

THE 7-DAY INBOX CONVERSION PLAYBOOK

Your step-by-step system to turn cold subscribers into booked calls —
in just one week.



MAP THE BUYER JOURNEY — FIND THE GAPS KILLING YOUR LEADS

YOU CAN'T FIX WHAT YOU CAN'T SEE. EVERY UNBOOKED LEAD DIES SOMEWHERE IN YOUR FUNNEL — TODAY YOU FIND OUT WHERE.

BUYER JOURNEY

INSTRUCTIONS:

Leads don't ghost for fun. They ghost because your nurture path breaks down — no clear next step, no trust, no urgency.

This worksheet helps you trace the buyer's path from first click → booked call and spot exactly where they drop off.

By the end of this page, you'll know:

1. Which stage loses the most leads
2. What message they need to hear next
3. Where to start building your email sequence

THE GUIDE:

STEP 1:

Name Your Offer

Fill in the blank:
I'm selling _____ to _____.

Example: "Web design systems to real estate agents."

STEP 2:

List Your Traffic Sources

Fill in the blank:
My leads mostly come from _____.

Example: "Facebook ads + referrals."

STEP 3:

Map Their First Step

Fill in the blank:
The first thing a prospect does before joining my list is _____.

Example: "Download a lead magnet or book a strategy call."

STEP 4:

Plot the Path to Purchase

Use this template to visualize:
Ad → Opt-in → Emails → Call → Close

Fill in each step for your funnel.

STEP 5:

Identify the Leaky Stage

Fill in the blank:
Most leads go cold after _____.

Example: "Filling out the form but never booking a call."

STEP 6:

Diagnose Why

Multiple choice
(check all that apply):

- ☐ They don't trust me yet
- ☐ They don't see the value
- ☐ They don't feel ready
- ☐ I never follow up consistently
- ☐ Other: _____

STEP 7:

Find the Missing Message

Fill in the blank:
The main belief I need to build at that stage is _____.

Example: "That my system works for people like them."

STEP 8:

Pinpoint Your Proof

Fill in the blank:
The best proof I could share to build that belief is _____.

Example: "A client story showing results in 2 weeks."

STEP 9:

Commit to the Fix

Fill in the blank:
I'll start my nurture sequence at the _____ stage to fix this gap.

Example: "After they download the lead magnet."

STEP 10:

Summarize Your Buyer Journey

1. Traffic source: _____
2. Opt-in offer: _____
3. Trust gap: _____
4. Proof needed: _____
5. Next step: _____

Why It's Important:

You can't write a nurture sequence that converts if you don't know where the conversation is breaking.

This map gives you the x-ray view of your buyer journey — so every email you write next week attacks the real problem, not the symptom.

You've identified the leaks.

Tomorrow, you'll start **writing the first three emails** that patch those holes — the Awareness, Authority, and Story emails that turn cold leads warm.

Need help auditing your full funnel?
Book a free strategy session:

square1grp.com/brainstormsession

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:

<p>STEP 1: Clarify the Pain</p> <p>Fill in the blank: My ideal client's biggest frustration is _____.</p> <p>Example: "Spending all day chasing leads that never reply."</p>	<p>STEP 2: Email 1 (Subject Line)</p> <p>Fill in the blank: Subject: _____</p> <p>Example: "Why your leads ghost — and what to do about it."</p>	<p>STEP 3: Email 1 (Body Template)</p> <p>Use this formula:</p> <ol style="list-style-type: none">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. <p>Example: "Tomorrow I'll show you the 2-sentence message that gets replies overnight."</p>	<p>STEP 4: Email 2 (Subject Line)</p> <p>Fill in the blank: Subject: _____</p> <p>Example: "How I turned 37 dead leads into 5 calls in a week."</p>	<p>STEP 5: Email 2 (Body Template)</p> <p>Use this framework:</p> <ol style="list-style-type: none">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).
<p>STEP 6: Email 3 (Subject Line)</p> <p>Fill in the blank: Subject: _____</p> <p>Example: "The mistake that almost killed my business (you'll relate)."</p>	<p>STEP 7: Email 3 (Body Template)</p> <p>Structure:</p> <ol style="list-style-type: none">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.	<p>STEP 8: Add Personality</p> <p>Multiple choice: How I'll make my emails sound like me:</p> <ul style="list-style-type: none"><input type="checkbox"/> Write like I talk (no formal tone)<input type="checkbox"/> Add personal stories<input type="checkbox"/> Use phrases my clients use<input type="checkbox"/> Cut every sentence under 12 words	<p>STEP 9: Add Micro CTAs</p> <p>Fill in the blank: In each email, I'll invite them to _____.</p> <p>Example: "Hit reply and tell me your biggest lead problem."</p>	<p>STEP 10: Self-Review Checklist</p> <ul style="list-style-type: none"><input type="checkbox"/> Each email focuses on one idea.<input type="checkbox"/> Each email sounds human, not corporate.<input type="checkbox"/> Each email ends with a clear next step.<input type="checkbox"/> 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.

