teen's success while they continue to homeschool for high school.

This is your chance to help something great come from this year. No matter how you've struggled before, all your homeschooling experiences have led you to this moment. You're in exactly the right place to join me in a transformation that will help you turn a new leaf in your homeschooling journey.

If you have a teen that you want to succeed... if you would love a small community to work with... if you love the idea of a custom plan instead of a cookie-cutter curriculum... then this workshop is where you need to be.

When you're ready, this is your chance to take everything you're already doing and supercharge it with a burst of motivation!

-Heidi

Yes! I want all the details of how I can support my homeschooled teen! [Take me to the workshop details!](#)

P.S. In spite of what you've tried in the past, I don't teach cookie cutter, one size fits all programs or techniques.

Everything we do in the workshop will be highly customized to fit your unique teen and your unique family dynamics.

P.P.S. The teenage years don't have to be the hardest. ever. (Just let the toddler years keep that reputation!)

If you're struggling with connecting with your teen and wondering how to figure out what makes them tick... my workshop is the right place for you.

I find that teens get a bad rep because they're just misunderstood. I'll help you roll back the expectations society has built up in your mind for how the teenage years should go.

You'll see your teen in a different light, find your own new perspective, and set realistic expectations that will help your teen build the future they want.

Click here to discover all the details of the workshop:
[Yes! I want all the details](#) of how I can support my homeschooled teen! We need a major motivation metamorphosis, and we need it now!!

We'll meet for four Mondays (March 22 and 29, April 5 and 12) at 7:00 pm PST on Zoom.

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Day 3

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Congratulations! You have a teenager, now what? {motivate them!}

Hi {first name},

Did you see my email announcing my upcoming workshop called Motivation Metamorphosis? The workshop is just for you if you're homeschooling your teen.

Alright. I have to get real here.

Society tells us that parenting a teen will be stressful.

They work us up into cold sweats talking about the bad attitudes, the quest to get into trouble, the stony silence, the battles for control...

I have to say that before my oldest was a teen, I was absolutely dreading the teen years. I had been listening to the expectations society lays out for teens, and I'll admit, I was scared. Did you feel this way too?

Does the idea of having a teenager in the house cause you to break out in cold sweats?

When my son turned 13, I was waiting for these expectations to come true. I took in each day that he stayed my same sweet boy. I wondered what was happening, because these expectations that society had me waiting for weren't coming true in my house. He was still the same sweet kid he had always been. He just ate more, and grew taller than me. :)

We went on to have a fantastic experience, homeschooling through high school, and the same happened for his four younger brothers.

Every day, parenting changes. It's been happening since infancy. The minute you get used to one phase, they've already outgrown it and are driving you crazy while you adjust to the next phase.

So, if you approach the upcoming teenage years the same way as you've been approaching the changing ages and phases of your child since day 1, then you're gonna be just fine.

What if your mindset to having a teen was completely opposite of what society tells you to expect...

What if...

- your teen could be more motivated and engaged?
- your relationship could get stronger with each passing day?
- you learned to navigate your changing role by learning to let your child lead?
- the teenage years were approached with ease and love, not stress and struggle?

The truth is that even though teens get a bad rap from society as a whole, thousands of families know what you know too...

Teens are amazing, passionate, excited, caring, helpful people. They are a product of what you've been teaching and modeling for them for years.

Yes, your relationship changes. Yes, things will always change.

Sometimes, you need a guide to help you navigate these changes. **That's exactly what the Motivation Metamorphosis Workshop is for.** I'll lead you through 4 weeks of hands-on, virtual, workshops where we'll delve into *how to make the best out of homeschooling for these terrific teenage years.*

If you join us for this workshop, you'll get the added bonus of private 1:1 coaching with me!

Whadya think?

Join a small group of parents just like you, just trying to make homeschooling your teen the best it can be. {Join Motivation Metamorphosis now!}

See you soon!

-Heidi

P.S. Did you get the chance to watch my presentation about teens and motivation? It's just a taste of what we'll work on together in this workshop! Check it out here!
{video link}

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#4: Slaughterhouse 2

(call out a sacred cow)

(agitate by describing the sour milk it produces MOHT)

Propose a new and empowering belief that discounts it A ha!

