

The background of the entire image is a dark brown color with several stylized, glowing yellow-outlined envelope icons scattered across it. Some envelopes are larger and more prominent, while others are smaller and more faded. The overall aesthetic is modern and professional.

COACHING
CONCIERGE

EMAIL FOLLOW UP MASTERY

EMAIL MASTERY INTRODUCTION

In the world of coaching, the journey from introducing a lead magnet to a potential client is not a sprint; it's a carefully constructed experience.

To effectively establish a strong connection, you must lead potential clients through an sequence that naturally cultivates a relationship, fostering familiarity and trust over.

At the heart of this process lies the fundamental principle:
value before the sale.

To drive successful conversions, it's important to offer consistent value before even contemplating the ask for a sale. This is where the true power of follow-up emails comes into play.

In this guide, you'll discover a strategic sequence of seven carefully crafted emails designed to guide your leads through an optimal journey, building relationships and maximising conversion potential.

Each section highlighted in **[red]** within the email content below must be personalised to your lead magnet, your specific business, and your target audience.

Remember, at Coaching Concierge, we're dedicated to ensuring your success. Please don't hesitate to reach out for any assistance or guidance.

EMAIL 1

DELIVER LEAD MAGNET (IMMEDIATELY)

DELIVER LEAD MAGNET (IMMEDIATELY)

SUBJECT: [FIRST NAME], here's your guide

Hey [FIRST NAME],

Thanks again for requesting my [LEAD MAGNET].

I know you're going to enjoy it, so make sure you download it straight away:

[LINK TO DOWNLOAD]

I'm guessing you signed up to this guide as you're:

- 1.** [SCENARIO #1 WHERE YOU'LL ADD THE MOST VALUE TO THEM AND THEY'RE YOUR IDEAL CUSTOMER]
- 2.** [SCENARIO #2 WHERE YOU'LL ADD THE MOST VALUE TO THEM AND THEY'RE YOUR IDEAL CUSTOMER]
- 3.** [SCENARIO #3 WHERE YOU'LL ADD THE MOST VALUE TO THEM AND THEY'RE YOUR IDEAL CUSTOMER]

Whatever your reason, you've come to the right place.

At [BRAND NAME], I'm [INSERT SOME SPECIFIC DETAIL THAT INDICATES YOU'VE ACHIEVED RESULTS/TRANSFORMATION THAT THEY ARE LOOKING FOR].

So, if your goal is to [INSERT DESIRED END RESULT], you've come to the right place.

Thanks again for [DOWNLOADING LEAD MAGNET NAME].

[SIGNATURE]

EMAIL 2

**LEAD MAGNET FOLLOW UP WITH
GIFT/EXTRA VALUE (+24 HOURS)**

LEAD MAGNET FOLLOW UP WITH GIFT/EXTRA VALUE (+24 HOURS)

SUBJECT: [FIRST NAME], a little gift from me to you

Hey [FIRST NAME], You just joined my email list (woohoo!), and I'm so happy to be connected.

As a little thank you for downloading my [LEAD MAGNET], I want to send you a special gift that will help you [INSERT TRANSFORMATIONAL OUTCOME OF USING YOUR LEAD MAGNET].

All you have to do to claim this gift is to let me know which option best fits your fitness goals right now....

OPTION 1. I'm looking to lose body fat

OPTION 2. I'm looking to gain muscle

Just reply to this email with the option for you, as this will let me know what to send you!

After you choose, keep an eye out for your free gift hitting your inbox very soon.

[SIGNATURE]

EMAIL 3

**LEAD MAGNET FOLLOW UP 2
(+48 HOURS)**

LEAD MAGNET FOLLOW UP 2 (+48 HOURS)

SUBJECT: Well, [FIRST NAME], what did you think?

Hey [FIRST NAME],

I just wanted to check-in and see if you had a chance to take action from my [LEAD MAGNET] yet.

If not, you can download it again by clicking HERE [LINK].

You'll now know exactly how to [INSERT DESIRED END RESULT]!

The [LEAD MAGNET] is a fantastic resource to help you [INSERT END RESULT OF USING LEAD MAGNET].

BUT it becomes even more powerful when you combine that with joining my [SIGNATURE PROGRAMME NAME]!

Here is exactly who my [SIGNATURE PROGRAMME NAME] is for...

1. [DESCRIBE WHO IT'S FOR ALIGNED TO YOUR AVATAR #1]
2. [DESCRIBE WHO IT'S FOR ALIGNED TO YOUR AVATAR #2]

My [SIGNATURE PROGRAMME NAME] is not for you if....

1. [REASON #1]
2. [REASON #2]

If you're serious about [INSERT DESIRED RESULT], then book a call with me to find out more about my [SIGNATURE PROGRAMME NAME]!

