MAGNIESSENCE

Email Sequences

Performance-Based Identity Assessment · Full Brief

Document Overview

Sequence	Trigger	Emails	Goal
Sequence A — Assessment Nurture	Sign-up form submitted	5 emails over 10 days	Get her to complete the assessment and submit results
Sequence B — Post-Results	Results form submitted (auto-tag in GHL)	3 emails over 5 days	Book a discovery call with Bolutiwi

CRITICAL RULE

Performance-Based Identity must be named in every email. The Positive Intelligence assessment must never be named in any email. The tool is internal. The category is external.

Sequence A — Assessment Nurture

Trigger: sign-up form submitted · Stops when results form submitted · 5 emails over 10 days

Purpose

Every email in this sequence does three things simultaneously: deepens her recognition of Performance-Based Identity, makes it easy to return and complete the assessment, and creates a low-friction path to submit her results. The emotional temperature should rise with each email — not by escalating pressure, but by going deeper into the language she uses about herself.

Sequence A · Email 1 of 5

TRIGGER	SEND TIME	GOAL
Immediately on sign-up	Immediate	Confirm sign-up and direct her to the assessment

SUBJECT LINE

Your Performance-Based Identity Assessment is waiting

You've just taken the first step most high-achieving women never take.

Not because the assessment is hard. Because naming something this precisely — something that has been running so quietly for so long — requires a kind of courage that looks nothing like the courage you use at work.

Here is what happens next.

Click the link below to begin the Performance-Based Identity Assessment. It takes 5 minutes. You will come out the other side with language for something you have always felt but never been able to say precisely.

Take the Performance-Based Identity Assessment →

Once you have completed it — submit your results here so I can read them personally and be in touch.

Submit your results →

I will be in touch.

Bolutiwi

Magniessence · Performance-Based Identity ends here.

Sequence A · Email 2 of 5

SEND TIME	THEME	GOAL
Day 2 after sign-up	Why everything else you tried didn't touch it	Deepen recognition of PBI — return to assessment

SUBJECT LINE

The reason it never quite lifts

You have probably tried to fix it before.

The exhaustion. The ceiling. The feeling that your life looks right on paper and heavier than it should in practice.

You may have tried therapy. Coaching. Books. Boundaries. Mindset work. Rest.

And something shifted — for a while. Then it came back.

Here is why.

Everything you tried worked at the level of behaviour. What has been running your life is not a behaviour. It is an identity.

Performance-Based Identity is the operating system that makes your worth feel like something you must continuously earn — through achievement, compliance and delivery. It does not respond to rest. It does not respond to boundaries. It responds to one thing.

Being seen at the level it actually operates.

The Performance-Based Identity Assessment shows you exactly where it is running in your life — in your decisions, your relationships, your leadership and your sense of what you are allowed to want.

Take the assessment — it takes 5 minutes →

Once you have completed it, submit your results so I can read them personally.

Submit your results →

Bolutiwi

Magniessence · Performance-Based Identity ends here.

Sequence A · Email 3 of 5

SEND TIME	THEME	GOAL
Day 4 after sign-up	Monique's story — proof the condition is real	Make it personal through a documented arc — return to assessment

SUBJECT LINE

"I've lost my compass. I've lost my true north."

That is something a client said to me in our first session.

Head of Global Patient Insights at a major pharmaceutical company. Elected to her alumni board. Internationally experienced. On paper — everything.

Inside — complete disconnection from herself.

Not because she was failing. Because she had been performing for people who could not hold the full version of her for so long that she started calling the performance her personality.

It was not her personality. It was Performance-Based Identity.

And the moment she named it — everything changed. Not because the circumstances changed. Because she finally had language for what had been running the show.

That language is what the assessment gives you.

Take the Performance-Based Identity Assessment →

If you have already completed it — submit your results below and I will be in touch personally.

Submit your results →

Bolutiwi

Magniessence · Performance-Based Identity ends here.

Sequence A · Email 4 of 5

SEND TIME	THEME	GOAL
Day 7 after sign-up	The cost of PBI — desire erasure	Activate urgency through cost language — return to assessment

SUBJECT LINE

What she gave up while she was busy being competent

She stopped wanting things.

Not dramatically. Not in one moment. In a thousand small moments where she chose everyone else first and told herself that was just who she was.

Her desires. Her instincts. Her authority. Her sense of what she was allowed to want.

And when her boss finally asked her directly — what do you want? — she did not have an answer.

That is not a confidence problem.

That is Performance-Based Identity dismantling desire in real time — because wanting things for yourself starts to feel selfish when your whole operating system is built around proving your worth to others.

