

# WRITE THE CONVERSION EMAILS

# TURN WARM LEADS INTO BOOKED CALLS

THEY ALREADY TRUST YOU. NOW IT'S TIME TO SHOW THEM WHAT TAKING ACTION LOOKS LIKE.

CONVERSION EMAILS

## INSTRUCTIONS:

By now, your audience knows you — they've opened your first three nurture emails, connected with your story, and see that you know what you're doing.

Now it's time to shift from relationship-building to decision-making.

Today, you'll write the final two emails in your 5-part sequence:

4. Email 4 – The Value Builder (Show them what's possible if they take action.)
5. Email 5 – The Call-to-Action Email (Invite them to book a call, join your program, or take the next step.)

This is where the nurture sequence starts printing appointments.

## THE GUIDE:

### STEP 1:

Define the Action You Want

Fill in the blank:

I want my readers to \_\_\_\_\_.

Example: "Book a strategy session."

### STEP 2:

Email 4 (Subject Line)

Fill in the blank:

Subject: \_\_\_\_\_

Example: "What if your pipeline looked like this every week?"

### STEP 3:

Email 4 (Body Template)

Use this framework:

1. **Hook:** Paint a before-and-after picture.
2. **Proof:** Back it up with a client story, testimonial, or result.
3. **Process:** Briefly explain how your system or method works.
4. **CTA:** Transition softly into action ("Tomorrow, I'll show you how to make this happen for yourself.").

Example: "One client used this 3-step system to go from zero to 5 new clients in 30 days."

### STEP 4:

Email 5 (Subject Line)

Fill in the blank:

Subject: \_\_\_\_\_

Example: "Ready to turn your ideas into booked calls?"

### STEP 5:

Email 5 (Body Template)

Use this structure:

1. **Empathy:** "You've been reading along, and I get it — taking the next step can feel scary."
2. **Reframe:** "But what if you didn't have to figure it out alone?"
3. **CTA:** Clear and confident call to action ("Click here to book your free strategy session.").
4. **Urgency:** Add a reason to act now (limited spots, bonus, or deadline).

Example: "I'm opening 3 spots this week for 1:1 strategy sessions. If you're serious about building a predictable pipeline, now's the time."

### STEP 6:

Add Proof + Reassurance

Fill in the blank:

I'll reinforce my CTA by including \_\_\_\_\_.

Example: "Screenshots of booked calls or testimonial snippets."

### STEP 7:

Build in a P.S. Line

Fill in the blank:

P.S. \_\_\_\_\_

Example: "If you've got questions before booking, just reply — I read every email."

### STEP 8:

Polish Your Voice

Multiple choice:

To make my CTA sound authentic, I'll...

- ☐ Keep it conversational ("Let's do this together")
- ☐ Anchor to their goal ("Ready to finally get consistent leads?")
- ☐ Use certainty ("I can help you fix this")

### STEP 9:

Test for Flow

Fill in the blank:

When I read all 5 emails in order, they sound \_\_\_\_\_.

Example: "Natural, building trust → proof → offer."

### STEP 10:

Confidence Check

Rate yourself 1–10:

I'd personally opt into this sequence if I were my ideal lead: \_\_\_\_ / 10.

### Why It's Important:

The sale doesn't happen because you said the right words — it happens because you built belief. These two emails turn curiosity into confidence and confidence into commitment. You've now got a full 5-part nurture sequence that converts strangers into clients.

You've written your conversion sequence — next step, let's automate it. Tomorrow, we'll **connect your CRM, build your triggers, and make sure these emails send themselves.**

Want help automating your nurture system?  
Book a free strategy session:

[square1grp.com/brainstormsession](https://square1grp.com/brainstormsession)