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:** d 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

AUTOMATE & PERSONALIZE — BUILD A NURTURE SYSTEM THAT RUNS ON AUTOPILOT

IF YOU'RE STILL SENDING FOLLOW-UPS MANUALLY,
YOU DON'T HAVE A BUSINESS — YOU HAVE A HOBBY.

NURTURE SYSTEM

INSTRUCTIONS:

You've built your 5-part nurture sequence.
Now it's time to automate it — so every new
lead gets your best follow-up **24/7**, even
while you sleep.

This worksheet will help you:

1. Set up your automation in your CRM or email platform
2. Add personalization so it feels human, not robotic
3. Create basic tagging and triggers to separate hot vs cold leads
4. Build a repeatable, scalable system

THE GUIDE:

STEP 1:

Choose Your Platform

Fill in the blank:
I'll be automating this sequence
inside _____.

*Example: "Mailerlite / HubSpot /
ActiveCampaign / GoHighLevel."*

STEP 2:

Upload Your Emails

- ☐ Paste your 5 emails into
your automation tool.
- ☐ Add your subject lines
and sender name.
- ☐ Preview every email
before saving.

*(Pro tip: send a test email to yourself
— always read it like a subscriber.)*

STEP 3:

Set the Timing

Fill in the blank:
Email 1 → sends immediately
Email 2 → after ____ days
Email 3 → after ____ days
Email 4 → after ____ days
Email 5 → after ____ days

(Example: Day 0, 1, 2, 4, 6)

STEP 4:

Add Personalization

Multiple choice:
Which personalization tags will I
include?

- ☐ First Name
- ☐ Offer Name
- ☐ Location / Industry
- ☐ Referral Source

*(Example: "Hey {{first_name}}, I
saw you grabbed our
{{lead_magnet}}...")*

STEP 5:

Build Tagging Rules

Fill in the blank:
When someone opts in, tag
them as _____.
(Example: "lead-magnet-download")

When someone books a call, tag
them as _____.
(Example: "qualified-lead.")

When someone stops opening,
tag them as _____.
(Example: "cold.")

STEP 6:

Create Conditional Branches (Optional)

- ☐ If they **book a call**, stop
the nurture sequence.
- ☐ If they **don't open 3
emails**, move them to a
re-engagement
sequence.
- ☐ If they **click**, trigger a
"hot lead" notification.

*(Example: HubSpot workflows,
GoHighLevel automations, or Zapier
triggers.)*

STEP 7:

Add Notifications for Yourself

Fill in the blank:
When a lead clicks or books, I'll
get notified via _____.

(Example: "SMS or Slack webhook.")
You need to know the second
someone bites.

STEP 8:

Build a "Reheat" Rule

Fill in the blank:
Every ____ days, I'll automatically
re-engage cold leads with a
story, update, or case study.

(Example: "Every 30 days.")

STEP 9:

QA Before Launch

Checklist:

- ☐ All links work
Tags trigger properly
- ☐ Emails display correctly
on mobile
- ☐ No typos or missing
merge fields
- ☐ You've tested from
opt-in → last email

STEP 10:

Hit Launch & Celebrate

Fill in the blank:
My nurture automation goes live
on _____.

(Example: "Friday at 10AM.")

Why It's Important:

Most solopreneurs lose leads because they don't
follow up fast enough. Automation fixes that forever.
Once this is live, every new lead gets nurtured
instantly, and your inbox starts filling itself.

**Your automation is live — congrats.
You've just built a system that turns every
new subscriber into a conversation.**

**Next up: we'll combine everything into *The
7-Day Inbox Conversion Playbook* — your
complete nurture system in one guide.**

**Want help setting up your automation?
Book a free strategy session:**

square1grp.com/brainstormsession

Ready to make your emails sell for you?

Inside this playbook, you'll:

- Map your buyer journey and fix the gaps losing leads
- Write high-converting emails that build trust and drive action
- Automate your system so your inbox works while you don't

Stop chasing leads — start converting them. Open this workbook, follow the 7-day plan, and watch your inbox turn into a sales machine.

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