Task 3: Email Campaign for the Curriculum Design Assistant

Three emails, each under 100 words, built as one arc rather than three standalone pitches. The reader already knows Toddle from PD events and brand exposure, so this isn't cold outreach. It's showing them something new and giving them a reason to care, while they're skimming on their phone in the morning.

My Assumptions

- The reader is warm. They've attended a Toddle PD event or seen the brand before, so they recognize the name when it shows up in Email 2.
- The primary reader is a curriculum coordinator or academic head, the person who owns curriculum design and feels the time pressure most directly, within the heads, principals, and coordinators group named in the brief.
- The Email 1 CTA (sending a 2 minute video) is deliberately low friction. It asks permission to share something, not for a meeting, because a busy warm reader says yes to that far more often than to a 30 minute ask.
- The Email 3 CTA (a 30 minute demo that loads their actual curriculum framework) is the real conversion task. It assumes that's operationally realistic for the sales team inside a standard demo slot. If pre-loading a prospect's specific curriculum actually takes real setup time, this line should be checked with sales before it goes out, so the email doesn't promise something the team can't deliver live.
- Sending cadence: Email 1, then a 2 day gap, then Email 2, then a 3 day gap, then Email 3. Short enough to keep momentum, long enough to not feel like spam.

The Strategy

Most email campaigns try to do everything in one message: introduce, explain, and ask, all at once. For a reader who is skimming, that's too much at once. So this is a three part arc where each email has exactly one job.

Email	Its one job	The psychology behind it
Email 1, the provocation	Name a pain they feel but haven't put into words. Make the hidden cost of the status quo visible.	Loss aversion. People feel a loss more sharply than an equivalent gain, so the email makes them feel what's already being lost, not just what's on offer.
Email 2, the reframe	Show the Curriculum Design Assistant as the answer, through one concrete scenario, not a feature list.	Anchoring. Establishing the before (a lost weekend) makes the after (an afternoon) land as relief, not as a claim.

Email 3, the invitation	Make the next step feel small, specific, and easy to say yes to.	Cognitive ease. A specific, concrete ask beats a vague, open ended one.

This arc works because the audience is warm, not cold. A cold audience needs proof of legitimacy first. A warm audience already trusts the brand, so the job isn't to prove Toddle is real, it's to show them something they haven't seen that solves a problem they actually have. That's why Email 1 never mentions Toddle by name. It earns the right to introduce the product in Email 2 by first proving it understands the reader's world.

Every email centers on the teacher's experience, the goal is for a school leader to read these and think this person understands what my teachers go through, directly.

Consistency Across the Three Tasks

These three tasks are graded separately, but I built them to work together. The email CTA, your standards, your units, your teachers' time reclaimed, echoes the video script's closing line, with your curriculum, your standards, your teachers. That's deliberate, not a coincidence of word choice. A prospect who watches the video, then gets this email, then lands on one of the AEO strategy's buyer specific pages should hear the same voice each time, not three separate campaigns that happen to mention the same product. Even on an assignment, I wanted to treat these as one connected motion rather than three unrelated exercises.

The Emails

Email 1: The Provocation

Subject: Sunday nights shouldn't belong to lesson plans

Most curriculum coordinators I speak with tell me the same thing: their best teachers spend Sunday nights building units, writing lesson plans, and creating rubrics from scratch.

That's time they never get back. And it's the quiet reason good teachers burn out.

What if your teachers could design an entire unit, aligned to your standards and differentiated for every learner, in the time it takes to write one lesson plan?

I'd love to show you what that looks like. Want me to send a 2 minute video?

85 words

Email 2: The Reframe

Subject: How one unit plan became four hours back

A coordinator I worked with used to spend an entire weekend building one transdisciplinary unit. Standards alignment. Differentiation. Rubrics. Three documents, five tabs, zero sleep.

With Toddle's Curriculum Design Assistant, she now builds the same unit in an afternoon. The AI handles the first draft, aligned to her standards and differentiated for her learners. She refines, she doesn't start from scratch.

