Funnels That Sell

FREE RESOURCE - funnelsthatsell.com

SWIPE FILE - PDF

The 7-Figure Email Sequence Swipe File

10 done-for-you welcome emails that turn new subscribers into booked calls - just fill in the [BRACKETS].

10 EMAILS | COPY-PASTE READY | 9-DAY FLOW

Written for coaches, trainers and consultants. Adapt the voice, keep the structure.

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How To Use This Swipe File

This is a complete 9-day welcome sequence for a coaching or expert business. Every email is written out in full - you personalise the [BRACKETS], read it out loud, adjust words to your voice, and send. The structure, pacing and psychology are done for you.

The 3 rules that make this sequence convert

- **One email, one goal, one link. Two links halve your clicks. Decide what the email is FOR before you edit a word.**
- **Write like you talk. Read every email out loud. If a sentence sounds like a brochure, rewrite it like a WhatsApp message to a friend.**
- **The PS does real work. 30-40% of skimmers read the P.S. first. Never waste it - restate the CTA or drop the best proof point there.**

Personalisation tokens used in this file

Token	Replace with
[FIRST_NAME]	Subscriber's first name (fallback: 'friend' or 'there')
[RESULT]	The main outcome you promise (e.g. 'fill your coaching practice')
[TIMEFRAME]	How fast the result happens (e.g. 'in 90 days')
[METHOD_NAME]	Your named framework/method
[LEAD_MAGNET]	The free resource they just downloaded
[BOOKING_LINK]	Your calendar / call booking URL
[OFFER_NAME]	Your core program name
[PRICE]	Core program price (only used in the invitation email)
[NICHE]	Who you serve (e.g. 'life coaches', 'fitness trainers')

The 9-Day Sending Map

Timing is half the conversion. This cadence has been tested across dozens of coaching funnels - keep the relative spacing even if you rebrand every word.

#	Email	When	Goal	CTA
1	Welcome + Deliver	Instant	Deliver value, set expectations	Download + reply
2	The Origin Story	Day 1	Relatability - you get their struggle	Soft: 'more tomorrow'
3	The Big Mistake	Day 2	Break a limiting belief	Read / engage
4	The Case Study	Day 3	Proof that the method works	Book a call (first ask)
5	The Mechanism	Day 5	Teach one piece of [METHOD_NAME]	Book a call
6	The Invitation	Day 6	Present the offer plainly	Book a call / buy
7	Last Call	Day 7	Honest urgency, remove hesitation	Book a call / buy
8	The FAQ Crusher	Day 8	Handle the 4 biggest objections	Book a call / buy
9	The Door Stays Open	Day 9	Graceful close + long-term nurture	Follow / consume content

WHY EMAIL 4 ASKS FOR THE CALL EARLY

About 30-40% of your booked calls will come from subscribers who act fast. Asking on day 3 filters the hottest leads to the top - the sequence continues nurturing everyone else either way.

AFTER DAY 9

Move subscribers to your weekly broadcast rhythm (one value email per week minimum). Every 60-90 days, re-run emails 6-8 as a mini-launch to your newer subscribers.

EMAIL 01	Welcome + Deliver [LEAD_MAGNET]
Sends	Instant (within 60 seconds of opt-in)
Goal	Deliver the asset, set expectations, start the relationship warm.
Preview text	Your download link + why I made this free.

Subject line options

- [ ] Open me - your [LEAD_MAGNET] is inside
- [ ] [FIRST_NAME], your [LEAD_MAGNET] is ready
- [ ] Here's your [LEAD_MAGNET] (plus one thing nobody tells you)

Personalisation notes

Send this the second they opt in - instant delivery trains the inbox to expect you and email 1 open rates often cross 60%. Ask for a reply: replies are the strongest deliverability signal that exists.

Page 2 = the full swipe. Copy it, fill the [BRACKETS], make it yours.

SWIPE **EMAIL 01 - FULL SWIPE**

Hi [FIRST_NAME],

It's here - your [LEAD_MAGNET] is attached and waiting for you.

[Download it here] (link also below, in case your inbox hides it).

Before you dive in, one honest note about why this is free.

I've spent the last [X years] helping [NICHE] do one thing: [RESULT] without [THE PAIN]. And I kept seeing the same pattern - brilliant people, real expertise, but their funnel (or lack of one) quietly eats their growth.

