Campaign Snapshot

Context: Indoctrination/Welcome Series + Sales Email
Audience: New potential customers from the ad, website, or social media
Timing: Automated email sequence 3 hours after autoresponder
Schedule: 4 emails in 7 days
Cadence: Email every other day

Email 1: Introduction - “Nice to Meet You”

- **Primary Goal**: Begin building likability for Venus
- **Secondary Goal**: Foster problem awareness and a sense of community
- **Angle**: Introduce Calming Home by Venus, while emphasizing the benefits of working with Venus.

Send: Day 1, 3 hours after autoresponder

Subject Lines:
Welcome to Calming Home by Venus, [First Name]!
Thanks for starting your Calming Experience, [First Name]!
Hey, [First Name]! Glad to have you here!
Your Calming Experience starts now, [First Name]!

Meta Description:
I can’t wait to help you restore calm in your home.

Body Copy
Welcome to **Calming Home by Venus**, [First Name]!

I’m so excited that you're taking the first step to reclaim your space and break the cycle of disorder in your home.

Whether you found me from my ad, my email sign-up on the website, or social media…

I’m ***so*** glad to have you here.

Because I know how overwhelming and stressful it can be when your home feels cluttered and disorganized no matter how hard you work at it.

It can…

⇒ Cloud your thoughts and make you feel unfrazzled and unfocused.

⇒ Create tension and unease, making it nearly impossible to relax and feel at peace in your own home.

⇒ Tire you out as you spend more and more time and money trying to find things you need or make space for new items.

⇒ Cause you to stop inviting people over because you feel ashamed of the clutter.

In the end, it can leave you feeling frustrated, overwhelmed, and stressed out.

You may even find that you don't want to enter or even look at certain parts of your home…

Or just want to throw the whole house away. 🗑️

But I'm here to tell you you're not alone.

In my 40 years of organizing and styling homes, I've seen *hundreds* of homeowners just like you.

In fact, that's why I started my professional organizing and home styling business…

So I can help overwhelmed individuals to organize, elevate, and refine their space by implementing tools and systems to maintain it for their mental health.

And now, I want to personally help **you** regain that calm and happiness in your home.

Trust me when I say, ***you're exactly where you need to be, [NAME].***

I know you're already busy managing this crazy thing called life, so let's go over what you can expect from me and the emails I send you in the future really quick:

1. **Over the next 7 days, you'll receive one email every other day** to get to know who I am, why I do what I do, and how I can help you break the cycle of disorder and bring order and calm in your home.

2. At the end of this series, you'll **automatically be added to receive my biweekly newsletter**.

I'll give you updates, organizing and styling tips, juicy resources, and service and product recommendations to help you begin restoring your home…along with the occasional promotional emails. 😉

(Don't worry! I promise not to spam!)

3. You'll also get the choice to **opt-in to my Calming Consult**. I'll come to your home to capture measurements, photos, videos, and more to craft a proposal where you can choose between:

- **Your Day With Venus**: Work with me directly to declutter and organize your space over the span of several days.
- **A Full Experience**: Get a full HGTV, Done-for-You decluttering, organizing, and styling experience, complete with A Big Reveal.

No matter which option you choose, I'll give your entire family **personalized 1:1 coaching** on decluttering and implementing simple, customized systems to maintain your results, get the most out of your investment, and continue to enjoy your new space.

Either way, *you're in complete control* over your subscription experience.

Does this all sound good to you, [NAME]?

I look forward to helping you create the home of your dreams.

If you need anything else or just have questions, just reply to this email and let me know.

I'd love to hear from you!

And if you want to talk to me about your space in person, schedule a free 20-minute Discovery Call here.

I'll "see" you in a couple of days!

Sign-Off:

Wishing you all the best,

Venus

P.S. Follow me on Instagram and Facebook to keep up with my latest news and updates!

P.P.S. Be sure to **add me to your contacts** and **move me from your promotions tab to your inbox tab**! That way, you'll get my future emails and free juicy resources in your primary inbox. I don't want you to miss any of the goodies I have in store for you!

Email 2: Invite - “My Mission”

Primary Goal: Engagement and connection
Secondary Goal: Consume the free content you’re providing
Angle: Share Calming Home by Venus’s origin story and mission. Emphasize your care and non-judgemental approach. Make them feel like they belong and are part of the story.

Send: Day 3

Subject Lines:

You’re transforming your entire life, [First Name]
Your home transformation starts now, [First Name]
We’re bringing calming back, [First Name]
You’re about to begin an amazing journey, [First Name]

Meta Description:

Together, we can make your home truly special!

Body Copy

Hey [NAME],

Welcome back to Calming Home by Venus!