Her teachers got their weekends back.

Would you like to see how it works in your curriculum framework?

78 words

Email 3: The Invitation

Subject: One demo. Your curriculum. 30 minutes.

You've seen the problem, curriculum design eating your teachers' time. You've seen the shift, AI that drafts while teachers refine.

Here's the easiest next step: a 30 minute demo where we load your actual curriculum framework into Toddle and show you the Curriculum Design Assistant in action. Your standards. Your units. Your teachers' time, reclaimed.

No slides. No sales pitch. Just your curriculum, supercharged.

Book a time here: [calendar link]

69 words

What I Would Test

- Email 1 subject line: Sunday nights shouldn't belong to lesson plans against The quiet reason your best teachers burn out, to see whether loss aversion or provocation drives more opens.
- Email 1 CTA: Want me to send a 2 minute video against Would it help if I sent a quick walkthrough, testing specificity against softness.
- Cadence: 2 day gaps against 3 day gaps, testing tighter momentum against more breathing room.
- Email 2 personalization: a version naming the recipient's specific curriculum framework in the opening line, to see whether that lifts reply rates over the generic version.

The strategy stays fixed, provocation, reframe, invitation, but the execution details, subject lines, CTAs, cadence, and personalization, are all testable. That's how the campaign improves over time without losing its shape.

Writers Who Shaped My Writing

Each one taught me something specific that shows up in these three emails.

Maria Popova, The Marginalian https://www.themarginalian.org/

What I like: she writes about ideas, art, science, philosophy, what it means to pay attention to a life, with a depth that most newsletters don't attempt. But what I love most is that she writes for herself first. No clickbait subject lines, no urgency tricks, just something she genuinely finds worth saying. There's a kind of honesty in that, and it's what makes people trust her. I think about that every time I write. Am I saying this because it's true, or because I think it'll perform?

Technical takeaway: depth over breadth. One real idea per piece, said fully, instead of several ideas said thinly. In a 100 word email there's no room for filler or a gimmicky subject line, so each email

here carries exactly one idea, the lost weekend, the afternoon it becomes, the specific next step, and nothing else competing for attention.

Morning Brew https://www.morningbrew.com/

What I like: it's a business newsletter about markets, tech, and culture, topics that could easily feel dry or corporate. But it manages to sound like a smart friend explaining the news, not a company writing to a customer. That register is hard to hit and easy to overdo into either flat corporate copy or forced jokes. I admire how consistently they walk that line, because I know how hard it is.

Technical takeaway: a repeatable structure. Every story follows a similar shape, a hook, then the news, then why it matters, so a busy reader always knows where they are. I used that same shape here: the problem, then the shift, then the ask.

Seth Godin https://seths.blog/

What I like: he writes about marketing, human behavior, and how the work we do changes the people we do it for, big themes, but he handles them with a restraint that most writers can't. Most posts are a few sentences long, and he never seems to be reaching for a second idea just to fill space. It reads like someone who trusts the reader to fill in the rest. Seth is on Toddle's list too, and for good reason. His restraint is the discipline every email writer should steal. But the lesson I take from him is personal: say the one thing, then have the confidence to stop.

Technical takeaway: resisting a second idea is the harder skill than adding more words. That's the discipline behind these three emails staying under 100 words each. Email 1 names the pain and stops. Email 2 shows the shift and stops. Email 3 makes the ask and stops.

Product Hunt's daily digest https://www.producthunt.com/newsletters

What I like: it's about new products and the people building them, a world I care about, but what I really love is how it respects me. It knows I opened it during a five minute window, not a leisurely read. No warm up, no "hope you're well," just the point. That kind of respect for the reader's time is something I feel, not just notice.

Technical takeaway: the subject line and the first line should do the same job. The subject tells you exactly what's inside, and the first line delivers on it immediately. That's why these subject lines are direct, "Sunday nights shouldn't belong to lesson plans," "How one unit plan became four hours back," and every email opens on the point.