So I packaged the exact system we use with paying clients into [LEAD_MAGNET] - no fluff, no 40-page theory dump. It's the same checklist we run before we launch anything.

One small ask: reply to this email and tell me the ONE thing about marketing your practice that frustrates you most. I read every reply personally (yes, really - it's me, not an assistant), and your answer shapes what I write next.

Over the next few days I'll send you a short series: the story behind [METHOD_NAME], the biggest mistake I see [NICHE] make, and a client story with real numbers. If that sounds useful, do nothing - it's already on its way.

Talk tomorrow,

[YOUR_NAME]

P.S. - If you want to skip ahead and see whether we're a fit to work together, you can book a free [X]-minute strategy call here: [BOOKING_LINK]. No pitch, no pressure - we'll map your funnel together and you keep the plan either way.

CTA BUTTON TEXT

Download Your [LEAD_MAGNET]

EMAIL 02 The Origin Story

Sends	Day 1 (next morning)
Goal	Relatability. Show the struggle they're living through - and that you escaped it.
Preview text	The story I've never told publicly.

Subject line options

- [ ] The $4 mistake that changed everything for me
- [ ] I almost quit [NICHE] in [YEAR]. Here's what stopped me.
- [ ] My worst year in [NICHE] (and the weird lesson it taught me)

Personalisation notes

Keep numbers REAL - a specific 'I had $312 in my account' beats 'I struggled financially'. Specific detail creates trust; generic struggle creates boredom. If you have no dramatic story, use your client's story and say so honestly.

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SWIPE **EMAIL 02 - FULL SWIPE**

Hi [FIRST_NAME],

Quick story today - because if you're doing everything 'right' in [NICHE] and still not seeing [RESULT], you should know you're not broken. I wasn't either.

In [YEAR], I was [YOUR SITUATION: e.g. 'coaching 1-to-1 from 6am to 9pm, four social platforms, zero pipeline']. On paper I was working harder than everyone around me.

The wake-up call: [SPECIFIC MOMENT - e.g. 'a client asked me how many leads my own funnel brought me last month. I opened my dashboard. It was 3. Three. From 400 hours of content.']

That week I stopped and studied the people who made [RESULT] look boring. Not the ones with the biggest audience - the ones with the quietest, most systematic marketing.

The pattern was almost embarrassingly simple:

1. One clear promise (not five ideas).
2. One funnel that captured and followed up automatically.
3. One conversation that closed consistently.

I rebuilt everything around those three moves. Within [TIMEFRAME], [SPECIFIC RESULT - e.g. 'my calendar was booked 3 weeks out and I raised my price twice'].

[METHOD_NAME] - what you'll hear me talk about all week - is that rebuild, systematised for [NICHE].

Tomorrow I'll show you the single biggest mistake I see brilliant [NICHE] make (I made it too, for [X] months). It's almost invisible from the inside.

[YOUR_NAME]

P.S. - If your version of my '3 leads from 400 hours' moment is happening right now, don't wait for the rest of this series. Book a free strategy call and we'll find the leak together: [BOOKING_LINK].

CTA BUTTON TEXT

Book My Free Strategy Call

EMAIL 03 The Big Mistake

Sends	Day 2
Goal	Break the #1 limiting belief your niche holds. Create the 'aha' that makes your method make sense.
Preview text	The mistake that cost me [TIME] - check if you're making it too.

Subject line options

- [ ] The mistake 9 out of 10 [NICHE] make (I made it for months)
- [ ] Why 'post more content' is quietly killing your growth
- [ ] The invisible reason your expertise isn't converting

Personalisation notes

Pick the ONE belief that most keeps your audience stuck (usually 'more visibility will fix it' or 'my offer will sell itself'). Break it with logic they can't un-see. Don't pitch anything today - the sale is the new belief.

Page 2 = the full swipe. Copy it, fill the [BRACKETS], make it yours.

SWIPE **EMAIL 03 - FULL SWIPE**

Hi [FIRST_NAME],

Here's the mistake that cost me [TIME_PERIOD]: I believed the problem was visibility.

So I posted more. Then daily. Then twice a day. Views went up. Income didn't move.

Here's what nobody told me:

Visibility without a system isn't marketing. It's volunteering.

Every post that 'did well' sent warm, interested people to... nothing. No next step. No follow-up. No path from 'I like this person' to 'I'll pay this person'.

The maths that changed everything for me:

Say 1,000 people see your content this month. Roughly 2-5% are actively looking for [RESULT] right now. That's 20-50 hot prospects - every month - already raising their hands.