I understand that having someone you don’t know coming into your home to make changes can be nerve-wracking…

So today, I want to share something special with you—**not just the ‘what’ of what I do, but the ‘why’.**

And more importantly, how **YOU** fit into this journey.

Let’s jump right in!

First, let me start by introducing myself so you know who’s in your inbox and your home.

I’m Venus Davis, a professional luxury home organizer and stylist.

I’ve been helping overwhelmed individuals organize, elevate, and refine their homes for over 40 years. And as I did, I noticed a saddening trend:

While many of them tried their best to keep a neat and orderly home…

They often found themselves lost in the chaos, not knowing where to start or how to maintain the momentum once they began.

And it's because **they didn't have the personalized guidance, know-how, or systems to do it**.

That's why in 2022, after decades of helping friends and family, I established Calming Home by Venus, *the* luxury organizing and home styling business that alleviates stress and enhances mental health for overwhelmed individuals…

By creating and implementing easy-to-manage customized solutions to break the cycle of disorder…

And elevating your space with modern styling techniques to capture the essence of luxury and sophistication.

Since I started my business, I've used my 40 years of experience to help dozens of overwhelmed professionals, parents, and homeowners restore calm in their homes…

WITHOUT breaking the bank, setting up complicated systems, or taking months of their time.

It's my passion, and I truly love being able to help people find joy and tranquility in their homes again.

But it goes beyond that, [NAME].

You see…

It's my vision to transform lives by combining the art of organizing and styling to promote a strong sense of well-being and mental clarity with my aesthetic, customized solutions.

It's not just about sorting through your stuff or putting everything where it belongs.

It's about understanding your emotional and psychological ties with your space and possessions…

And helping you create new ones to improve your mental health.

That's why **my holistic approach is deeply personal, compassionate, non-judgmental, and tailored to you.**

I work to make your home a reflection of your best self, where every item has a place and every space serves a purpose.

It’s my aim to create a sumptuous experience that gives you a space that not only *looks* good but *feels* good—a place where you can truly relax and feel at peace.

And together, we’ll transform your home into a luxurious sanctuary that supports your lifestyle and well-being.

So, let's create that calming home you deserve. I'll be right beside you every step of the way.

Ready to start this transformational experience together, [NAME]? **Reply with a big fat YES**!

Sign-Off:

With Love,

Venus

P.S. Don’t forget to follow me on Instagram and Facebook!

Email 3: Mobilize - “I Can Help You”

Primary Goal: Engagement and Education
Secondary Goal: Start softly selling Calming Home by Venus services through empathy and education.
Angle: Bring your prospect from problem-aware to solution-aware and pivot to the sale in a subtle and cool way.

Send: Day 5

Subject Lines:
How to start organizing your home
One surprisingly simple secret to organizing your space
How do I fix this mess in my house??? 😩
The secret to taking your home from clutter to clarity

Meta Description:
Take the first step toward your new calming home, [First Name]!

Body Copy
Hi there [NAME]!

Now that you’ve learned who I am and why I do what I do…

I want to give you a little headstart on how to take back control and start decluttering (or as I like to call it, simplifying) and organizing your space.

It’s a surprisingly simple secret that many homeowners don’t realize they need to tackle…

And it could unlock the road to creating the calm, luxurious space you’ve always wanted.

You see, [First Name]…

Starting your organizing journey doesn’t mean you should immediately jump into parting with your cherished concert tees…

Those trinkets you just can’t seem to let go of…

Or the boxes of odds and ends that you *swear* you might need someday.

It all starts with preparing your mind first.

Think of it as mental simplifying. Before you touch a single item, you want to get your mind right to start thinking differently about your space.

Here are a few tips on how to do it:

> 🌱 **Embrace change**: Get comfortable with the idea of transformation and focus on how it'll improve your daily life.
>
> 🌱 **Set clear goals**: What do you want from your space? A peaceful retreat? A functional garage? Designated areas for your food items? Define it and stick with it.
>
> 🌱 **Visualize success**: Imagine walking into your space after it's been transformed. Let yourself feel the weight falling off your shoulders and peace and happiness taking over your mind. Think of how it'll feel to actually look forward to being in your space again. Keep that image in your mind.
>
> 🌱 **Be open to letting go**: Not just of things, but of old habits and the clutter mindset. Sometimes, less really *is* more.

My point is, [First Name], by adjusting your mindset first, the physical decluttering becomes fulfilling and even enjoyable instead of an overwhelming chore.

That's what'll start you on the right foot to reclaiming your space and bringing calm and joy back into your home.

Preparing your mentals is only the first step of luxury home organizing.