...PLUS if you join my team, I'll give you [ADD ANY SPECIAL BONUSES/DISCOUNTS YOU'LL OFFER IF THEY SIGN UP]

Book your call today → [CALENDLY LINK]

[SIGNATURE]

EMAIL 4

**LEAD MAGNET FOLLOW UP 3
(+24 HOURS)**

Lead Magnet Follow Up 3 (+24 hours)

SUBJECT: Hey! How's it going?

Hey [FIRST NAME],

I just wanted to check back in and see how you're progressing with [INSERT THE GOAL THEY WANT TO ACHIEVE].

Have you started [SOME ACTION THAT WOULD MEAN THEY'RE USING AND STATING TO TRULY UNDERSTAND THE VALUE OF YOUR LEAD MAGNET]?

If not, and you need a little help, just let me know.

Or, if you're busy and you just want me to leave you alone, you can tell me that, too, and I promise I won't be offended. :)

Talk soon,

[SIGNATURE]

P.S. If you are stuck (or if you just don't want to spend the time going through the [LEAD MAGNET NAME] by yourself), I'm happy to help you by jumping on a free results roadmap call with you.

In less than 30 minutes, we can [DESCRIBE THE RESULT OR AFTER FROM ATTENDING A CALL, ETC.].

It's faster and requires way less work on your part, so if you're interested, just **REPLY to this email** and let me know.

EMAIL 5

**LEAD MAGNET FOLLOW UP 4
(+24 HOURS)**

LEAD MAGNET FOLLOW UP 4 (+24 HOURS)

SUBJECT: How [CLIENT NAME] achieved [DESIRED RESULT]

Hey [FIRST NAME],

I wanted to share with you a phenomenal story from my client [CLIENT NAME]

[CLIENT NAME] came to me with [DESCRIBE THE PROBLEM THAT IS RELATABLE TO YOUR AVATAR AND THE REASON WHY THEY SIGNED UP TO YOUR COACHING PROGRAMME]

Over the course of [TIME PERIOD] on [SIGNATURE PROGRAMME NAME], [CLIENT NAME] achieved [FULL DETAIL OF RESULT]

Check out what [CLIENT NAME] had to say about her/his journey so far:

[CLIENT TRANSFORMATION PHOTOS & QUOTE OR VIDEO TESTIMONIAL LINK OR WEBSITE LINK TO FULL STORY]

You might not believe it.

But results like these ARE possible for you.

Give me the chance to show you how.

Book in a **no-obligation** results roadmap call with me today and I'll share the EXACT process I use with all of my clients to achieve results beyond their expectations.

Book here → [CALENDLY LINK]

I hope to hear from you soon,

[SIGNATURE]

EMAIL 6

**LEAD MAGNET FOLLOW UP - OFFER ENDS
SOON (+24 HOURS)**

LEAD MAGNET FOLLOW UP - OFFER ENDS SOON (+24 HOURS)

SUBJECT B: Need some help?

Hey [FIRST NAME],

Over the last [TIME FRAME] I have helped hundreds of [YOUR AVATAR TYPE] achieve [RESULT DESIRED]

It's exactly why I created my [SIGNATURE PROGRAMME]

As of today, I only have 2 spaces remaining to join myself and my team on [SIGNATURE PROGRAMME].

This is the perfect programme for you if you want to achieve [RESULT DESIRED].

But be quick!

My coaching spaces fill up FAST....

....so if you want a space AND the [ADD ANY SPECIAL BONUSES/DISCOUNTS YOU'LL OFFER IF THEY SIGN UP] sign up bonuses, then all you've got to do is

Book/Apply here → [CALENDLY/APPLICATION LINK]

Talk soon,

[SIGNATURE]

EMAIL 7

**LEAD MAGNET FOLLOW UP - FOMO/LAST
CHANCE (+12 HOURS)**

LEAD MAGNET FOLLOW UP - FOMO/LAST CHANCE (+12 HOURS)

SUBJECT: The easiest way to get [DESIRED END RESULT]

Hey [FIRST NAME],

If you really want to achieve [DESIRED RESULT] (and I'm guessing you do or you wouldn't have even downloaded my free guide), then don't miss out on joining me on a no-obligation results roadmap call.

I will map out the exact steps you need to take to achieve [DESIRED END RESULT].

There are only 2 spaces left to work with me this month, so if you are serious about achieving [DESIRED END RESULT], then don't miss out.

I guarantee that the call alone will answer a lot of the challenges you are facing right now.

And if my [SIGNATURE PROGRAMME] isn't the right fit for you, then you can walk away with a lot of valuable advice and tips that you can implement into your day right away.

No strings attached

So DO IT NOW before the daily grind & to do list gets in the way!

Book/Apply here → [CALENDLY/APPLICATION LINK]

Talk soon,

[SIGNATURE]

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