Describe the benefits and opportunity to adopting this belief

Open up a new problem that relates to their ability to adopt / integrate the new view

I'm not sure how to connect with my teen anymore, I'm not sure of my place in their life, they don't need me as much anymore. I keep trying to connect with them and I'm not cool enough or I give them a suggestion and now I'm controlling. I'm just not sure how to approach my child anymore and keep the peace.

Reframe: Although your relationship with your teen is shifting, it has the chance to be so positive and supportive. You are setting yourself up for a close relationship as they transition to adulthood. It's not about control, it's about allowing them to learn independence within safe boundaries.

helped me to have a more peaceful relationship with my teen, helped me to learn to trust my teen's judgement, and helped me to know where to draw the boundary lines as they got older.

Subject:

You'll want to sit down for this

Body:

We talked yesterday about why the teen years are NOT to be dreaded, even though society has told you they might be the toughest years in parenting. And I told you why I think society is wrong.

Do you feel like it's harder to connect with your child, now that so many of their interests don't directly involve you? The ways you can connect with your child as they grow older changes, and this is nothing new.

When they were babies, they needed you for everything. As they get a little older, it feels like such a relief when you can do the smallest things without them. But they still need so much.

Gradually, very gradually, their independence increases. It happens in the smallest, most incremental changes, year after year.

Suddenly, the teen years hit, and aside from driving them to their activities, it feels like they don't need you anymore at all! It can feel like a gut punch, if you aren't ready for it.

Their lives revolve around their peer group of friends, and the activities and projects that they love. It's so easy to watch all of this and long for the days when they turned to you for everything. Life was so sweet then, and so simple.

Here's my first tip, and it sounds so obvious, but it's really so helpful...

You knew this moment was coming, this is actually what you've been teaching them all along. Independence. When it all comes together for your child, this is where the conflict comes in for parents (especially us moms, right?).

It takes just a simple mindset shift to realize that this independence that you're seeing is exactly what you've been teaching them since they were little. It's not that they don't need you, nothing could be further from the truth! Their independence is your validation. You have done an amazing job, and given them the strength, the courage, and the confidence, to make decisions on their own.

Their independence is a testament to the trust, the common sense, and the virtues you have instilled in them. And they are still learning from your example, even if they aren't as dependent on you as they once were. This is your moment to sit back and be proud of the wonderful human you are raising!

This leads right to my second tip... the moment that you're able to sit back and observe the great choices that they are making, you're showing them how much trust you have in their judgement.

Mutual trust is a pillar of maintaining a great relationship with your teen. If they know that you're giving them some leeway to make small decisions, you're building their confidence and trust in themselves. This starts a cycle of good communication and great decision making on their part. If the lines of communication stay open and amicable, then you will stay well connected with your teen, and they will come to you when they need extra support.

My third tip to maintaining a close connection with your teen is learning to step back and let your child lead you. Provide the resources they need, and let them pursue their interests. By supporting their interests, they will remember without a doubt that you are on their side. Harnessing their interests into as many educational activities as you can provides them with powerful motivation to work hard and stay engaged.

You might be wondering how you'll know what educational activities you can line up for them that also help them meet your own long term goals for your child.

Fear not, we will cover this in my next email!

Look out for that tomorrow!

Talk to you soon!
Heidi

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Day 4: FAQ

Subject: Your questions about Motivation Metamorphosis answered!

Body:

Hi {first name},

Earlier this week, I announced my upcoming workshop called Motivation Metamorphosis. This workshop is THE place to be for four Monday evenings in March / April if you're homeschooling your teen.

As a mom who was not shy about reaching out for support throughout all stages of homeschooling my own boys for the past 20 years, I love to have the chance to help others like you.

Homeschooling has been your lifestyle for years now, and you've got a great system down. Then, as your child has gotten older, you feel like you need to re-evaluate your system, to shake things up a little.

Maybe things that have worked all along aren't working as well anymore now that your child is a teen. Maybe you just need to help them find that spark again. The world is opening up to them, and they're feeling a little overwhelmed. Maybe you need help learning to support them in a different way.

That's exactly what my workshop is for.

But I know that you might have questions about how my workshop can help you, specifically. Because at the end of the day, I only want you to join Motivation Metamorphosis if you know, without a doubt, that it's a great fit for you.

