



Lead Magnet Delivery & Strategy Session Invite Sequence

Freebie Delivery

Email 1 - Delivery of your freebie - Has P.S. line w/ CTA to your discovery session

Sub: Download: Your [freebie name] as requested

Hi [FirstName],

I'm so happy you decided to take my [freebie name].

You can download it on this page: (LINK)

After you finish [freebie], be sure to [watch this video/register for discovery session] for a complete understanding of [goal your freebie addressed].

[Additional freebie name] <<< Click here to [watch video/download/register]

In the [additional content name], you'll also learn:

- [bullet list teasing what they'll get]

The [content] is short and jam-packed with information, because I know your time is valuable.

Watch it here: (LINK) [content name]

[your signature/sign off]

P.S. I also [walk you through/show you] a [simple way to achieve desired end result, in specific time period or without biggest objection, such as "A simple way to double your clients even if you've never spoken from stage"] . (LINK) Watch the video now.

Email 2 - "I wanted to make sure you saw this discovery session video"

Sub: Did you want this?



Sub: Did you see this?

Hi [FirstName],

I'm writing because you [watched/read] my [freebie name], but you haven't registered for my discovery session yet!

If you don't believe that you're ready to start [verb > desired end result, such as "building your business"], that's fine. Not everyone is.

But do you know what you need to have in order to BE ready to [get to end result]? That's where this training will be so helpful!

You'll discover:

- [bullet list of what they'll learn]

If you're ready to step in to creating [desired end result], this is the ideal next step. Here's the link to register. [link]

What you do is so important! You deserve this information.
[signature]

P.S. Your [desired end result, ex: future clients] [are/is] waiting for you! Find out how to [get there/attract them/etc.]: Click here to register. [link]

Email 3 - Direct discovery session appeal

State benefit/desired end result in subject line

Sub line: 3 simple [shifts/steps/etc] to [achieve desired end result]?

Sub line: Can you [Achieve desired end result even if biggest objection is true]?

Hi [FirstName],

I've been getting asked this question a LOT lately: "[subline question]"



If you're a [what your ideal client identifies as], you started [goal they're trying to reach]. But sometimes it feels like [biggest objection is true or question that keeps your client up at night].

The truth is, [address objection or worry]. (Yay! Take a deep breath.)

There is ONE approach that will [give you/put you on path to desired end result].

That's why, for a short time only, I'm GIFTING you a one on one discovery session with me:

Click here [link] to register for your [discovery session title]

This special [training/session] is for you if you're a [list of your ideal clients, such as "If you're a coach, speaker, or trainer..."].

You'll discover:

- [bullet list of what you'll deliver on the discovery session]

Register here now for this one on one session. [link]

I'll also be addressing your most common questions and concerns on the training, and you'll get a bonus '[name of bonus worksheet/deliverable]' to help you get the most from this training.

[discovery session name & link] <== Register here!

[signature]

P.S. You don't have to [sacrifice/fear/pain point] to get [end result]... Find the secrets on this call == > Register now [link]

Email 4

Additional discovery session invites

Subj: Special training on [discovery session topic]...

Subj: Don't miss this training...



Hey [FirstName],

I'm opening up a few slots on my calendar for special, one on one [discovery session name].

But, as you can imagine, I only have a few slots available.

If you're interested, fill out the form here right now: [link to register]

Here's just a taste of what you'll learn on this call:

- [bullet list of what they'll learn]
- Plus tons more...

Here is the link to get registered now: [link to register]

See you there,
[your name]

OR

Sub: Last chance for a [session name]

Sub: 2 spots left

Hey [FirstName],

I wanted to personally invite you join me on of my last [session name].

You can reserve a spot here: [link to register]

Here's just a taste of what you'll learn on this special training:

- [bullet list of what they'll learn]
- Plus tons more...

Here is the link to get registered now: [link to register]

See you there,



[your name]

Final Email, a few days later

Sub: [ContactFirstName]

Or

Sub: Hey [FirstName]

Are you still looking for [result]?

[your name]