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**Bobby**

## B2B Coaching – Case Study Email Sample

### How This Coach Closed 5 High-Ticket Clients in 14 Days

Hi Mary,

When Jennifer came to me, their biggest problem was follow-through.

Leads were coming in... but they weren't converting.

After a few tweaks to their email funnel, here's what happened:

The Results:

- Booked 11 qualified strategy calls in 2 weeks
- Closed 5 high-ticket clients (without paid ads)
- Automated the follow-up to run on autopilot

What changed?

We restructured their welcome sequence to build trust fast, injected urgency into their call invites, and used case studies (just like this one) to prove results.

Now they're spending more time coaching—and less time chasing leads.

Want a strategy like this tailored for your business?

[\[Let's talk\]](#) — I'll show you what's possible in 15 minutes.

*Talk soon,*

*Bobby*

*Email Copywriter for B2B Coaches*

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**Note: This is a sample email written for portfolio purposes only.**