Here are the most common questions I've been getting over the last few days. I figured that if a few people reached out with these questions that you might have them too.

So, let's jump in!

1. How do I know if this workshop will work for me and my teen?

My entire approach to education is built around the unique individuality and gifts of every person. I have deep respect for different learning styles and different interests and passions that lead to motivation. The materials I use to teach my approach are made to be customized and we work together to find the way they will be the most effective for your child and your situation. The bonus weekly 1:1 coaching will be another way you will be sure to implement my system in a way that works best for you.

2. What is the time commitment? We're always so busy and I'm not sure we'll have time to add another thing in.

We start each week with a 60-90 minute live zoom training session. We spend this time together in a small group. After I teach the concepts for that week, I send you off with the materials to implement in a way that works for your family. This implementation will take some time. But this is where you'll find the most benefit from the program. I can help shortcut the implementation time by reviewing it with you in our 20 min weekly private coaching call.

I estimate the total time you'll need to commit for each of the 4 weeks is about 3-4 hours, including all of the calls.

The Monday calls are on **March 22 and 29, April 5 and 12 at 6:00 pm PST**

3. What if I have to miss one of the Monday meetings?

Although you'll enjoy the most benefit by attending the Monday meetings live, you will have access to a replay of the Zoom session within a few days. This replay will be uploaded into your member portal, and you will have continued, unlimited access to it for your future reference.

Additionally, all materials will be uploaded to your member portal, and they will be released each week so you'll be able to spend time with them during your implementation days.

4. Is this really a risk free investment?

Yes. Since this is a live program that runs for four weeks, I'm giving you the first 7 days to join the teaching session, to work with the materials, and to even have your first coaching session with me. If you really think the program is not for you, then let me know within those first 7 days, and I'll refund you, no questions asked.

At this point, you should have what you need to make your decision. If you have questions that I missed, please reply to this email and let me know. I'd be happy to answer any other questions you may have.

What this comes down to is you. You have what it takes to create a positive, engaged atmosphere for your teen. I know my workshop will be the thing to help you do this with ease.

I really look forward to meeting you in the workshop!

All my best,
Heidi

{Enroll in Motivation Metamorphosis now!}

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You are exactly the person I was (and still am). I get what you're going through, and I know that when I was going through this teenager stage the first time with my oldest son, I needed more support than I thought I did. At the time, I had a great network of other moms I could depend on who were going through this with me at the same time. We relied so much on each other. But it was when I decided to ask one particular friend whose children were older than mine to mentor me that things really started to change for me.

I totally understand where you are. And I want to help you and your teen.

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Day 5

Subject: A lifetime of motivation awaits

Body:

The doors to Motivation Metamorphosis Workshop are open.

But whether or not you join...

...you're still going to be homeschooling your teen.

...you're still going to be wondering how to motivate them.

...you're still going to be feeling the struggle of preparing them for what's after high school.

If you manage to do this right, the success of your homeschooling adventure will end with your motivated, engaged, passionate, goal-oriented, successful teen intentionally heading off to meet their future in a few years. They'll have you to thank for connecting them to the resources that directly helped them find their genius, or in other words, to find the spark that helped them make sense of the world and pursue their true calling...

This future will be a result of you... figuring out how to reach them in a different way... and helping them learn to set themselves up for success... after they were able to transform themselves through their own Motivation Metamorphosis.

No pressure.

But here's where you have the choice.

You can keep doing what you're doing. It's all gone well so far, you'll figure out the teen thing. It might take longer as you adjust to this age and stage.

But, do you really want to waste all that time?

What are you choosing to say no to while you spend your time "trying things" that might never work?

How much time do you want to waste researching and going through trial and error educational experiments and approaches while time keeps ticking by?

The teen years go by so fast. Really. Faster than the sweet baby years.

How much time do you have to waste while you struggle on your own... trying to figure out the best way to reach the heart of what your teen needs? **You know that what they truly need is to be deeply engaged in their own education and in their future.** So, how do you make that happen?

Joining us in the Motivation Metamorphosis is your best chance to learn how to totally customize your educational goals and your understanding of your unique teen. There's no cookie-cutter approach in any of my programs. I believe in taking each child and finding what lights them up, what sparks the wonder and awe and love of learning in each of them.

