

Welcome email sequence:

Here's a straightforward blueprint for a 6-email welcome series:

1. The Actual Welcome Email: Send this immediately after signup. Say hello, express gratitude, and set expectations for what subscribers can expect from your emails.
2. The "What If You Could Solve Your Problem" Email: Address a common pain point your audience faces. Highlight how your product or service can provide a solution.
3. The "It's Not Your Fault" Email: Empathize with any challenges your subscribers might be experiencing. Position your offering as the solution.
4. Showing Off the Benefits You Offer: Highlight specific benefits, features, or success stories related to your product or service.
5. The Urgency Email (Time to Sell): Create a sense of urgency. Encourage subscribers to take action, whether it's making a purchase, signing up for a webinar, or downloading a resource.
6. Frequently Asked Questions: Address common questions or concerns. Provide helpful information and encourage engagement.

Drug words:

Free Blueprint – offering plans or guides without cost appeals to curiosity.

Easy Collaboration – emphasizes the simplicity of working together.

New Techniques – sparks interest in innovative methods for construction.

Fast Installation – promotes efficiency and speed in the building process.

Guaranteed Sustainability – combines confidence with environmental responsibility.

Effortless Flexibility – highlights adaptability in design without complexity.

Best Hybrid Designs – suggests top-tier solutions blending materials like timber and steel.

Safe & Resilient – focuses on security and durability in building materials.

Save on Costs – targets the desire to cut expenses while maintaining quality.

Proven Success – offers reliability and results, ideal for attracting decision-makers.

Red=pain

Green=desire

Orange=what they do, how can you target them online (winter arc awareness)

Blue=product, the way the product was (ex. They wanted a book, a guide to help them, or they want a course, program)

Business Type: Home building/real estate coaching

Business Objective: Get more leads + convert them through email

Funnel: LN organic + ads → lead magnet → welcome+sales email campaign → Skool

Marketing Funnel Process and Tactics for Each Section:

1. Who are you talking to, writing for, and what is their current situation?

Audience: You are speaking to early-career real estate professionals, students, or recent graduates who are transitioning from theoretical knowledge to real-world applications. They may already have some academic or basic field experience but are unsure how to fully apply it in practice.

- **Funnel Stage: Top of the Funnel (Awareness)** – They are aware of their problem (lack of applied experience), but they don't know the full solution.
- **Copy Tactics:** Use engaging, clear, and educational content to **grab attention**. Position yourself as the guide who can help them bridge the gap between theory and practice. Use relatable examples, such as other students who struggled but succeeded through the right tools and steps.

2. What do I want them to do, actions to take?

Action: You want them to move through the funnel by:

1. Engaging with your educational content.
 2. Joining your community (email list, Skool, LinkedIn).
 3. Ultimately, using professional tools like AutoCAD, GIS, and networking strategies to grow their careers.
- **Funnel Stage: Middle of the Funnel (Consideration)** – They are considering solutions and evaluating their options.
 - **Copy Tactics:** Use **persuasive, educational copy** to show them why specific tools and networking tactics are essential. Highlight the **benefits** of taking action (e.g., learning to use GIS will make them more marketable in real estate development). Provide detailed case studies or testimonials to show results from others who followed similar steps.

3. What are the steps to take action?

Steps:

1. **Sign up** for a free resource or guide on how to use AutoCAD or GIS.
 2. **Join your network or community** (e.g., Skool or email list) to receive updates, more learning opportunities, and case studies.
 3. **Engage in hands-on activities** like an internship or project and start applying tools to their fieldwork.
- **Funnel Stage: Bottom of the Funnel (Decision)** – They are close to making a decision, such as joining your course or community, purchasing your program, or committing to deeper engagement.
 - **Copy Tactics:** Use **trust-building content**, like success stories, guarantees, and clear instructions. Offer a **low-risk first step** (access to a free resource) to get them to take action. Present clear **CTAs** (Calls to Action) like “Start your free GIS course today” or “Join the insider group of real estate pros.”

4. How to use which tactics?

Tactics:

- **Top of the Funnel:** Use blog posts, LinkedIn posts, or educational YouTube videos focused on their pain points (e.g., “Why You Struggle to Apply Real Estate Knowledge – and How to Fix It”).
- **Middle of the Funnel:** Send detailed case studies via email, invite them to webinars or group discussions where you go deeper into using tools like GIS, AutoCAD, or networking strategies.
- **Bottom of the Funnel:** Use direct offers in your Skool community, email marketing, or webinars that promote your program or tool to make it easy for them to convert (e.g., “Learn GIS in 10 Days – Free Course Starts Now”).

