

WRITE THE FIRST 3 EMAILS— BUILD AWARENESS, AUTHORITY & AFFINITY

YOU DON'T NEED TO SELL IN EVERY EMAIL —
YOU JUST NEED TO MAKE THEM BELIEVE YOU'RE THE REAL DEAL.

AWARENESS, AUTHORITY & AFFINITY

INSTRUCTIONS:

Yesterday, you mapped your buyer's journey and spotted where leads drop off.

Today, you'll craft the first 3 emails in your 5-part nurture sequence — the ones that warm them up before you ever pitch.

These three have one job: **build trust fast**. They're not about convincing — they're about connecting, educating, and leading.

You'll write:

1. Email 1 – Awareness (acknowledge their pain)
2. Email 2 – Authority (prove you can solve it)
3. Email 3 – Affinity (make them like you & relate)

THE GUIDE:

STEP 1:

Clarify the Pain

Fill in the blank:

My ideal client's biggest frustration is _____.

Example: "Spending all day chasing leads that never reply."

STEP 2:

Email 1 (Subject Line)

Fill in the blank:

Subject: _____

Example: "Why your leads ghost — and what to do about it."

STEP 3:

Email 1 (Body Template)

Use this formula:

1. **Hook:** Call out the pain.
2. **Empathy:** "I've been there too."
3. **Insight:** Explain why they're stuck.
4. **Soft CTA:** Promise tomorrow's email has the fix.

Example: "Tomorrow I'll show you the 2-sentence message that gets replies overnight."

STEP 4:

Email 2 (Subject Line)

Fill in the blank:

Subject: _____

Example: "How I turned 37 dead leads into 5 calls in a week."

STEP 5:

Email 2 (Body Template)

Use this framework:

1. **Story:** Share a client or personal win.
2. **Credibility:** Add data or social proof.
3. **Takeaway:** Reinforce your system works.
4. **CTA:** Invite them to see the next step (email 3).

STEP 6:

Email 3 (Subject Line)

Fill in the blank:

Subject: _____

Example: "The mistake that almost killed my business (you'll relate)."

STEP 7:

Email 3 (Body Template)

Structure:

1. **Relatability:** Tell a true struggle story.
2. **Lesson:** Reveal what you learned.
3. **Connection:** Show shared values or beliefs.
4. **Soft CTA:** Hint that tomorrow's email reveals the solution.

STEP 8:

Add Personality

Multiple choice:

How I'll make my emails sound like me:

- ☐ Write like I talk (no formal tone)
- ☐ Add personal stories
- ☐ Use phrases my clients use
- ☐ Cut every sentence under 12 words

STEP 9:

Add Micro CTAs

Fill in the blank:

In each email, I'll invite them to _____.

Example: "Hit reply and tell me your biggest lead problem."

STEP 10:

Self-Review Checklist

- ☐ Each email focuses on one idea.
- ☐ Each email sounds human, not corporate.
- ☐ Each email ends with a clear next step.
- ☐ Each subject line makes you want to click.

Why It's Important:

If they don't trust you, they'll never buy from you. These first three emails build rapport and authority — so when you finally make an offer, it doesn't feel like a pitch; it feels like help.

Need help tightening your email copy before you automate it? Book a free strategy session:

square1grp.com/brainstormsession

You've just written the foundation of your nurture system.

Tomorrow, we'll add **the conversion layer** — the emails that turn trust into action.