You can choose to leverage some pretty special things to help your teen create a future that motivates them to be their best, all with these things in mind:

....that your teen is one-of-a-kind, and their unique gifts, talents, and interests are the exact things you can use to help them find their own special path and mission for their life. Sure, sometimes the teen years can be a challenge, but that's not all they can be. We'll explore with your own unique teen and create a customized plan for their motivation and success.

....that your chosen educational path is exactly the perfect and most empowering choice to help your teen get to where they want to go in life. You have a unique advantage over those that have chosen the conventional path of public school. You have the freedom to choose, and that can be overwhelming... until you have a guide to help you through the forks in the road.

We'll work together to create a plan that is especially for your teen. A plan that supports them in using their gifts and talents, and one that will allow them the freedom to use their strengths in the way that motivates them to be their absolute best everyday.

This is the path that will support you in leading your teen to the future of their dreams.

Whether or not you choose to join Motivation Metamorphosis....

...you're in for the adventure of a lifetime with homeschooling.

Let's make it your best year yet. Hope to see you there!

--Heidi

P.S. Click here for more details. We hope you'll join us!

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Day 6

Subject: Real Talk: Don't Blame Yourself [Bonus ADDED]

Body:

I can't tell you how many times a homeschooling mom of a teen has reached out to me asking for help.

I don't know what it is about our kids getting so much older and (*on some days*) super independent... and (*on other days*) reminiscent of a much needier, younger child.

It's a delicate balance, this growing up thing... similar to the changing seasons. One day, it feels like winter, the next spring, then back to winter. It takes time and acceptance and expectation re-resetting and lots of little adjustments before we finally transition to the next season. Same with your teen.

Homeschooling used to be a breeze, now you're running into some issues...

You worry about preparing them for the future...

What about all those upper level classes?...

You're not connecting the way you used to...

It's enough to make anyone feel stressed, overwhelmed, and insecure.

Ouch.

Let's take a step back and take a deep breath.

It isn't your fault that things can feel a little bumpy.

...or that you're having some conflicts about ... well, anything and everything...

... or that your home doesn't feel calm and peaceful anymore.

Nope. You are not the one to blame for what you're going through. Know why? It's normal. This is all part of the ebb and flow of the seasons.

But, you don't have to let the "uncertain weather" brought in by your teen rule you, your day, or your entire household.

Let's work together to give you the best chance to navigate the changing weather, and to avoid any major storms.

Once you discover a new way to approach and work with your unique teen, you'll feel like calmer weather has arrived.

You will discover how to reach your teen with a new understanding of who they are and what they want. This is empowering.

They'll feel more confident because they'll feel more understood. You'll feel more connected because you won't feel like you have to be the one to nag about every.little.thing.

All will feel better, calmer, and more engaging when you are supporting your teen in a way that works for them... and you, in turn, are seeing their motivation return.

That will be a good day.

And this is completely possible for you and your teen. This future awaits you when you join me in the Motivation Metamorphosis Workshop -- it starts in only a few days.

Don't waste any more time wondering when homeschooling for high school gets better. Let's make it better now.

Remember, the Motivation Metamorphosis Workshop I'm running this month will be the ONLY time that I'll be able to give you free 1:1 coaching as a bonus.

Here's your invitation to join us...

{Click here to join us now!}

-Heidi

P.S. I was wondering what else could help your homeschooling journey even more and I decided to add a new bonus if you join us this month...

My Transformational Education Conference was just last month. It was two jam-packed days (that's 16 hours) of workshops and speakers sharing their genius to help your homeschooling journey be more inspired, motivated, efficient, and empowering.

We just got them all edited, packaged and ready to share, and they are on sale now. These speakers poured their heart and soul into their presentations, and there is SO much to learn that will help you homeschool.

If you join us in the Motivation Metamorphosis Workshop (starts NEXT MONDAY)... I will gift you the entire two days worth of Transformational Education Conference recordings. You will have unlimited access to them, and you will be able to watch them at your leisure. No deadlines, no missing nuggets of wisdom because... well, motherhood calls (always!)

Their value is well over \$400, but you will receive them as my gift just for betting on yourself that you can improve things with your high schooler.

