

## **EMAIL SALES SEQUENCE**

**The Client:** Laura Herde is a life, mindset and manifestation coach working with ambitious females in their 20s-30s. She offers various online 1:1 mentorships and group coaching programs.

**The Challenge:** Laura was planning a free masterclass as a lead magnet for the launch of her group mentorship, 'Free Abundant Self'. She wanted a post-webinar email sequence that would persuade attendees to sign-up for the program. As someone who likes to build authentic relationships with her audience, Laura wanted a sequence that would offer a mix of value and promotion.

**The Solution:** I wrote a 9-part email sequence, which included a mix of promotion, case studies and lessons to deliver value, address objections and concerns, and illustrate the benefits of the program. To improve the click through rate, I added call to action links near the top of the body copy to capture attention. The tone throughout is informal, friendly and never too pushy.

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### **EMAIL 1 – TRIGGER: 24HRS, YES ATTENDED WEBINAR**

(OR: 70.5% / CTR: 23.1%)

**Subject line:** Here's your replay, {first\_name}!

Hi {first\_name},

Firstly, thank you SO much for joining me live in the masterclass – we covered so much in 70 mins & I'm super excited for what you've unlocked for yourself just by being there!

I truly love running these free trainings and my heart is overflowing knowing you get so much value out of them, too. In case you want to revisit the session, you can check out the replay right here:

#### **[CTA: Masterclass Replay]**

As promised, you'll also be getting a FREE GIFT from me as a thank you for your commitment and dedication to your personal expansion. You can expect my 7-step Manifestation Process cheatsheet in your inbox within 24 hours - you don't wanna miss it :)

When you start making decisions that align with your highest self, you begin to create magic in your life. So honestly, babe – I'm stoked for what you've set into motion and I know that you're a step closer to the life of your wildest dreams.

If you're feeling ready to continue the momentum and go all-in with your commitment, spots will be open for Free Abundant Self for a *very* limited time.

This is the only chance to join me in this program this year and doors will be closing on September 3rd.

**[CTA: Find out more + apply here]**

If you're ready to completely transform your life and call in all the abundance you deserve, you won't wanna miss it.

Talk soon!

**PS. I'm soooo proud of you!**

**EMAIL 2 – TRIGGER: 24 HRS, DID **\*\*NOT\*\*** ATTENDED WEBINAR**

(OR: 52.7% / CTR: 32%)

**Subject line:** Don't miss the replay, {first\_name}!

{first\_name} - I saw you didn't make it to the free live training yesterday!

I received soooo much amazing feedback in the past 24 hours so here's some of what you missed...

**[insert screenshots / messages / feedback]**

I get chills and feel so full of gratitude thinking about the energy and excitement in the room. I am beyond proud of everyone who joined me and I know that they have all unlocked SO much for themselves just by being there.

If you wanna catch the replay and see how you can achieve the same for yourself, you can watch it here:

**[CTA: Masterclass Replay]**

Speak soon!

Laura

**PS. Be sure to watch till the very end to catch the juiciest details - and don't forget to tag me on IG while you're watching as I'd love to share you on my stories (@laura.herde) <3**

**EMAIL 3 – TRIGGER: 1 DAY LATER**

(OR: 64.5% / CTR: 40.3%)

**Subject line:** Here's your free gift 🎁

Hey {first\_name},

I'm still buzzing from the amazing energy of Tuesday's masterclass!

As a thank you for your commitment and for showing up fully, here's your freebie - as promised!

**[CTA: Click here to download]**

I've filled this manifestation cheat sheet with sooo much value, and I'm really excited for you to dive in. I LOVE giving out free value so I know that by using this goodie, you will start attracting all you ever wanted.

But if you wanna completely and radically change your life for the long-term, you need to commit to yourself 111%. **You gotta put in the work and you have to *integrate + implement your learnings each & every day.***

That's why mentorships are so valuable. There's so much more to creating your dream life than reading through a load of freebies and trying to \*think positive\* all the time. By investing in yourself and putting in the work, you show the universe (& yourself) that you are \*fully\* committed to making a change. And trust me, THAT alone is truly powerful.

**[evidence/wins here]**

By joining Free Abundant Self, you'll get 6 weeks of high-touch, personalised group coaching with all the support, guidance and strategies you need to *completely transform your life.*

But it's your choice whether you take up the opportunity.

If you want epic results in your life as soon as possible, Free Abundant Self is the place to be. And if not, I totally honour your decision as well.