4. What steps do I need to take them through?

- First, address their frustrations and validate their concerns about high costs, outdated regulations, and market readiness.
- Then, show them how your program offers ready-to-build, flexible designs that are adaptable for urban lots and use mass timber in key areas like floors and ceilings. Emphasize that this tactic is long-lasting and won't be affected by market changes.
- Finally, offer them access to prototypes, joint ventures, or collaborative efforts that streamline the integration of mass timber into their projects. Encourage them to take action by outlining the potential profitability, ease of construction, and appeal to eco-conscious investors.

Avatar analysis:

1. Men or Women?

- Both, but likely more men due to the focus on real estate, construction, and development sectors.

2. Approximate Age Range?

- 35–55 years old. These individuals are experienced professionals in architecture, development, construction, or real estate.

3. Income Level?

- Mid-to-high income earners (\$100k–\$500k+ annually), especially those with the financial means to invest in or develop large-scale projects.

4. Geographical Location?

- Primarily urban professionals in cities with strong real estate markets, such as New York, Los Angeles, Seattle, and emerging markets like Detroit. Likely U.S. based but could include international players interested in innovative building materials.

5. What are they afraid of?

- Failing to keep up with market trends, being outpaced by competitors who adopt new building technologies faster, or missing opportunities to capitalize on the growing demand for sustainable building solutions like mass timber.

6. What are they angry about? Who are they angry at?

- They are frustrated with high costs and limitations in traditional materials like steel and concrete. They may be angry at slow-moving regulators, zoning restrictions, and developers who resist innovation.

7. What are their top daily frustrations?

- Feeling like they are falling behind in terms of innovation and sustainability. Constant delays in projects due to inefficient materials, rising costs, and supply chain issues for construction materials.

8. If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- "I'm always looking for ways to build more efficiently, but the costs keep skyrocketing, and the regulations keep shifting. It's frustrating that mass timber is more common in Europe while we're still stuck with traditional materials."

9. If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

- They would have a portfolio of innovative, sustainable developments in key urban markets, recognized as a leader in modern, eco-friendly construction. Their projects would be both profitable and environmentally friendly, allowing them to scale rapidly while maintaining a reputation for quality.

10. Who do they want to impress?

- Their peers in the real estate and development industries, potential investors, city planners, and sustainable architecture advocates. They also want to attract attention from eco-conscious buyers and communities.

11. How would they feel about themselves if they were living in their dream state?

- Confident, ahead of the curve, and innovative. They would feel like pioneers in the sustainable building space, leaving a lasting legacy and contributing to a more eco-friendly future.

12. What do they currently believe is true about themselves and the problems they face?

- They believe they have the skills and vision to execute innovative projects but are constrained by outdated regulations, the slow adoption of new materials, and financial limitations around sustainable construction.

13. Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- Yes, they've likely explored alternative materials like steel and SIP panels but found them costly and inefficient. They may feel that their projects have been delayed by regulatory hurdles or market readiness for mass timber solutions.

14. What trends in the market are they aware of? What do they think about these trends?

- They are aware of trends like biophilic design, sustainable building, and the growing interest in mass timber for its environmental benefits. They view these trends as exciting but worry about cost, supply chain issues, and the industry's slow shift toward mass timber in residential construction.

15. How does the product help the avatar without the sacrifice?

- The price of the program is relatively low. After this, they'll be met with a step-by-step plan on how to go from point A to point B.

16. How are you making the product FUN?

- It's a Skool community so there's a bit of fun in it alone.
- It's kind of like a game, where you level up and unlock lessons by learning more

17. What does your target avatar hate about the related products?

- Any cheap program/coaching that's "made for everyone"
 - These people are searching for something that can help them scale and start
 - However it has to be an actual high-quality program, not for teens trying to make money, or 40yo moms...
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Audience analysis:

Obstacles / Pain Points

1. Difficulty finding experts with the technical knowledge to build a mass timber network for projects.
2. Uncertainty in analyzing financial and structural feasibility for city-specific mass timber projects.
3. Challenges in determining a viable mixed-use building configuration for mass timber construction.
4. Problems identifying suitable sites for mass timber projects due to zoning issues.
5. Struggles combining mass timber with other materials, such as steel, in vertical or offsite-manufactured structures.
6. Concerns over financial scalability for mid-rise mass timber projects, especially limited to 4-5 stories.
7. Lack of widespread experience using mass timber in residential projects compared to commercial applications.
8. Difficulty deciding how much of the timber structure to expose in building designs.
9. No mass timber project in the pipeline, creating hesitations about moving forward.