Without a funnel: they like, they leave, they forget. You start from zero every month.

With a funnel: those 20-50 people land on one page, join your list, and get a 9-day conversation that ends with an invitation to work with you. Same content. Completely different business.

The shift isn't 'work harder'. It's: stop renting attention, start collecting it.

That's what [METHOD_NAME] does in 5 stages: Attract, Capture, Nurture, Convert, Scale. You'll meet the whole system this week.

Tomorrow: a real case study - numbers, timeline, what actually moved the needle. Keep an eye out.

[YOUR_NAME]

P.S. - Want to see exactly where YOUR funnel is leaking right now? The free call does exactly that: [BOOKING_LINK]. You'll leave with a map of your next 90 days even if we never work together.

CTA BUTTON TEXT

Show Me Where My Funnel Leaks

EMAIL 04 The Case Study

Sends	Day 3
Goal	Proof. Specific numbers, specific person, specific timeline - and the first direct invitation.
Preview text	Real numbers from a real client - including what DIDN'T work.

Subject line options

- [ ] How [CLIENT_NAME] went from [BEFORE] to [AFTER] in [TIMEFRAME]
- [ ] [CLIENT_NAME]'s first [RESULT] (the timeline will surprise you)
- [ ] From 0 booked calls to [N] clients - the exact sequence

Personalisation notes

Use your BEST result but keep it honest and verifiable. 'How we did it' beats 'how great it was' - walk through the mechanism so readers believe it's repeatable for them. This is your first direct call ask.

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SWIPE **EMAIL 04 - FULL SWIPE**

Hi [FIRST_NAME],

Let me introduce you to [CLIENT_NAME] - a [CLIENT_DESC, e.g. 'mindset coach in Lahore'] who came to me [WHEN, e.g. 'last spring'].

The before, in her words: '[QUOTE - e.g. I was posting 5 times a week, doing free discovery calls that never converted, and questioning whether this business was even viable.']

Her numbers when we started: [X] leads a month, [Y] calls booked, [Z] clients.

Here's exactly what we changed - in order:

Week 1-2: One promise, one page. We rewrote her offer into a single outcome promise and rebuilt her opt-in page around it. Opt-in rate went from [OLD]% to [NEW]% - same traffic.

Week 3: The follow-up machine. A 9-email sequence (you're reading a version of it right now) that did the nurturing automatically. Her 'manual follow-up' hours dropped to zero.

Week 4-6: One conversion asset. A booking page + call framework that made closing feel like diagnosis, not persuasion.

The result after [TIMEFRAME]: [KEY NUMBERS - e.g. 214 leads/month, 18 calls, 7 new clients at a higher price than she'd ever charged].

Notice what we did NOT do: go viral, run expensive ads, or rebuild her entire brand. The system was already there - it just had holes. We plugged them in order.

That's the whole philosophy of [METHOD_NAME]: fix the leakiest stage first, then the next, then scale what works.

If you want me to map this for YOUR business, that's literally what the free strategy call is: [BOOKING_LINK]. We audit your 5 stages live and you keep the plan.

[YOUR_NAME]

P.S. - [CLIENT_NAME]'s exact funnel structure is what we build for clients. On the call I'll show you the same map applied to your offer: [BOOKING_LINK].

CTA BUTTON TEXT

Map My Funnel - Free Call

EMAIL 05	The Mechanism
Sends	Day 5 (skip a day - let them miss you)
Goal	Teach one REAL piece of [METHOD_NAME]. Demonstrate generosity + expertise in the same email.
Preview text	The complete [METHOD_NAME] map - free, no strings.

Subject line options

- [ ] The 5-stage system behind every funnel that works
- [ ] Steal my [METHOD_NAME] framework (the whole thing)
- [ ] The only 5 numbers that matter in your funnel

Personalisation notes

This is a TEACHING email: give away something genuinely useful. Paradox: the more you give, the more people assume the paid version must be worth it. Teach the WHAT completely; the paid version is the HOW, done with them.

Page 2 = the full swipe. Copy it, fill the [BRACKETS], make it yours.

SWIPE **EMAIL 05 - FULL SWIPE**

Hi [FIRST_NAME],

Today, no story - just the system. Here's the complete [METHOD_NAME] map we use for every funnel we build. Print it, stick it somewhere:

1. ATTRACT - One promise, everywhere. Your bio, your content, your ads all say the same sentence. Healthy sign: strangers repeat your promise back to you.