**If you ARE feeling ready to level up your reality so you start attracting every single one of your desires, [you can apply here to make it happen!](#)**

Speak soon,  
Your Future Mentor Laura

***PS. There are limited spots available & this is the last time the program will be open this year. Apply today to guarantee your space.***

**EMAIL 4 – TRIGGER: 1-2 DAYS LATER**

(OR: 48.7% / CTR: 4.8%)

**Subject line:** I want to hear from you, {first\_name}!

Hey {first\_name},

Are you worried about investing in yourself? Because I get it - we're never taught to prioritise our growth and we're often shamed when we put ourselves first.

But in order to create an abundant and epic reality, you gotta match your actions with what you truly want... even if you feel discomfort, uncertainty or fear.

**Free Abundant Self** is a life-changing high-touch program, but for this reason, I know it's not for everyone. This mentorship is for women who are FULLY committed and ready to make a change... even when it feels scary and outside of their comfort zone.

If you're nervous about signing up, here are some common Qs to help you see if it's an aligned fit for you.

*If your question isn't here, feel free to hit reply and I'll get back to you personally :)*

### ✨ **Will I need to share anything personal with the group?**

Free Abundant Self is a highly intimate program where all interactions happen within a group setting. However, each cohort is hand-selected by me and you will be in a small group with only 5 other women. You will have a safe and supportive space to accelerate your growth & you'll also get to connect with like-minded women.

### ✨ **Is this different from an online coaching course?**

Yep! Free Abundant Self is a LIVE high-touch group mentorship program, rather than a self-paced online course. Instead of pre-recorded content, you will have live group calls with your coach via Zoom every week where you'll receive personalised strategies, tools and support. In addition to this, you'll receive weekly high value resources and tasks that allow you to integrate all your learnings.

### ✨ **It sounds like a lot of work... will I have enough time to keep up?**

If you're worried about falling off track, Free Abundant Self is a perfect choice for you. Not only will you have the accountability from your coach and the other women in your group to inspire you to stay consistent, you'll also learn how to fast-track your way to success. The aim of this program is to equip you with everything you need so you can collapse time when creating your dream life.

### ✨ **I'm new to coaching and personal development... can I still join?**

Yes! If you're new to the personal development world I'm SO excited for you and proud of you for being here! Coaching isn't about being perfect when you start – in Free Abundant Self, you'll be guided on your path from zero action, to taking messy yet inspired action - consistently. So rather than trying to navigate everything all on your own (something which is especially difficult when you're just starting out), you will receive all the tools, support + guidance you need to accelerate your growth and start making mega shifts in your life.

### ✨ **I don't have the funds right now, how can I make this possible?**

Ask yourself what decision will make the biggest impact on your future self? I always believe that if something has the power to bring me closer to my goals then it's a hell yes.. no matter what. But I completely understand

that finances aren't easy for everyone - so to help you out, you can choose from different payment plans to suit your needs.

✨ **I'm still not sure if this is for me?**

Free Abundant Self is PERFECT for you if...

- ... You're constantly overthinking or battling with negative thoughts, habits & patterns that keep you stuck
- ... You're suffering from people pleasing and perfectionist tendencies & feel disconnected from who you are
- ... You're struggling with low self-esteem and find yourself doubting your ability to create your dream reality
- ... You're confused about how to cultivate inner peace, confidence & contentment
- ... You want to *finally* heal old trauma and move forward with momentum, emotional freedom and clarity
- ... You know you're ready to release your limiting beliefs, raise your frequency & become a powerful magnet to your desires

**[CTA: Apply for your spot here]**

You don't have to work everything out through trial and error. Rather than doing it alone, you can fast-track your journey to your goals and start living the life you truly deserve.

If you have any questions, hit reply and let's talk.

I'm here for you, {first\_name}!

Laura

**PS. Still not sure? Grab a pen and journal on where you wanna be in 5 months. The best decision will be the one that's most in alignment with your future self 🧡**

**EMAIL 5 – TRIGGER: 1-2 DAY LATER**

(OR: 42.7% / CTR: 2%)

**Subject line:** Her story is powerful

Hi {first\_name},

I receive a lot of questions when I share my clients' transformation stories. Many people want to know how they achieved so much in such a short period of time.

And the answer is simple:

They had a combination of accountability, personalised strategies, a framework that supports deep inner transformation + powerful AF tools.

## **Which is exactly what you get by enrolling in Free Abundant Self**

By taking this 6-week, intimate group coaching program, you can expect life-changing results - just ask Sarah.

