

**MODULE 11**

VIDEO 1– EMAIL SEQUENCE

WORKSHEET

Summary:

When someone downloads your lead magnet, you have the opportunity to further nurture that relationship and move the prospect towards taking you up on your special offer.

The thing is, people don’t always open their emails when they know it is not a pressing matter, so to give yourself the best shot at getting them across the line, we are going to put together a sequence of 6 emails.

Some digital marketers go really crazy here and have many more emails set up, but for the purpose of what we’re doing, this is definitely sufficient right now.

Following, you’ll find the exact copy (text) I use in my email sequence.

Use these to make your life easy when writing yours. 😊

**Email 1 – Sends immediately after prospect hits “submit” on the web form, includes link to download the PDF.**

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| |  |  | | --- | --- | | |  | | --- | | Hi [NAME],  Thank you for requesting a copy of The Fortissimo Marketing 5D Framework!  [Here is the link to the PDF](https://gallery.mailchimp.com/bcdaad6c46686b5732f69005a/files/b3a851e8-6e27-4ae0-a9f8-737e3addf4e7/Fortissimo_Marketing_5D_Framework_2019_Edition.01.pdf)[.](https://gallery.mailchimp.com/bcdaad6c46686b5732f69005a/files/b3a851e8-6e27-4ae0-a9f8-737e3addf4e7/Fortissimo_Marketing_5D_Framework_2019_Edition.01.pdf)  I hope you find this guide useful in creating effective and profitable marketing campaigns for your business!  If you have any questions or to let me know how you went in applying the 5D Framework, please get in touch via my details below. I'd love to hear from you! :)   To your success,  Doreen François Managing Director **Fortissimo Marketing**   Ph:  0413 155 248 E:    [doreen@fortissimo.com.au](mailto:doreen@fortissimo.com.au) W:  [www.fortissimo.com.au](http://www.fortissimo.com.au/) | | |

**Email 2 – Reiterates Email 1, and encourages the prospect to read it.**

Hi [NAME],  
  
Doreen here, I hope you're well!  
  
I just wanted to check to make sure you were able to successfully download the free eBook you requested, The 5D Framework - More Success in Business with Better Marketing.  
  
If for some reason it didn't make it to you, no worries, you can download it by [clicking here.](https://gallery.mailchimp.com/bcdaad6c46686b5732f69005a/files/b3a851e8-6e27-4ae0-a9f8-737e3addf4e7/Fortissimo_Marketing_5D_Framework_2019_Edition.01.pdf)  
  
Over the past 3 years, I've assisted people like yourself in growing their businesses. I offer some great strategies in The 5D Framework Workbook that have worked really well for my clients in the past and present and I can virtually guarantee when you work through it, you'll come up with some great ideas you can begin to implement immediately.  
  
Please reach out if you have any questions, I'm always here to help!  
  
Best regards,  
  
Doreen François  
Managing Director  
**Fortissimo Marketing**

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**Email 3 – Point out something that people have said they liked about your PDF. I would never encourage you to “make stuff up”, so if you haven’t had anyone give feedback on your lead magnet, get someone to read it and tell you what they liked about it!**

**Next, ask the prospect what THEY thought (prompting them to read if they haven’t yet) and include your irresistible offer (no hard sell at this stage).**

Hi [NAME],  
  
By now I’m hoping you've had the chance to read The 5D Framework Workbook.   
   
Many of my readers tell me that the process of getting really granular about understanding their target market and ideal client was especially useful to them in identifying new ways to communicate with their prospects.   
   
I'm curious as to what you thought. Did it help you? Is it something you've tried before?   
   
If you're feeling like you need a little extra help, I'd love to offer you a free 30-minute marketing audit over the phone.  
  
In this session I personally help you -

* get clear on your current situation in business
* identify your target market and ideal client
* understand what you want to achieve and
* make recommendations on practical marketing strategies that you can apply to your business right away

Would this be of interest to you?  
  
