

The Nurture Sequence Blueprint

The 5-email sequence that turns a new subscriber into a booked call.

A subscriber who hears nothing from you forgets you within a week. This blueprint is the exact five-email arc that takes someone from "just downloaded your freebie" to "ready to talk", without being pushy or salesy.

Map each email to the goal below, write it in your own voice, and load it into your email tool as an automation triggered the moment someone joins your list.

Email 1 — Welcome & deliver

When: Send immediately

Goal: Deliver what they signed up for, set expectations, and make a strong first impression.

Include: The link to your resource, one line on who you are, and what they can expect from you next.

Subject idea: *"Here is your [resource] (plus what is coming next)"*

Email 2 — The belief shift

When: Send on day 2

Goal: Connect through a short story or a belief that reframes their problem.

Include: A quick story, the lesson inside it, and a soft mention of how you help.

Subject idea: *"The mistake that was quietly costing me clients"*

Email 3 — The quick win

When: Send on day 4

Goal: Give one genuinely useful tactic they can apply today, so trust compounds.

Include: One tip, one concrete example, and one small action to take right now.

Subject idea: *"Try this before your next sales conversation"*

Email 4 — The proof

When: Send on day 6

Goal: Show that your approach works, using a real result rather than a claim.

Include: A client result, what specifically changed, and the takeaway for the reader.

Subject idea: *"How [client] went from [before] to [after]"*

Email 5 — The invitation

When: Send on day 8

Goal: Make a clear, low-friction offer to work together while attention is high.

Include: The offer, exactly who it is for, one clear call to action, and a reason to act now.

Subject idea: *"Want me to take a look at yours?"*

After the sequence: do not go quiet. Keep emailing your list at least once a week with useful, specific insight. The sale usually happens long after email 5, to the people who kept hearing from you.

Want this built and written for you?

My funnel builds include a full nurture sequence written in your voice. Not sure it is your bottleneck? Start with an audit and we will find out.

Start with an audit → revenuefunnels.online/audit.html