

Prospect #1

1

Hey what's up Tamari,

Excuse me barging into your inbox.

I have an idea for how you can get your Live Weaning Workshop attendees to purchase your "Pumping Course" and to sign up for your future workshops.

I drafted you a sequence of emails using the "Afterglow" mechanism - a technique for turning your already-interested followers into **loyal customers that recommend your services to their mom friends**.

Since the parents that joined the workshop are already interested in what you can offer them, and have purchased access to one of your workshops already,

They are ideal customers of your higher-priced offers and future live events.

Do you have 5 minutes to watch a Loom video I made going over this strategy?

Didn't want to scare you away with a spammy link.

Best,
Jaydon

Digital Marketing Expert

2

Hey again Tamari,

Bumping this in your inbox in case you missed it.

The "Afterglow" sequence I mentioned in the last email can be immediately implemented. I know that your most recent workshop just ended, so now is the time to take advantage of this!

I wouldn't want you to miss this opportunity to increase your post-event sales.

In the video I explain exactly how each email in the sequence moves the reader closer to checking out your site and purchasing your Pumping Course.

Is this a good email to send the Loom video link to?

If not, let me know where I can send it.

Best,
Jaydon

Digital Marketing Expert

3

Hi Tamari,

Quick note about what I sent over the other day.

I have other ideas for growing your business that I'd love to share with you, but first -

I want to gauge your interest in what I shared initially.

The "Afterglow" mechanism I mentioned is simply a cool name given to a proven strategy that I've seen used in various markets for live events.

This could be powerful for your personal brand and would be a great way to continue building trust in your current following for any courses or workshops you release down the road.

Do you want me to send the Loom video link to you going over this strategy and how you can apply it?

Just reply with something short and I'll send it over.

Warm regards,
Jaydon

Digital Marketing Expert

4

What's up Tamari,

Touching base one more time.

There is value for you here. I wouldn't want you to miss out on this window of opportunity for your most recent workshop.

And no, I'm not here to sell you anything.

I like to provide value before anything else, which is why I created the Loom video and sequence for you in advance.

If you're interested, I'm happy to implement this technique for you for free, make you some money, and get you some loyal customers in the process.

Then we can talk about payment, if we decide to move forward at all.

Currently I have room to collaborate with one more business and I can tell you're eager to grow, which I can help make happen, but you aren't the only person I've been in contact with.

If this isn't a priority for you right now, no worries. This is the last you'll hear from me.

All the best,
Jaydon

Digital Marketing Expert

Prospect #2

1

Hey Dr.Ream,

Excuse me for barging into your inbox.

I looked at your business this morning and had an idea for how you can get your QnA viewers to purchase your Mom Freely "All The Rage" course after the event.

I drafted you a sequence of emails using the "Afterglow" mechanism - a technique for turning already-interested followers into **loyal customers** of your products.

Since the parents joining the QnA are already interested in what you can offer them, and have purchased your "Stay Close Through Conflict" workbook,

They are ideal customers of your higher-priced offers. Specifically your "All The Rage" course, which is along the same lines as the workbook.

Do you have 5 minutes to watch a Loom video I made going over it?

Didn't want to scare you away with a spammy link.

Best,
Jaydon

Digital Marketer

***P.S** - You have a unique set of credentials alongside Erica that I don't see anywhere else in your market. I see a ton of potential beyond what you've already built to be a leader in this space alongside brands like Moms On Call and TakingCaraBabies.*

2

Hey again Dr.Ream,

Bumping this in your inbox in case you missed it.

The "Afterglow" sequence I mentioned in the last email can be immediately implemented. I know the QnA is coming up here soon and I wouldn't want you to miss this opportunity to increase your post-event sales.

Is this a good email to send the Loom video link to?

If not, let me know where I can send it.

Best,
Jaydon

Digital Marketer

3

Hi Dr.Ream,

Quick note about what I sent over the other day.

I have other ideas for expanding the reach of your business and the efficiency of your marketing systems that I'd love to share with you, but first -

I want to gauge your interest in what I shared initially.

The "Afterglow" mechanism I mentioned is simply a cool name given to a proven strategy that I've seen used in various markets for live events.

This could be powerful for your personal brand and would be a great way to introduce your current following to Mom Freely.

Do you want me to send the Loom video link to you going over this strategy and how you can apply it to your upcoming QnA?

Just reply with something short and I'll send it over!

Warm regards,
Jaydon

Digital Marketer

4

What's up Dr.Ream,

Touching base one more time here. We all get busy, I understand that, and I can't even imagine adding children to that equation!

But, I believe there is value for you here. I wouldn't want you to miss out on this before the QnA begins.

Also, I'm not here to sell you anything. I like to provide value before anything else, which is why I created the Loom video and sequence for you.

If you're interested, I'm happy to implement this technique for you for free, make you some money, and get you some loyal customers in the process.

Then we can talk about payment, if we decide to move forward at all.

This offer will stand until the QnA comes and goes. Currently I have room to collaborate with one more business.

If you aren't interested, no worries at all. This is the last you'll hear from me.

All the best,
Jaydon

Digital Marketer