Best regards,   
  
Doreen François  
Managing Director  
**Fortissimo Marketing**  
   
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      [](https://www.facebook.com/fortissimomarketing/) [](https://www.instagram.com/doreenfrancois/) [](https://www.linkedin.com/in/doreen-francois/) [](https://www.youtube.com/channel/UCcEigCfbA96PExwOdUdjmeg?view_as=subscriber)

**Email 4 – Discuss one of the problems your prospect faces and offer a solution (adding value).**

**Next, mention your irresistible offer again. Don’t be afraid of repeating yourself – people often need to hear the same message several times over, before taking action!**

Hi [NAME],  
  
As a business owner, it is so easy to fall into the never-ending search of the "silver bullet" that will make everything fall into place and run smoothly.    
   
In our quest to find said silver bullet, we download eBooks, consume a ton of video content, read articles, go to seminars... I’m sure you know the drill!   
   
The thing is though, deep down we actually do know EXACTLY what our next step needs to be.   
   
Yet our day to day lives in our business take over, and we never "get around" to it, and so the never-ending cycle continues!   
   
Wouldn't it be great to be able to put a stop to the floundering around so you can finally get to where you want to go, in business AND in life?!   
   
Well, the answer might just be right here for you:   
   
Do. The. Thing.   
   
It's simple, but so true!    
   
Intellectually, you already know what needs to be done. Now it’s time to take the first step in actually DOING it!   
   
If time is a problem for you, break your strategy down into bite-sized chunks and commit yourself to actioning just one little step, every single day.  
  
Make this your mission first thing in the morning, so that you can just carry on with the rest of your day.   
   
With time, this will become habitual and you’ll notice that without even really trying, you’ll be making great changes to your business through marketing, just by spending a little bit of time on it, each and every morning.   
   
If you feel you might need some help with this, I’d love to help out and offer you a free 30-minute marketing audit.   
  
In this session I'll personally help you -

* get clear on your current situation in business
* identify your target market and ideal client
* understand what you want to achieve and
* make recommendations on practical marketing strategies that you can apply to your business right away

Would this be of interest to you?  
  
If so, feel free to book in a suitable time [here](https://www.fortissimo.com.au/free-marketing-audit) and I'll give you a call.  
  
Best regards,  
  
Doreen François  
Managing Director  
**Fortissimo Marketing**  
   
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**Email 5 – Add social proof, reiterate your offer.**

Hi [NAME],  
  
One of the most touching things I’ve ever heard came from one of my free marketing strategy sessions.   
  
A few days after the call, the person wrote a review on my Facebook page:   
   
“I had a session with Doreen recently and came out of it with lots of instantly actionable steps. We formulated an offer for potential clients and since then I am looking to double my monthly recurring client base!!! Thanks for your help Doreen!”   
   
At the time of the call, he was still working full-time while building up his side hustle. A few months later, he quit his job and continued working for himself in his own business!   
   
If you’d like to take me up on my offer of a free marketing audit to help you identify pragmatic marketing strategies you can use to grow your business, simply [click here](https://www.fortissimo.com.au/free-marketing-audit) to book in a suitable time and I'll give you a call. :)   
   
Have a great day!   
   
Best regards,   
  
Doreen François  
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      [](https://www.facebook.com/fortissimomarketing/) [](https://www.instagram.com/doreenfrancois/) [](https://www.linkedin.com/in/doreen-francois/) [](https://www.youtube.com/channel/UCcEigCfbA96PExwOdUdjmeg?view_as=subscriber)

**Email 6 – Talk about the offer only.**

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| --- | --- |
| |  | | --- | | Hi [NAME],   I thought I’d reach out to you one last time, in case you’d missed my previous offers of a free 30-minute marketing strategy session!    If you’d like to take me up on my offer, all you have to do is [click here](https://www.fortissimo.com.au/free-marketing-audit) to book in a time that suits.     I will then give you a call at that time.    In this 30 minute session, I will help you:   * identify your target market and ideal client * look into your current and previous marketing efforts and analyse what worked and what didn't * identify 3 common-sense strategies that will help you reach your target market in an effective and efficient way, that won’t cost you the earth * create an action plan around these strategies, so you know exactly what next steps to take.   If you have any further questions, simply hit “reply” and shoot me an email, I will be happy to help!    Have a great day! 😊    Best regards,   Doreen François Managing Director **Fortissimo Marketing**   Ph:  0413 155 248 E:    [doreen@fortissimo.com.au](mailto:doreen@fortissimo.com.au) W:  [www.fortissimo.com.au](http://www.fortissimo.com.au/) | |

Action Item:

1. Write your own email sequence using the templates provided.