{Click here to join us now!}

Can't wait to work with you!!

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Day 7

Subject: How to know if you'll benefit from Motivation Metamorphosis Workshop

Body:

At this point, you have read several emails to help you picture the struggles Motivation Metamorphosis will help you face, and how life might look once you've gone through the program.

You might still have questions about whether this program is "right for you."

Cause honestly...

With the doors closing on this program tomorrow...

I don't care if Motivation Metamorphosis is "right for you"

And more importantly, you don't either.

The one thing that both of us are concerned about is: will you, your child, or your family BENEFIT from joining Motivation Metamorphosis.

That's it.

We don't want you buying something that should be right for you and then to feel buyer's remorse later.

I am not here just to sell workshops.

Before we continue thinking about whether this workshop is right for you, I'll help you narrow in on whether this workshop is definitely NOT right for you:

1. You homeschool your kid, but you mainly just sign them up for online courses and basically leave them alone. They're going to be moving out soon anyway, right?
2. You're expecting an "easy" button... a quick fix that will magically change not only your teen but your entire family dynamic. Now, while I DO think it's possible to work on your entire family dynamic, (and that may be a by-product of working with your teen)... I never said this would be easy. Anything worth doing is worth the time and effort it requires to do right. This is a process. And this workshop is a fantastic start and a super strong foundation, but it is not a "snap your fingers" easy fix.
3. You're planning to just join for the first 7 days, get what you can out of the material, and then make use of the generous 7 day money back guarantee and be on your merry way. Yeah, if that's your plan, this workshop isn't right for you. Years have gone into creating this workshop, and you won't even get the full benefit just by trying that one.
4. You plan to homeschool your child WHEN they're a teen, but you're still learning the ABC's and 123's with your 6 year old. Hold tight! And enjoy those sweet years. Keep watch for my emails and I'll let you know when I have a workshop just for you!

On that note, let's take a look at who this workshop IS for...

Motivation Metamorphosis will BENEFIT you if...

You're a homeschooling parent in it for the long haul. You've been doing this for years with great success... or you're new to homeschooling and could use some expert guidance. As your child has grown older, you're finding more struggles and challenges than you used to have. And

you're not sure what to do. Sending them to school isn't an option. You need to figure out how to reconnect with them AND find their motivation before it's too late.

You're concerned about not only keeping the peace from day to day but building a sense of harmony in your home. This harmony comes from a true connectedness and understanding with your teen. Building responsibility while learning to accept their changing needs and your changing role as a parent will set the stage for a peaceful home.

You're worried about finding the right classes or resources to support your child in discovering what they want to do after high school. Many times, you just need to know what's out there. It's really hard to know where to look when you haven't done this before, or even if this child has different goals than your older child. Learning from a mentor and working with a community are the best way to learn what resources there are for your child.

You've got between 3-4 hours a week for the next four weeks to commit to this metamorphosis. Our weekly calls are four Monday evenings, starting March 22 at 6:00 pm PST. They will last between 60-90 minutes. You'll have time through the week to work on implementing the lessons, and then you will have a free 20 minute 1:1 coaching session with me. This is a small investment of time for the benefits you will feel.

You know as well as I do that homeschooling is the only answer for your family. But that doesn't mean it's easy.

Why spend your precious time, spinning your wheels, trying to blaze a new path when others can help you along to make the process more smooth?

Sometimes, it's easy to feel like the teen years are truly going to do you in. But, they don't have to. When we work together, you'll start to see and understand what I see: that the teen years can be fabulous. Watching your child grow and mature is so rewarding.

It can also cause many bumps in the road, but with someone to help you understand what to expect and how to continue motivating your teen, they can be the best years yet.

And finally...

Just in case, in the very small chance that you join us and then decide you're not sure the program is right for you... remember, I'm offering you a 7 day money back guarantee. Journey with us for the first week and even get started gaining a better connection with your teen. If, after our private coaching session, you decide it's not going to work for you, you can get your money back, no hard feelings.

Stop wasting time trying to figure things out. Trust me, the teen years speed by. Invest some time now to strengthen your teen's foundation for success.

Click here to join me, before the doors close tomorrow. Can't wait to send you your welcome email!!