Before working together, Sarah had just started her entrepreneurial journey and her limiting beliefs + fears were holding her back big time. She was also experiencing burnout and had a hard time letting go of the things that were no longer serving her.

Like many of my clients, Sarah had already done a lot of inner work, but she knew that the support, accountability + guidance of a mentor would give her the confidence to drive everything forward.

*And wowww, was she right!*

After committing to herself + going all-in with Free Abundant Self, she now...

- 🔥 ... feels super clear on what she wants + knows *\*exactly\** how to get it
- 🔥 ... shows up feeling more empowered + confident taking aligned action every day
- 🔥 ... no longer cares about judgement + is able to step out of her comfort zone
- 🔥 ... has massively upgraded her mindset + waved goodbye to limiting beliefs that were holding her back
- 🔥 ... mastered manifestation + used it to *double* her business figures
- 🔥 ... knows how to balance her energy, tap into flow + become a magnet to all her desires!

### ***Incredible, huh?!***

Not only this, but Sarah has also learnt to work smarter, set boundaries, let go of perfectionism... and still smash all her goals.

She's now fully embodying the badass, confident + most magnetic version of herself and it's paying off BIG TIME. She is certain of her talents, strengths + abilities and there's no stopping her.

As she says: "I now feel empowered to do the things I would never have dreamt of before. I am able to get out of my comfort zone more and I've already hit a huge business milestone from taking consistent action. This program changed me on so many levels and I am totally in love with my life."

If you want the same results in your own life, you won't wanna miss the next round of Free Abundant Self. This group program has the power to *completely* change your reality and I can't wait to hear your transformation



**[CTA: Click here to apply for Free Abundant Self]**

I can't wait to see what you achieve, too {first\_name} <3

Laura xx

**PS. My rates will never be this low again. If you want epic shifts in your life like Sarah, [apply today](#) to get the very best offer 🙌**

**EMAIL 6 - TRIGGER: 1-2 DAY LATER**

(OR: 43.5% / CTR: 3.2%)

**Subject line:** Are you ready to hear this?

Hi {first\_name},

In order to magnetise the success, abundance + happiness you so deeply desire, you have to break free of your limiting beliefs + the inner programming that's keeping you small.

You have to go waaaay out of your comfort zone.

And I get it - when you're trying to figure it all out by yourself, it can be scary, uncomfortable & challenging.

**That's why enrolling in Free Abundant Self gets such epic results**

In this program, you learn how to overcome *all* of your limitations. And better still, you get the accountability, support and guidance you need so you don't have to face them alone.

So many people avoid doing this work because they settle for familiarity, comfort and 'average'. But the thing is, if you want different results, you gotta do things differently.

So lemme ask you {first\_name}: How will you feel in 5, 10, 30 years time when you look back at what you've created for yourself?

Will you feel proud of yourself for going after your dreams and choosing a dope reality?

Or will you be filled with regret for what could have been?

If you want someone by your side as you navigate your journey to your best life, you can apply for a spot in Free Abundant Self here:

**[CTA: APPLY HERE]**

You deserve this, babe <3

**PS. I have SUPER limited availability as 3 cohorts are already full. [Apply today](#) so you don't miss out!**

## EMAIL 7 - TRIGGER: 1-2 DAY LATER

(OR: 44.2% / CTR: 1.2%)

**Subject line:** Do you want this, {first\_name}? 🥰

Hi {first\_name},

There's nothing more powerful than a woman who knows she's meant for more and who goes after her dreams unapologetically.

That's what my clients are like... or at least, this is who they become.

***They know that by joining a program like Free Abundant Self, they'll have the support they need to create HUGE shifts in their reality.***

Kim is a perfect example of this.

Kim joined Free Abundant Self in April 2021 because she was feeling lost, stressed AF, and uncertain about what she wanted in life. She had zero direction and she wanted clarity so she could finally create a fulfilling life for herself.

**And that's exactly what she got from this mentorship.**

Kim was 111% dedicated to her own healing and personal growth. She KNEW there was more to life than feeling overwhelmed + unclear most of the time. And she was willing to do whatever it would take to make that change happen. By committing to her higher self + joining FAS, she...

- ... gained clarity around her purpose which has taken her a massive step closer to her dream reality
- ... identified & healed her old family trauma so she no longer feels emotionally exhausted
- ... rediscovered her passions + learnt to reclaim her full power by following them unapologetically
- ... learnt to set supportive boundaries to improve both her personal life + biz
- ... created a healthy routine that now lets her feel grounded, on top and at peace every *single day*

She's also been able to connect with herself on a much deeper level, getting to know a raw version of herself – and honestly, having this level of self-love, self-confidence + self-connection is BEYOND powerful on its own.