2. CAPTURE - One page, one job. Turn attention into a contact list with a lead magnet that solves one painful problem. Healthy: 30%+ of visitors opt in.

3. NURTURE - The 9-day conversation. This sequence builds trust on autopilot while you serve clients. Healthy: 35%+ open rates, replies coming in.

4. CONVERT - One clean path to a decision. A booking page, a call framework (or a sales page), and a follow-up that respects the 'not yet'. Healthy: 15-30% close on qualified calls.

5. SCALE - Only now, traffic. Ads amplify a working system; they can't rescue a broken one. Healthy: you know your cost per lead AND cost per client.

Two things worth noticing:

Most [NICHE] live entirely in stage 1 (creating content) and wonder why nothing converts. The money is made in stages 2-4, quietly, whether or not you post that day.

And each stage multiplies the next. Improve capture by 20% and you get 20% more leads from the SAME traffic, which becomes 20% more calls, which becomes 20% more clients. Small fixes compound.

Tomorrow I'm going to make you a direct offer - a proper one, with numbers. If today's map made you think 'I want this built for me', you can skip the queue and book the free call now: [BOOKING_LINK].

[YOUR_NAME]

P.S. - Which stage is your weakest? Reply with 1, 2, 3, 4 or 5. I'm collecting answers - and I'll send the most common stage's fix-it checklist to everyone next week.

CTA BUTTON TEXT

Book My Free Strategy Call

EMAIL 06 The Invitation

Sends	Day 6
Goal	Present the offer plainly - what it is, who it's for, what it costs, what happens next.
Preview text	What working together actually looks like (and what it costs).

Subject line options

- [ ] An honest invitation (working together)
- [ ] Here's how we can build this for you
- [ ] If you want [RESULT] handled for you - read this one

Personalisation notes

Plain pricing converts better than 'book a call to find out'. Say the number confidently, once, with the value stack around it. Clarity is kindness - people respect a straight offer.

Page 2 = the full swipe. Copy it, fill the [BRACKETS], make it yours.

SWIPE **EMAIL 06 - FULL SWIPE**

Hi [FIRST_NAME],

Today I'll be direct - you've seen the system, the story and the proof, so you've earned a straight answer to 'how do we work together?'

What it is: [OFFER_NAME] - we build your complete funnel FOR you: strategy, offer positioning, landing pages, copy, the full email automation, booking flow, tracking - live in [TIMEFRAME].

Who it's for: [NICHE] who already have expertise and clients, and want the marketing system handled properly instead of pieced together on weekends.

Who it's NOT for: anyone looking for a magic button. This works when you bring a real offer and show up to the calls. If that's not you yet, stay on this list - the free content will still move you forward.

What's included:
- Full funnel strategy mapped to your offer ([VALUE])
- Landing page + copy, written and designed ([VALUE])
- The complete email sequence, automated ([VALUE])
- Booking + conversion setup ([VALUE])
- Tracking dashboard + 90-day optimisation plan ([VALUE])

The investment: [PRICE] (or [INSTALMENTS] instalments of [AMOUNT]).

The honest maths: if [OFFER_NAME] brings you even [N] new clients at [CLIENT_VALUE], the system pays for itself [X]x in the first [PERIOD] - and the funnel keeps working after that. That's the entire point of owning one.

The next step is a free [X]-minute strategy call - not a sales call, a working session. We map your 5 stages live, you keep the plan either way, and if it's a fit we talk about building it together: [BOOKING_LINK].

[YOUR_NAME]

P.S. - Spots are limited to [N] builds per month because each one is done properly, not templated. If you're thinking 'that's me', book while slots are open: [BOOKING_LINK].

CTA BUTTON TEXT

Yes - Book My Strategy Call

EMAIL 07	Last Call
Sends	Day 7 (24 hours after the invitation)
Goal	Honest urgency. No fake timers - the deadline is real (call slots or cohort dates).
Preview text	Slots close tonight - here's the summary in 60 seconds.

Subject line options

- [ ] Closing the [MONTH] calendar (last call)
- [ ] 24 hours left - [N] strategy slots left
- [ ] Before I close the books...

Personalisation notes

Urgency must be TRUE: real slot limits, real cohort dates. If you have neither, use a 'response window' instead - 'I'll personally answer every reply sent this week'. Never fake countdowns; audiences smell it.