Peace,
-Heidi

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Cart Closing

Subject:

What's on your mind? {Motivation Metamorphosis Workshop closing doors tonight!}

Body:

Hey,

Looks like we've got just a little more time until we close up shop on Motivation Metamorphosis. The doors for this first run of this workshop close tonight at .

I'm working on finalizing my materials and getting ready for the first live session, which happens tomorrow!

It's awesome to think about the parents, teens, and families that will benefit from this experience we're walking through in the next few weeks.

I thought I'd pull myself away from my preparations for a sec to see what's on your mind?

Are you thinking that your teen is not as motivated these days just because of COVID? I don't need to tell you how this past year has changed so much about what we do. But don't let that be an excuse to relax everything. There are things we can do to help our teens now.

That's what life is about... taking stock of the situation and figuring out how to thrive regardless of what's going on in the world. This is a fantastic chance to use this crazy time we're in for something good.

But if you...

- Are homeschooling your teen
- Sometimes wonder if your connection could be better
- Struggle with finding the right way to motivate your teen

... and you still don't feel like you're in a position to put Motivation Metamorphosis Workshop to a 7-day, risk free TEST to see if it's worth it...

Then I'd really appreciate it if you let me know what's on your mind. I'd love to chat or email with you... not to try to sell you on joining this round...

But just to see where you're at, and find out if there's another way I can best help you.

I'd love to understand if there are other struggles you're facing that you feel are more important than this one.

I know it's a super crazy time for all of us. But, your teen isn't getting any younger. And there are so many things you can do to help things go smoother for them.

Anyway, reach out to let me know how else I can help. Just hit reply and let me know!

{Join Motivation Metamorphosis now!}

--Heidi

P.S.

Once again, as long as you have a teen that you love and would love to increase your understanding of them, your connection with them, and your ability to help them get more motivated and become a partner in their education... then this workshop is just for you.

This is the time! Join us now!

P.P.S.

Remember, when you join us, you'll receive the replay recordings of the Transformational Education Conference absolutely free! That's two full days worth of experts helping you create the best homeschooling experience possible. These recordings are worth well over \$400. And you can have them free when you join us for Motivation Metamorphosis Workshop for the low price of \$147.

P.P.P.S.

In case you forgot... \$147 is a fantastic price for the amount of time, materials, and small group and personal attention you're getting from a veteran homeschool mom and professional mentor. Next time we run this workshop, the price will be higher, and you won't be getting the chance to have 4 free 1:1 20 minute coaching sessions with Heidi.

We will meet from 6:00 pm PST on 4 Mondays: March 22, March 29, April 5 and April 12. You'll receive all the replays of our zoom sessions and you'll get the chance to create your own customized plan to use with your teen.

See you there!

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Registration Email / Automated from Funnel
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subject: Woohoo! Your registration is confirmed for Motivation Metamorphosis with Heidi

Hey {{contact.first_name}},

Congratulations on choosing to join me for the upcoming Motivation Metamorphosis workshop! I am so excited to get the chance to work with you.

The first workshop gathering is on zoom Monday, March 22 from **7-9 pm PST**.

Zoom link coming soon!

I am so excited for you that you are investing this time to help your teen create the motivated, productive experience they need for the high school years.

Talk soon!
Heidi

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Abandoned Cart Automated Email
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subject: Oops! Something went wrong

Hi {{user.first_name}},

I noticed that you were interested in joining us for the Motivation Metamorphosis Workshop, but something happened.

Maybe your teen suddenly figured out their path in life and came and told you they've got it all figured out.

Maybe you decided you aren't so sure that anything will help the motivation problems happening in your house.

Maybe you got distracted while cooking dinner, teaching children, researching teens and motivation, and then your kid needed to borrow your phone...

Whatever the reason, come back and finish your purchase before the workshop fills up!

Trust me, we've seen everything, and nothing will surprise us. We've been working with and learning to connect with and motivate teens for two decades, and we know we can help you work with your teen.

Remember, we are so sure that the Motivation Metamorphosis workshop will help you that we are offering a 7 day money back guarantee! That means you get to join us for the first session, receive all the materials, and you even get your first free bonus (**valued at \$75**)... a private coaching session with Heidi.

So, just click this link here to go back to your cart where you left off. We are so excited at the idea of working with you! See you soon!

Heidi