10. Fear of repeating mistakes in mass timber projects without leveraging existing expertise.

Desires / Goals

1. Build a strong network of mass timber experts and resources to lead future projects.
2. Develop viable mixed-use building typologies for cities like Detroit or Columbus.
3. Efficiently combine mass timber with materials like steel for cost-effective, sustainable designs.
4. Expand mass timber mid-rise buildings (4-5 stories) within urban zoning regulations.
5. Introduce mass timber to underutilized markets, especially in mixed-use and residential sectors.
6. Streamline design and construction by utilizing offsite manufacturing and prefabricated materials.
7. Push mass timber's structural capabilities to create flexible, open spaces.
8. Create smaller, scalable mass timber projects to attract broader developer interest.
9. Adapt mass timber for residential use, overcoming its challenges compared to commercial applications.
10. Collaborate with experts and stakeholders to innovate in mass timber projects.

Useful Truths / Objective Takeaways

1. Mass timber offers flexibility in floor design and load-bearing for larger open spaces.
2. Combining mass timber with steel can improve vertical load-handling in hybrid projects.
3. Offsite-manufactured stick items can speed up construction and reduce labor costs.
4. Urban zoning changes in cities like Detroit and Columbus make mass timber mid-rise buildings more feasible.
5. Involving architects early is critical for aligning mass timber projects with building typologies and site selection.
6. Mass timber's growing popularity presents opportunities to collaborate with stakeholders for successful projects.
7. Hybrid models combining timber with other materials offer both aesthetic and structural benefits.
8. Smaller, scalable mass timber projects are more financially feasible and can lead to larger developments.
9. Mixed-use developments are a promising market for mass timber, especially in cities with changing urban regulations.
10. Networking with experts in mass timber is essential to overcoming challenges and advancing projects.

COPY

Email #7:

SL: Different material = MORE deals?
...It's really not that complicated

Today I want to share a story on how 1 change in my business...

Brought me multiple 5-figures in project deals.

I know you might expect me to tell you the exact solution for you to make thousands of dollars a month...

But to be honest,

I have no idea how to fix your business.

Yes, you can switch the building material,

Yes, you can change the cities...

But until you take a completely objective view on your home building process,

All of the changes I've listed above, won't matter if your business is struggling with something completely different

From closing on a project,

All the way to the materials you use, and your budget...

You have to figure it all out yourself.

Although, if you want to really take a step forward,

[...Click here to check out our program, and how it helped other home builders scale](#)

Don't wait for another 3 months to pass by, you need to figure out the problems now.

I'll see you on the winners' side.

- John

Email #8:

SL: Market changes = more 💰 for you...?
...Where millionaires make true money

[FIRST NAME],

I'm generally a hard working person,

But that doesn't matter, if I can't adapt to the market.

A new economy is being crafted in front of our very own eyes.

That's why you need to find a way to make money even if the market changes completely.

And since you're a part of this newsletter,

I don't want to see you fall behind.

So here's what you need to CHANGE in order to capitalize in this industry:

People don't want to wait months for you to just get all the materials together.

If you can find more affordable building material (with the same quality),

And a good supplier,

Then you'll be running circles around all of your competitors, who haven't even covered the plan of the project.

It can also depend on what material you use.

For example - materials like lumber and concrete are more expensive and harder to source.

But if you use mass timber, for example...

You'll experience less sourcing issues, and get a higher quality material, for less money...

See?

Every little detail matters.

But it won't take long, until other home builders come to this realization...

So if you want to be safe, no matter how the market changes...

[Click here](#)

Inside you'll find out so much more about home building, than most other home builders know...

Find the right supplier and material to use,

And you'll completely change your business in just 60 days.

See you on the winners' side.

- John

Email #9:

**SL: Profit doesn't come from projects
...I'm not even joking**

You might think I'm crazy...

But I'm just being realistic here.

Home building projects don't impact your income purely.

Yes, technically you DO make all of your income from projects.

But you don't profit because of the project itself.

I'm talking about the fact that you need to pick the right material,

A good area to run your projects,

A hard working team...

Etc.

"But John, I already know this...why are you telling me this?"

Well...

I've seen a lot of home builders focus purely on 1 thing only.

Either that's closing a project, or the price (and not the quality) of the material they use for all of those projects.

You should save up on the material, but never sacrifice the quality for the sake of saving a couple of dollars.

It can be difficult to do all of the things I listed above.

And when you take care of this, it's like seeing life as a completed puzzle.

Everything is perfect,

Now it all comes down to hard work.

If you want to have higher profit margins and less stress around your business...

[You can put all pieces of the puzzle together here](#)

See you on the winners' side.

- John