Page 2 = the full swipe. Copy it, fill the [BRACKETS], make it yours.

SWIPE **EMAIL 07 - FULL SWIPE**

Hi [FIRST_NAME],

Short one today - the [MONTH] build calendar closes [TONIGHT/DATE], and I wanted you to have everything in one place before it does.

The offer in 60 seconds:
- We build your entire funnel: strategy, pages, copy, emails, booking, tracking
- Live in [TIMEFRAME], done with you, not a template
- [PRICE] or [INSTALMENTS]x [AMOUNT]
- Built on [METHOD_NAME], the system behind [PROOF, e.g. '120+ launches']

Who should jump in:
- You have a real offer and real clients, but your marketing is a patchwork
- You're done 'figuring out funnels' from YouTube videos
- You want the thing BUILT, and you want to understand it - we hand over full documentation

Who should wait: if you're pre-offer, pre-audience, or this is a 'someday' idea - the free call would still be useful, but the build would be premature. Stay on the list; I send real strategy every week.

That's it. If it's a yes, the calendar is here: [BOOKING_LINK]. After [DATE] the next opening is [NEXT_WINDOW].

Either way - thanks for reading this week. Tomorrow I'll answer the 4 questions I hear most before people book.

[YOUR_NAME]

P.S. - Genuinely unsure? Book the call anyway. The audit session is valuable on its own ('we'll map your funnel' is a promise, not a sales tactic), and you can decide about the build afterwards with real information: [BOOKING_LINK].

CTA BUTTON TEXT

Claim My Strategy Slot

EMAIL 08	The FAQ Crusher
Sends	Day 8
Goal	Handle the 4 biggest objections head-on. After this, silence means 'not now', not 'not sure'.
Preview text	Will it work for you? The honest answers inside.

Subject line options

- [ ] 'Will this work for MY niche?' (+ 3 more real questions)
- [ ] Your top 4 questions, answered straight
- [ ] The questions you're asking (and the honest answers)

Personalisation notes

Use REAL questions from your inbox/calls, not invented ones. Answer price openly - hedging signals fear. End every answer by pointing back to the risk-free next step (the call).

Page 2 = the full swipe. Copy it, fill the [BRACKETS], make it yours.

SWIPE **EMAIL 08 - FULL SWIPE**

Hi [FIRST_NAME],

Four questions I hear every single week - answered the way I'd answer a friend.

"Will this work for MY niche?"
[METHOD_NAME] is built for [NICHE] - the psychology of selling expertise doesn't change much between [EXAMPLE 1] and [EXAMPLE 2]. What changes is the words and the offer - and that's exactly what the strategy call maps. If I genuinely think we're not a fit, I'll tell you on the call and point you somewhere better.

"I don't have an audience / I'm just starting."
A funnel matters MORE with a small audience - every lead counts when there are only 200 of them. If you're pre-offer though, be honest with yourself: fix the offer first, the funnel second. The call will tell you which one you are.

"Why not just do it myself with templates?"
You can - and parts of this series give you the blueprints free. The honest trade: doing it yourself costs 3-6 months of trial and error. Working with us costs [PRICE] and goes live in [TIMEFRAME] with someone who's done it [N] times. Both are valid answers; only one is right for your season.

"What if it doesn't work?"
The guarantee: [YOUR GUARANTEE - e.g. 'if after 90 days your funnel hasn't produced measurable improvement over your old numbers, I keep working free until it does']. I can offer that because the system isn't a gamble - it's an engineering process with weekly numbers.

That's every objection I know of. If your answer to all four is 'fair enough' - the calendar's here: [BOOKING_LINK].

[YOUR_NAME]

P.S. - Got a question I didn't cover? Reply. Real questions from real readers make these emails better for everyone.

CTA BUTTON TEXT

Book The Call - Ask Me Anything

EMAIL 09	The Door Stays Open
Sends	Day 9
Goal	Graceful close for non-buyers. Release pressure, keep trust, set the weekly rhythm.
Preview text	What's next for your inbox - the honest version.

Subject line options

- [ ] What happens now (either way)
- [ ] The calendar's closed - here's what's next
- [ ] Thank you (and what I'm sending next)

Personalisation notes

This email protects the asset: your list's trust. Non-buyers today become buyers in 90 days IF the relationship stays warm. No guilt, no pressure - just clarity and an open door.

