

PROJECT DESCRIPTION

Client: How To Manage A Small Law Firm (HTM)

Industry: Business Consulting

Project: Nurture Email Sequence for New App User

Description: HTM found that people who used the app and engaged with the app content within the first 30 days of downloading were more likely to become leads for the company's business consulting services. We used data from the app usage reports to decide what content to promote and what the prospect's journey through the app should look like. From there, we wrote a four-part nurture email sequence delivered to prospects who recently downloaded HTM's app. HTM reported an increase in-app user engagement within the initial download period.

WRITING SAMPLE

Project: email sequence for new app users

email 1 of 4

(12-24 hours after app download)

Subject Line: {FirstName}, here's where we recommend you start

Pre-Header: Learn how to think and grow rich, lawyer style!

Hi {FirstName},

You've downloaded the How To Manage (HTM) app—great first step! Now, it's time to dig in.

We suggest starting from the beginning: learning how to think for success.

Think and Grow Rich for Lawyers is one of the **most popular content series on the app**—and for good reason. HTM's RJon Robins walks you through:

- identifying the limiting, fear-based, and (often) down-right false thoughts that keep even the most talented lawyers from reaching their full potential as successful law firm owners, AND
- the specific, actionable steps for applying the “think and grow rich” principles to create the business and life you dream of.

Button: Start the Series

Even if you've already read Napoleon Hill's personal growth and mindset classic, Think and Grow Rich, the HTM app takes it a step further by providing insights into what those growth strategies mean specifically for small law firm owners like you.

Get started today! (LINK)