

# LINKEDIN - 13 Touchpoint system

Welcome Here is the system which will get you from overwhelmed to relaxed and confident.

I see it all the time — amazing coaches and business owners hustling for leads through referrals and endless calls. But the real game-changer? Stop chasing opportunities and start designing systems that attract them.

If you want to grow and generate more leads consistently, focus on these:

- Be clear about what you offer People buy clarity, not complexity.
- 2 Position yourself as the go-to expert Show transformation, not just services.
- Be visible and valuable Show up consistently with insights, not just offers.
- 4 Stay connected Most clients come after 5–7 meaningful touchpoints.
- 5 Build a process, not pressure Systems create sustainability.

Remember: Too many strategies and no system will not get the results. So stay with one proven system & strategy give 3 months and see the results.

If all this feels overwhelming, don't worry — I can help.

At Brand Xcellence, we create complete online systems designed to help you grow with ease from LinkedIn automation and client acquisition funnels to smart workflows that work while you do what you love.

Here are the 13 step Nurturing sequence and dont forget to send Weekly newsletters to keep them in loop. As still Emails are generating 20-25% of sales from your existing email list.



# 13-Step Client Nurture Sequence (General + Engaging)

Email 1 — Welcome & Warm Introduction

Subject: Welcome to [Your Company Name] &

Hi [First Name],

I'm thrilled you're here! Over the next few days, I'll share insights, tips, and stories to help you achieve your goals faster — with more clarity and confidence.

My goal is simple: to help you grow with strategy that actually works.

Before we begin, what's your biggest goal right now?

Warmly,

[Your Name]

## Text #1 (1 hour later):

Hey [First Name], this is [Your Name] from [Company]! Just sent a quick welcome email — would you like me to send a short voice note introducing what's next?

#### Email 2 — The Why Behind What You Do

Subject: Why I started [Your Company Name]

Hi [First Name],

I started [Your Company] because I saw how many amazing people struggled to reach their potential — not from lack of effort, but lack of direction.

Every great result starts with one thing: **strategy**.

That's the foundation of everything I'll share with you.

Excited for the journey,

[Your Name]

#### Voice Note:

"Hey [First Name], just wanted to personally say hi! I'm really excited to help you get clear, focused, and aligned with your next big move."

# Email 3 — Quick Win / First Value Drop

**Subject:** One simple shift that changes everything  $\neq$ 

Hi [First Name],

Here's one small adjustment that can completely change your results:

Try it today — it's simple, practical, and powerful.

Cheers.

[Your Name]

#### Text #2:

Hey [First Name], I just shared a quick 2-min tip in your inbox that can really move the needle — check it out!

## Email 4 — Client Story / Social Proof

Subject: How [Client Name] turned things around in 4 weeks 🙌

Hi [First Name],

Here's a quick story. [Client Name] came to us struggling with [pain point]. We worked together to redefine their strategy — and within weeks, they achieved [result].

The lesson? Success isn't luck — it's alignment.

Want me to share the steps we used? Just reply "yes".

[Your Name]

# Call #1 (optional check-in):

"Hey [First Name], just wanted to connect and learn a bit more about what you're working on — so I can send you ideas that actually fit your goals."

# Email 5 — Educational / Mistake Insight

**Subject:** The #1 reason people stay stuck (and how to fix it)

Hi [First Name],

Most people don't fail because they're doing the wrong thing — they fail because they're doing the right thing at the wrong time.

Timing, focus, and consistency create results.

In the next email, I'll share a simple framework that helps you realign and get results faster.

Talk soon, [Your Name]

# Email 6 — Behind the Scenes / Transparency

**Subject:** A peek into how we create results ••

Hi [First Name],

Ever wonder what really goes into successful projects?

Here's what we focus on behind the scenes:

- Clarity Know what you want.
- 2 Strategy Build the path.
- 3 Execution Take action consistently.

This formula has helped hundreds of clients move from idea to impact.

Would you like to see how it could apply to your business?

[CTA: Book a Free Strategy Call]

## Text #3:

Hey [First Name], just sent you an email about our 3-step success formula — it's simple but game-changing!

# Email 7 — Resource Gift / Lead Magnet

Subject: Here's something to help you move faster 🎁

Hi [First Name],

I've put together a simple resource that helps you [achieve goal] faster. Download it here  $\rightarrow$  [Link]

If you'd like, I can send a quick voice note explaining how to use it best.

## Voice Note (optional):

"Hey [First Name], I just shared your free guide — here's how to make the most of it in 60 seconds..."

#### Email 8 — Reviews / Testimonials

Subject: What our clients say about working with us 💬

Hi [First Name],

Here's what a few of our amazing clients said:

- "I finally have clarity on what works."
- \* "We doubled results in less than 30 days."
- \* "Best experience I've had with a team that actually listens."

Would you like to hear how we could get similar results for you?

Cheers.

[Your Name]

#### Text #4:

Hey [First Name], just sent some client success stories your way — thought you'd love them!

## Email 9 — Myth Busting / Reframe

Subject: The biggest myth about success 💭

Hi [First Name],

Here's a myth that stops many people: "[Insert myth]."

The truth? It's not about doing more — it's about doing what matters most.

Let's simplify your next step.

Click here → [Free Call / Audit Link]

#### Email 10 — Offer Introduction / Soft CTA

Subject: Ready to turn clarity into results?

Hi [First Name],

You've got the ideas — now it's time to bring them to life.

Our [Program/Service Name] helps you go from *stuck to strategic* with a clear action plan. We'll refine your goals, simplify your systems, and get you moving forward.

[CTA: Learn More / Book Your Session]

#### Call #2 (Follow-up):

"Hey [First Name], just checking in — would you like me to walk you through what working together could look like?"

## Email 11 — Objection Handling / Reassurance

Subject: "What if this doesn't work for me?"

Hi [First Name],

That's a fair question — many people ask the same thing before they see results.

What makes this different is that we build *your* plan, not a one-size-fits-all solution.

If you're unsure, let's have a short chat — no pressure, just clarity.

[Book Your Call]

## Email 12 — Urgency / Final Reminder

Subject: Last chance to get started this week 💆

Hey [First Name],

We're wrapping up new enrollments for [offer] this week.

If you've been thinking about it, now's the best time to take action.

You deserve a system that works — and we'd love to help make that happen.

[CTA: Book Your Spot]

### Text #5:

Hey [First Name], quick reminder — last chance to join this round before we close it!

## Email 13 — Re-Engagement / Nurture Loop

Subject: Still thinking about it? Let's stay connected 2

Hi [First Name],

If now's not the right time, that's okay.

You can stay in the loop with free tips, tools, and updates here: [Link].

And when you're ready to take the next step — I'll be right here.

Appreciate you being part of our world \*\*

## Voice Note (Final):

"Hey [First Name], just wanted to thank you for being part of the journey — your next step will come at the right time. Keep going."