Page 2 = the full swipe. Copy it, fill the [BRACKETS], make it yours.

SWIPE **EMAIL 09 - FULL SWIPE**

Hi [FIRST_NAME],

The [MONTH] calendar is closed (or you decided now isn't the time - both are fine).

Two things I want you to take from this week, either way:

1. The 5-stage map is yours. Attract, Capture, Nurture, Convert, Scale - audit yourself against it once a month. Whatever stage is weakest, that's your next hour of work, not 'more posting'.

2. The door stays open. If you want the funnel built with you, the strategy call stays free: [BOOKING_LINK]. No countdown on that one.

What's next in your inbox: from now on you'll get ONE email a week - a real strategy piece, not a sales pitch. The kinds of things coming up:

- The 6-number dashboard that shows exactly where your funnel leaks
- Landing page teardowns (send me yours - I feature a few every month)
- Offer wording: the difference between 'nice' and 'I need this now'

One last ask: hit reply and tell me the biggest thing you're wrestling with right now. Your reply shapes the roadmap of these emails - I write for the people who answer.

Glad you're here,

[YOUR_NAME]

P.S. - Missed the offer details and curious? They'll return in [NEXT_WINDOW]. Or skip the wait: [BOOKING_LINK].

CTA BUTTON TEXT

Keep Reading - I'm Staying

EMAIL 10 The Re-Engagement (day 21+)

Sends	Day 21 (or when opens go quiet)
Goal	Wake up subscribers who've gone quiet - and clean your list for deliverability.
Preview text	One click tells me what to send you next.

Subject line options

- [ ] Still there? (1-question survey)
- [ ] Should I stop emailing you?
- [ ] A favour to ask (takes 11 seconds)

Personalisation notes

Send 21 days after email 9, or anytime open rates sag below ~20%. The 'should I stop emailing you' subject historically gets huge opens - people don't want to lose the option. Non-openers after 2 re-engagement attempts: remove or archive to protect deliverability.

Page 2 = the full swipe. Copy it, fill the [BRACKETS], make it yours.

SWIPE **EMAIL 10 - FULL SWIPE**

Hi [FIRST_NAME],

I'll keep this to 11 seconds:

You joined my list [TIME AGO] to get [RESULT]. I've been sending [CONTENT TYPE] ever since. But inboxes are crowded, and I'd rather send you exactly what's useful than everything I write.

So - one click:
- Reply '1' if you want more on [TOPIC A, e.g. getting leads]
- Reply '2' if you want more on [TOPIC B, e.g. converting leads to clients]
- Reply 'STOP' if you'd rather not hear from me (I'll unsubscribe you myself, no hard feelings)

That's it. Your answer decides what lands in your inbox next.

And if you've been quietly reading and just haven't said hi - this is the perfect excuse. One line is enough.

[YOUR_NAME]

P.S. - The free strategy call remains free, forever, for subscribers: [BOOKING_LINK].

CTA BUTTON TEXT

Tell Me What To Send You

Bonus: The 20-Subject-Line Bank

Steal these for your own sends. Formulas first, examples for [NICHE] second.

Formula	Example
Direct benefit	Your [LEAD_MAGNET] is ready, [FIRST_NAME]
Curiosity gap	The 3-word subject line that got 71% opens
Specific number	How [CLIENT] booked 18 calls in 30 days
Negative angle	Stop posting daily (do this instead)
Question hook	Quick question about your funnel, [FIRST_NAME]
Personal / plain	my mistake (worth 30 seconds)
Time-stamped	Tomorrow 9am: the 5-stage map
Pattern interrupt	I was wrong about [TOPIC]
Fear of missing out (honest)	Closing tonight - then it's gone
Story tease	The client who fired me (and came back)

The 5 deliverability don'ts

- [ ] No ALL CAPS, no multiple !!! - spam filters and humans both hate it.
- [ ] No misleading subjects ('Re:', 'Fwd:') - one spam complaint hurts 20 future emails.
- [ ] Keep under ~45 characters so mobile inboxes don't cut the hook.
- [ ] One subject idea per email - stacked ideas read as spam.
- [ ] Your preview text is the second headline - never leave it as 'View in browser'.

Want this sequence written, automated and installed FOR you?

Funnels That Sell - funnelsthatsell.com/booking.php

This swipe file is part of the free Funnels That Sell resource library. Share your download link, not the file - and if a fellow coach needs a funnel, send them to funnelsthatsell.com.