

Nurture Sequence

Email 1: 3 AM Calculation

Subject Lines: The moment I knew I couldn't do this for 20 more years

Preview Text: It was 3 AM, and I was staring at the ceiling...

It was 3:17 AM on a Tuesday.

I'd gotten home from another brutal 12-hour shift three hours earlier.

My feet still ached. My scrubs were still damp with... I don't even want to think about it.

But sleep wouldn't come.

Instead, my brain was doing that thing it does... Running the numbers.

The same calculation I'd been avoiding for months:

20 more years until retirement.

20 more years of missing family dinners because "charting" took longer than a Marvel movie.

20 more years of watching administrators who've never touched a patient make decisions about "efficiency".

20 more years of feeling like a cog in a machine that cares more about margins than medicine.

The math was simple.

But here's what hit me hardest that night:

While I was giving everything to save others, who was saving my future?

Because here's the truth no one likes to put on a recruitment flyer:

Traditional nursing will burn you out long before it builds you up.

The "path" we were promised? Work hard, climb the ladder, maybe become a manager?

That's not a ladder. That's a hamster wheel in disguise.

You know it. I know it. Every nurse working today knows it.

But what if there was a different way?

What if you could turn everything you've learned as a nurse into something bigger?

Not by leaving nursing. By becoming the CEO of your nursing expertise.

I stumbled onto something that changed everything for me (and over 1,000 other nurses).

It's called the [3-Phase NursePreneur Framework](#).

Instead of helping 6 patients per shift, imagine helping 600 patients a month. Without a single administrator emailing you about "productivity metrics."

The nurses who follow this framework don't just escape burnout. They discover they were meant for more

If you're curious how to transform your nursing expertise into a business that gives you freedom, fulfillment, and maybe even time to actually finish your coffee while it's hot...

[Then click here to get more information](#) because your expertise deserves better than a broken system.

Talk soon,

Cattie.

P.S. The system that's burning you out isn't your fault. But staying in it when there's a proven path out? That's a choice. [\[See the roadmap here\]](#).

Email 2: 10 AM Tuesday

Subject Lines: It's 10 AM, and you're not at the hospital.

Preview Text: Instead, you're choosing your own clients and your own impact...

Body:

Picture this with me for a second.

It's Tuesday. 10 AM.

Instead of being two hours into a 12-hour shift, you're sitting with your coffee (it's actually hot) and planning your day.

Then your phone buzzes... Not with "Mandatory Overtime Alert" but with a notification: another client just booked your signature program.

You check your calendar, 3 coaching calls later today.

Each one pays you 10X more per hour than you made in a full day at the hospital.

Tomorrow? You've blocked off the whole morning for your daughter's school play.

No begging and no praying someone covers you.

Just you being there.

That's freedom...

And freedom is about choice.

The choice to work with clients who value your expertise instead of administrators who see you as a line item.

The choice to be present for your family instead of sacrificing everything for a system that doesn't sacrifice anything for you.

But let me guess what's running through your head right now:

"Sure, but I'd need an MBA first, right?"

"I'd need, like, 17 more certifications, right?"

"I'm not the business type. I'm just a nurse."

"What if I fail and lose everything?"

Here's the truth nobody talks about:

You already have everything you need to build a successful business. You just need the right framework to organize it.

The clinical expertise? You've got it.

The ability to stay calm under pressure? Not a problem.

The deep understanding of what people need to heal? It's literally your superpower.

What you need isn't more credentials or another degree.

You need a step-by-step system designed specifically for nurses who think as you do.

You need a tribe of nurses who won't look at you sideways when you say you want more than what the hospital system offers.

[Click here to step into your role as the CEO of your nursing expertise."](#)

Your freedom is waiting for you.

Talk soon,

Cattie.

P.S. Every day you spend convinced you need "one more thing" before you can start is another day someone else isn't getting the help only you can provide. [The nurses who break free don't wait for perfect timing. They create it.](#)