

Startup Success

PLAN YOUR
EMAIL SEQUENCE

Startup Success

MODULE 5 // Easy, Effective, and Enjoyable Sales Systems

Email Funnel Content Brainstorm

Emails to Engage

Examples:

- *"Why do you want _____?"*
- *"An Exciting Announcement and a Quick Survey"*
- *"What's holding you back?"*
- *"What motivates you?"*
- *"Which of these things are you most interested in learning?"*

Engaging Email Ideas

#1 _____

#2 _____

#3 _____

#4 _____

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Email Funnel Content Brainstorm

Emails to Educate

Examples:

- *How to* _____
- *# Myths About* _____
- *# Biggest Mistakes People Make*
- *# Reasons You Should* _____

Educational Email Ideas

#1 _____

#2 _____

#3 _____

#4 _____

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Email Funnel Content Brainstorm

Emails to Inspire

Examples:

- *Case studies*
- *Success Stories (especially about former clients)*
- *# Reasons why you should _____*
- *Your story*
- *Before and After*

Inspirational Email Ideas

#1 _____

#2 _____

#3 _____

#4 _____

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Email Funnel Content Brainstorm

Emails to Pitch

Examples:

- *FAQ*
- *Testimonials: "Here's what buyers have to say." or "Don't take my word for it..."*
- *Announcements: "It's almost time!" "Enrollment is now open!" "Only 24 hours left to join!"*

Pitch Email Ideas

#1 _____

#2 _____

#3 _____

#4 _____

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MODULE 5 // Easy, Effective, and Enjoyable Sales Systems

Sales Sequence Calendar

Date: ___ / ___ / ___

Purpose: **Engage** **Educate** **Inspire** **Pitch**

Topic/main idea: _____

Subject line: _____

Notes: _____

Date: ___ / ___ / ___

Purpose: **Engage** **Educate** **Inspire** **Pitch**

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