



30-Day Lead Nurture Email Sequence

OBJECTIVE:

- To design the logic and write copy for a 30-Day Lead Nurture Email Sequence
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Overview

Closing a sale as a CMOx is often a matter of finding the right fit at the right time. I've won sales after nurturing the lead for over a year and a half. A lead who opts into your funnel today may not be the right fit *today*, but if you can stay top-of-mind and prove your value, you're the fractional CMO that they'll turn to when they're ready.

The Lead Nurture Email Sequence is a direct line of communication for you to cultivate your relationship with your leads, provide them with ongoing value, build trust and encourage them to convert into customers.

In this exercise, you'll follow the steps below to design and write the first 30 days of your own Lead Nurture Email Sequence. Over time, you'll build out your sequence to cover 90 days, a year, and beyond. Start small with the first 30 days to lay the groundwork and expand the sequence as you gain unique experiences to share and create more content.

Follow these steps to design and write your 30-Day Lead Nurture Email Sequence:

1. Consider the 5 types of emails defined below and collect
2. Write 3-5 emails for each type (see the Example Emails to help you get started)
3. Determine the mailing order and cadence

4. Define the logic for a lead to be added to and removed from the sequence

Email Types

In order for your audience to stay engaged with your emails (and to keep them from becoming more clutter in their inboxes), make sure that every time you send, *you* are serving *them*. Each type of email described below serves a specific purpose in nurturing your leads:

- **Head:** Unique emails that the lead receives upon entering the funnel at different entry points, to be followed by the standard Lead Nurture Emails
 - For example, if your funnel has 2 different lead magnets, you'll need 2 different Heads. Each Head will deliver a different lead magnet, after which the different leads will receive (mostly) the same emails.
 - Pay close attention to the logic needed to manage leads at this stage. Which emails does a lead **not** need to receive if they started from a particular Head?
- **Education:** Emails to educate a lead that they have a problem and that you can help solve it
 - Your leads don't know what they don't know, but when it comes to marketing in their industry, you do. Educate them enough to feel the pain of their problems and point to your solutions without giving away your secret sauce.
 - Make a list of key problems that businesses face in the industry and write one email educating your audience about each one.
- **Social Proof:** Emails to prove your expertise and credibility by illustrating the impact that you've made for clients, such as Testimonials and Case Studies
 - Include Your Singular Success Story and other testimonials in this type of email

- Create in-depth Case Studies of high-impact or high-profile customers when you can tell a strong story about the problem you solved and the benefit you provided
- **Disarm Objection:** Emails to remove your leads' objections to purchasing by honoring their concerns and revealing the risks and opportunities at play
 - As the stoics say, "the obstacle is the way." It's important that your audience see you as taking care of them, rather than telling them that they're wrong. Validate their objections so they feel that you understand them clearly and provide evidence that they *still* need your service.
 - Common objections include...
 - "I can do it myself"
 - "It's too expensive"
 - "A fractional CMO won't work enough time to make an impact"
 - Gather a list of the most common objections you hear. Check past emails and sales calls for the specific objections of qualified leads and opportunities, and write a response to disarm each one.
 - It's critical to focus on only the objections of *qualified* leads. Notice whether a certain objection reveals that a lead is in fact not qualified to be your client.
- **Hard Push / Direct Call-to-Action:** Emails to push your leads to take the next step, such as booking a call or filling out an application
 - Keep these emails short and simple with clear instructions for your call to action

Email Cadence

Determine the order and cadence that the emails will send. See this example and draft your own:

- **Day 0:** Email #1 - Head
- **Day 1:** Email #2 - Social Proof 1
- **Day 2:** Email #3 - Disarm Objection 1
- **Day 4:** Email #4 - Education 1
- **Day 6:** Email #5 - Social Proof 2
- **Day 8:** Email #6 - Education 2
- **Day 11:** Email #7 - Disarm Objection 2
- **Day 14:** Email #8 - Hard Push 1
- **Day 17:** Email #9 - Social Proof 3
- **Day 21:** Email #10 - Disarm Objection 3
- **Day 25:** Email #11 - Hard Push 2
- **Day 30:** Email #12 - Hard Push 3

Lead Tracking Logic

As a marketing expert, it's important that your marketing is flawless. Map out the logic of your Lead Nurture Email Sequence to guarantee that your audience only receives the emails they need to receive and that they have an excellent user experience.

- What are all the different entry points to your funnel? For example:
 - Lead Magnet
 - Contact Form
 - Emailing you directly
- What action does a lead take that removes them from the sequence? For example:
 - Closing the sale
 - Scheduling a call
 - Unsubscribing
- What manual or automated actions do you need to take to track the lead appropriately? For example:
 - Add Contact to Database
 - Add to/remove from Email Sequence
 - Apply/remove Tag
- Create a visual flowchart of the above information to make sure you've got your bases covered.
 - See the **Serve** section in the Lab for more information about the Functional Marketing® Systems Map.

Example Emails

Head

Subject: Here's the report you requested! [tkLeadMagnet]

Body:

Hey tkFirstName,

I got your request for the tkLeadMagnet! Here it is:

tkDownloadLink

As you thumb through the report, check out tkCallout. I think it's one of the least-appreciated things.

To your success,

tkYourName

Disarm Objection

Subject: Why a Marketing Tech isn't enough

Body:

Hey [[first_name]]

Here's why going for a Fractional CMO instead of a Marketing Technician works better for you! [[describe the objection and then disarm it]]

Learn more about how I can help your business grow exponentially with my marketing framework here: [[Link to Lead Magnet]]

Looking forward to chatting!

Social Proof

Subject: A 5x increase in leads sounds ridiculous right?

Body:

Hey [[first_name]]

See how I helped [[company_name]] grow their leads 5x with a 30% reduction in cost per acquisition in just 4 months here:

tkTestimonial

tkQuote

You can hop on a call with me at:

tkSchedulingLink

In support,

tkYourName

Education

Subject: The problem with your marketing...

Body:

Hey tkFirstName,

Do you ever feel that your Marketing campaigns lack depth and a clear outcome to test its success against? Or that the marketing agency you hired doesn't really boost your confidence in regards to an overarching marketing strategy?

In that case, you might want to know what the role of a CMO does for a rapidly growing business like yours and how a CMOx can come in part-time with all the benefits - minus the heavy paychecks associated with onboarding a full time CMO.

Click here to learn how bringing in a CMOx helps:

[[link to educational content from your website]]

To your success,

tkYourName

Direct Call-to-Action

Subject: Hop on call?

Body:

Hey tkFirstName,

I noticed that you filled out the application but did not book a call with me. Here's my scheduling link in case you missed it:

tkSchedulingLink

Looking forward to connecting,

tkYourName