The assessment identifies exactly where this is running in your life. In your decisions. In your relationships. In your leadership. In your sense of what you are allowed to want.

It takes 5 minutes. Most women say it is the first time they have ever seen it clearly.

Take the Performance-Based Identity Assessment →

Already completed it? Let me know — submit your results and I will read them personally and be in touch.

Submit your results →

Bolutiwi

Magniessence · Performance-Based Identity ends here.

Sequence A · Email 5 of 5

SEND TIME	THEME	GOAL
Day 10 after sign-up	The doctrine — she is still there	Final activation — sovereign, not desperate

SUBJECT LINE

Still there.

Before the proving started — there was a version of you.

Before the career. Before the achievements. Before the yes when your body said no and the rooms you made yourself smaller in and the model you built that was not on your CV.

She was not lost. She was performing for people who could not hold the full version of her.

That is Performance-Based Identity. And it is where it ends.

The assessment is waiting for you. It will show you exactly where the operating system has been running — precisely, without judgment, with language you will not find anywhere else.

Take the Performance-Based Identity Assessment →

If you have already completed it — I want to hear from you. Submit your results below and I will be in touch personally within 24 hours.

Submit your results →

She is still there.

Bolutiwi

Magniessence · Performance-Based Identity ends here.

Sequence B — Post-Results

Trigger: results form submitted (auto-tag in GHL) · 3 emails over 5 days · Stops when call is booked

Purpose

She has completed the assessment and submitted her results. She is activated and self-identified. This sequence has one job: get her on a call with Bolutiwi. The tone is personal, direct, and sovereign. It does not feel like a sequence. It feels like a message from Bolutiwi to her specifically. Keep that register in every email.

Sequence B · Email 1 of 3

TRIGGER	SEND TIME	GOAL
Immediately on results form submission	Immediate	Personal response — book the call

SUBJECT LINE

I've received your results

I have read through your responses.

There is something specific I want to share with you about what I am seeing.

Not in an email. In a conversation.

Would you be open to a 30-minute call?

Book a call with Bolutiwi →

This is not a sales call. It is the next step in what you have already started. You have named the condition. The conversation is where we look at what it means for your life in particular.

I will be in touch.

Bolutiwi

Magniessence · Performance-Based Identity ends here.

Sequence B · Email 2 of 3

SEND TIME	THEME	GOAL
Day 2 — if no call booked	A specific observation — creates curiosity	Reactivate — book the call

SUBJECT LINE

A specific observation about your results

I read your assessment responses.

One thing stood out — and I have not been able to say it properly in an email.

The work you have already done by completing the assessment is real. What comes next is a conversation about what it means for where you are right now — not a report, not a generic recommendation.

A 30-minute call. Specific to you.

Book your call here →

Bolutiwi

Magniessence · Performance-Based Identity ends here.

Sequence B · Email 3 of 3

SEND TIME	THEME	GOAL
Day 5 — if no call booked	Final personal invitation — sovereign close	Final call to action — creates gentle urgency

SUBJECT LINE

This is the moment most women don't take

You have done what most high-achieving women never do.

You named it.

The operating system that has been running so quietly you started calling it your personality — you saw it. You submitted your results. You took the step.

The next step is a conversation.

Not because something is wrong. Because what you have started deserves to be finished properly — with someone who has read your specific results and knows exactly what they mean for your life.

Book a 30-minute call with Bolutiwi →

This invitation does not stay open indefinitely. I work with a small number of women at any one time and give each one my full attention.

If this has been landing — you already know.

Bolutiwi

Magniessence · Performance-Based Identity ends here.

GHL Setup Notes

For your developer or VA

Item	Detail
Sequence A trigger	Tag added on assessment sign-up form submission
Sequence A stop condition	Tag added on results form submission — remove from Sequence A immediately
Sequence B trigger	Tag added on results form submission (already set up)
Sequence B stop condition	Call booked — tag or pipeline stage change
Email 3 — Sequence A	Send at Day 7 only if results form not submitted. If submitted, skip and move to Sequence B
Email 5 — Sequence A	Final email — if no action after Day 10, leave in list, do not send further emails. Do not unsubscribe.
Sequence B Email 2 + 3	Send only if no call booked. Stop the moment a call is booked.
Results form page	Needs copy updated: remove 'Breakthrough Your Invisible Ceiling' and 'Step Into Your Next-Level Identity' — replace with 'The Performance-Based Identity Assessment'

She did not lose herself. She was performing for people who couldn't hold the full version of her.

Performance-Based Identity ends here. · Magniessence