*"Laura was so empowering and the direct access to her wisdom blew me away. I just loved the feeling of having a sisterhood that motivates you. The resources gave me so much space to really get to know myself on a deeper level and connect with my higher self. I really started to create my dream life and Laura gave me the space to do so."*

When you've realigned everything on an internal level, your external reality will begin to shift faster than you could ever imagine. And honestly, nothing compares to that feeling of inner peace, fulfilment + alignment.



If you want to experience that for yourself, you only have a few more days left to apply for Free Abundant Self. Once doors are closed, they won't reopen for 8 months or more. To be a part of this high-vibe coaching container, make sure you apply today so you don't miss out 🔥

**[CTA: [Save your spot here](#)]**

I'm so proud of you {first\_name} & I'm sending you so much love!

Laura xx <3

**PS. Make this your best year yet and [apply here](#) to get my cheapest offer before doors close!**

**EMAIL 8 - TRIGGER: 1-2 DAY LATER**

(OR: 46.4% / CTR: 2.9%)

**Subject line:** Are you willing to do what it takes?

Hi {first\_name},

I receive so many DMs from people who've lost faith in the process. They wonder WHY they haven't been able to create the life they've always wanted.

Maybe you feel the same way? Maybe it feels like abundance, fulfilment + success won't come to you easily?

But lemme tell you – *everything* you want is available to you.

And if you're not seeing external results, it's simply that you haven't found + applied the right formula.

Because truthfully - all you need to change your life is ONE simple, streamlined and proven process.

**Which is exactly what you can get inside Free Abundant Self**

The problem is, people look for more books, podcasts and free tips they can consume rather than investing in a mentor. And while resources like these are AMAZING, all the knowledge in the world won't get you tangible results.

In order to see a REAL transformation, you gotta *integrate* your learnings into your own life. 'Cuz if information was all anyone needed, we'd all be exceeding our goals and living our dream lives by now... right?

By working directly with a mentor, you get a *precise* framework and you receive the accountability, support and guidance you need to *fully apply* your learnings into your life.

With a live-led, high-level group mentorship program like Free Abundant Self, you also get:

- ✓ Expert, personalised advice from someone who's walked the path before & knows what works (& what doesn't)
- ✓ Regular check-ins and a group of 5 other like-minded soul sisters to personally connect with (it's impossible NOT to succeed with a group of badass women by your side 🦄)
- ✓ Weekly calls + homework tasks, prompts & action steps to move you closer to your desired outcomes
- ✓ Simplified + straight-forward access to the life of your wildest dreams

Doesn't it make sense to follow a blueprint that works and fast-track your way to success?

If you're ready to ditch the DIY and use a tried & tested method like this, there's still time to apply for Free Abundant Self:

**[\[CTA: Apply here today\]](#)**

You got this, {first\_name} <3

**PS. Doors are closing in 24 hours & this is the LAST time I will run this program this year - if you wanna join us, [apply TODAY](#) so you don't miss out 🦄**

**EMAIL 9 - TRIGGER: 1 DAY LATER**

(OR: 46.5% / CTR: 5.6%)

**Subject line:** Are you in, {first\_name}?

Hey {first\_name}

I can tell you're interested in FAS, but something's holding you back.

*If you have any concerns or questions at all, feel free to hit reply and lemme know how I can best support you*



If you're feeling the nudge and you know deep down that it's time to make shifts on an identity level... there's only a few hours left to **[apply for Free Abundant Self](#)**.

But if you're simply not ready to invest in yourself yet? I completely honour that – this is YOUR journey & I know that whatever you decide will be the best decision for you.

Be sure to join my **[High Vibe Circle FB community](#)** for free tips, trainings & guidance, and make sure to check out **[my most recent posts on the 'gram + take a peek into my story highlights](#)** for free coaching and advice.

And if you're not interested at all, just click "unsubscribe" at the bottom of this email.

I'm beyond excited for what the next chapter will bring.

Sending you lots of love & light!

Your Mentor,

Laura xx

**PS. This is the last email you'll get from me about Free Abundant Self for this round. I'm sooo grateful to have you in my community - if you have any questions at all, feel free to reply to this email :)**

**[SEQUENCE ENDS]**