

INITIAL CONVERSATION

- **First email:** I complimented Nicko's work and presented a video showcasing what I could offer regarding long-form content.
- **Joanna's reply:** Joanna, Nicko's executive assistant, responded positively to the video but asked for clarification about my intentions, asking if I was looking to be a video editor for Nicko's content on YouTube, Instagram, etc.
- **Second email:** I suggested discussing further on a call rather than over email.
- **Joanna's second reply:** Joanna declined the call, requesting more details via email instead.
- **Third email:** I provided a more detailed explanation, emphasizing the opportunity to enhance Nicko's long-form YouTube content to build deeper audience connections. I also reminded the value of a call to better align on Nicko's goals and strategies.

FOLLOW-UP SEQUENCE

1. First Follow-up (Scarcity and Social Proof)

Hi Joanna,

I wanted to follow up quickly since I know how important Nicko's content is. I'm currently working with a few other clients in the fitness space, and we've seen incredible increase in the traffic quality on their website by building deeper connections with their audiences, and converting more leads into paying customers through consistent, high-quality long-form videos.

I only have a couple of spots left this month for onboarding new clients. With the current momentum, I'd hate for Nicko to miss out on maximizing his reach while the opportunity is there.

Let me know if we can find a time to discuss this more in-depth and secure a spot for him.

Best,
Peter

2. Second Follow-up (Consequences of Inaction)

Hi Joanna,

What would happen if Nicko's long-form content on YouTube doesn't get the consistency or engagement it needs right now?

I've seen firsthand how some brands struggle to connect with their audience and miss out on potential leads when their content isn't optimized. With the right strategy, Nicko could become the go-to expert in his field.

Would love to chat and help you make sure that doesn't happen to him.

Best,
Peter

3. Third Follow-up (Personalized Offer)

Hi Joanna,

I've been thinking specifically about Nicko's content and how we can make it stand out even more. I'd love to create a custom content strategy for him that not only showcases his expertise but also builds a stronger connection with his audience.

I'm offering this to a select few clients right now, and I can include Nicko in this group for a personalized package that fits his brand. Let's hop on a quick call to walk through what this would look like.

Best,
Peter

Notes on Changes in Engagement:

- **Scarcity Follow-up:** This message could spark more urgency if they see the benefit of acting now rather than later. Look for responses that mention time constraints or increased interest due to limited availability.
- **Consequences Follow-up:** Poses a direct question about what happens if they delay. If successful, you should see a shift toward them expressing concerns about missed opportunities or seeking clarification on potential risks.
- **Personalized Offer Follow-up:** The final push for action, making them feel seen and catered to. Track whether this email leads to them sharing specific needs or requests for details on the offer.