It takes several other steps, like:

- Understanding the functionality of each space
- Defining dedicated areas or homes
- Creating families of items by use or importance
- Designing a flow that complements your daily routine
- Curating and selecting decor that enhances function, mood, and aesthetics

- Establishing simple, easy-to-maintain systems for ongoing maintenance

It's a lot for most overwhelmed and busy homeowners to juggle on their own.

That's one of the main reasons why I offer The Calming Consult, an in-person consultation in which I capture measurements, videos, photos, and 3D scans of the project space(s). ✨

During this 60-minute consult, I dive deeper into your goals, the different ways to work with me, and your investment.

You can also sample a curated selection of my favorite products to organize, elevate, and refine your space.

At the end of this consult, you'll have a better idea of how to start improving your space and choose one of two options to work with me:

- **Your Day(s) With Venus**: Work with me directly for 6 hours a day to declutter and organize your space over the span of several days.
- **A Full Experience**: Get a full HGTV-style, Done-for-You simplifying, organizing, and styling experience, complete with A Big Reveal.

Then, you'll get a customized proposal detailing solutions for your space so we can start your calming journey! 🥳

I've used these solutions to help dozens of overwhelmed individuals restore peace in their home…

And now I want to help you do the same.

I'm currently accepting new clients, but I only accept **4 people per month** to provide the most personalized, thorough, and intimate experience possible.

If you're curious to explore my services, you can learn more about them on my website.

Or you can also check out this Instagram post on tips to organize your closet.

Sign-Off:
To your brand new calming home,

Venus

P.S. In case you were wondering, I don't know when my calendar will be full for my luxury organizing experiences, [First Name]. I'm typically booked two months out.

So if you're serious and ready to invest in a luxury organizer and home stylist that can transform your space in just a few days, I recommend you contact Calming Home by Venus. Plus, you get a special discount when you leave a testimonial after your experience!

Email 4: Sales Email - Get Results - “The Juicy Benefits”

Primary Goal: Sale.
Secondary Goal: Stimulate interest so prospects start to feel like Calming Home by Venus is for them.
Angle: Share the benefits of Calming Home by Venus and what you can do for your leads. Introduce scarcity to entice them to schedule a Calming Consult.

Send: Day 7

Subject Lines:
Get 1:1 coaching and luxury organizing for your home, [First Name]
[First Name], here’s the answer to all your home organizing woes
It’s your turn to create the home of your dreams, [First Name]
Get the beautiful space you deserve, [First Name]

Meta Description:
Let’s start creating your new calming home! 🏠

Body Copy
I'm officially taking on new luxury organizing and home styling clients, [First Name]!

But you may wonder: What do you get out of working with me?

Well, it has to do with my one-of-a-kind personalized approach.

You see…

The problem with most organizing solutions is that they’re one-size-fits-all. These generic systems don’t consider your unique lifestyle, habits, and preferences.

I always say what works for the goose doesn’t always work for the gander.

So you might end up with a beautifully organized space that doesn’t actually fit your daily needs or routine…

Much less you as a person. And what’s the point of that?

Plus, many people may get results…

Only to find that clutter slowly creeps back because they don't have the tools or mindset to maintain the new order.

And that's where I come in.

At Calming Home by Venus, I tailor every solution specifically to you, incorporating sustainable practices and simple, easy-to-maintain systems into your routine.

That way, your space remains organized and luxurious long after I've done my part.

I take two unique approaches to do it:

Your Day(s) with Venus allows you to work with me 1-on-1 for 6 hours each day to take ownership of your project and receive on-the-spot declutter and organization coaching.

In the **Full Experience**, we simplify together, and then I do all the organizing and beautifying for you…

So you can get the home of your dreams without lifting a finger. At the end, you'll experience an HGTV-style big reveal to introduce you to your new space, along with a family coaching session on how to maintain the results.

Each experience comes with a complimentary post-project two-week check-in and tune up along with a reset schedule.

And it all starts with your Calming Consult!

During this 60-minute in-person consultation, I'll come to your home to take measurements, videos, photos, and 3D scans of the project space(s).

Then, we'll dive deeper into your goals and investment and sample a curated selection of my favorite products to organize, elevate, and refine your space.

You'll come out with a **customized proposal with solutions for your space** so you can start your journey toward your calm home and choose your desired method to work with me.

It took me 40 years to develop the proven, simple processes and systems I implement within your home…

Processes and systems that have helped dozens of homeowners organize, elevate, and refine their homes and regain peace for their mental health.

(In fact, you can check out my five-star testimonials here!)

But, [FIRST NAME], you're getting access to this experience through a simple $199 Calming Consult!

So, are you ready to transform your home, [FIRST NAME]?

Click the button below to schedule your Calming Consult and begin your experience today!

[Schedule My Calming Consult]

Sign-Off:

See you soon!

Venus