

Your Profitable Funnel

Email Sequence Outlines

ABOUT THE CLIENT	
Website	Walcot Studio : https://walcotstudio.com Brand Designer Web Designer, Luxe
Voice & Brand	U.S. spelling Shifting traditional branding paradigms and creating engaging user-friendly websites. Clarity equals acceleration; it is the main transformation that clients will go through. (Transcript 18:37) Authentic, real, servant's heart, a bit of a rebel Very present in her Instagram profile: https://www.instagram.com/walcotstudio/ Here are a few notable posts: <ul style="list-style-type: none">• https://www.instagram.com/p/Byl0vmwBB1I/• https://www.instagram.com/p/ByGJFTNpxeX/• https://www.instagram.com/p/Bv-crzDAVR6/
About the Offer	The offer is a free 30-minute clarity call to discuss their brand vision and goals and to explore whether working together is the right move. It's a follow up after new subscribers have taken the quiz (freebie) that will promote a free consult call + ultimately boutique packages. Note: The freebie is a quiz that tells people their aspirational brand identity archetype (the brand they'll grow into) as part of her signature process of creating outgrow proof brands. They'll take the quiz > get their results and then be offered opportunities in the follow-up to book a complimentary clarity call to discuss working together. Link to book free clarity call - https://calendly.com/walcotstudio/clarity-call-30-minutes-clone?back=1&month=2019-07

ABOUT THE EMAIL SEQUENCE	
Goals	Follow up after people have taken the Archetype Quiz (freebie) to promote free consult call (+ thereby boutique packages). The email series will share info + videos about the 4 cornerstones of the Walcot Studio brand and follow up with two additional emails promoting the consult call.
Emails	<p>Email 1 - Welcome Email (& link to quiz result)</p> <p>Email 2 - Pillar 1: What You Love</p> <p>Email 3 - Pillar 2: Defining Ideal Client</p> <p>Email 4 - Pillar 3: Competitor Research</p> <p>Email 5 - Pillar 4: Aspirational Brand Identity & Wrap-up</p> <p>Email 6 - Credibility (& Invite to the clarity call)</p> <p>Email 7 - Urgency</p> <p>Email 8 - Thank you & Official Wrap-up</p>
Resources	<ul style="list-style-type: none"> • Meeting Notes: Copy of YPF-MeetingNotes-OfferCall-PDF-Deidre.pdf • Client Info Doc: Copy of YPF - Project Document #1 - Client Details - Deidre • Transcript: https://www.rev.com/transcript-editor/shared/Wt-htMBMZL4hoXFep0s7bWa0y-1QycSeWDgGgFNEjsn3KT61wpMi-xXcBVp-q5xhe3OTm2B8xtNrFMfgzK1WdoM6cJM?loadFrom=SharedLink (You will find background re: 4 pillars - at 19'23) • 4 videos & transcripts (links included in corresponding emails below) <p>Still to come from client:</p> <ul style="list-style-type: none"> • Welcome packet • Client testimonial (Sasha- hairdresser) • Dubsado - research info

EMAIL 1 - Welcome Email (& link to quiz result)	
Goal/Purpose	The intention of this email is to welcome quiz takers & provide a link to their quiz result.
Call-to-action	Click link to quiz result (landing page on Walcot website).

Swipe Files	Reviewing each of the 4 videos will help achieve Deidre's tone. (See emails 2-5.)
Notes	The four following emails outline each of the 4 pillars of business. Deidre has made a video for each pillar. (Videos and transcript included in each followup email.)

EMAIL 2 - What You Love	
Goal/Purpose	The intention of this email is to explore a goal that the quiz takers have, provide a free resource (a video) to help them make progress while also positioning <u>Walcot Studio</u> as the solution for reaching that goal.
Call-to-action	Watch video 1: "What You Love"
Swipe Files	Here is the video & transcript from video 1: https://www.rev.com/transcript-editor/shared/YZudDchY9i0u3eLTA_lJgcqpkJzB_PVooba6zoMYnulsjlfS6C8V9OcKZvT0InC7b6uesSQgFfD5cKplbbvwahrGNUE?loadFrom=SharedLink
Notes	

EMAIL 3 - Defining Ideal Client	
Goal/Purpose	The intention of this email is to explore the quiz takers' ideal client, provide a free resource (a video) to help them make progress while also positioning <u>Walcot Studio</u> as the solution for reaching that goal.
Call-to-action	Watch video 2: "Defining Ideal Client"
Swipe Files	Here is the video & transcript from video 2: https://www.rev.com/transcript-editor/shared/EzzT6NptAai2bK5ry2_Cz-M5H754GaDY6cXedhfgDU-q2t6WVhpuq0hneDhi4eOc04waPs-tCXvtwXAEsN_RVMPMA4?loadFrom=SharedLink
Notes	

EMAIL 4 - Competitor Research	
Goal/Purpose	The intention of this email is to explore the quiz takers' competitors, without judgment, to help them make progress while also positioning <u>Walcot Studio</u> as the solution for reaching that goal.
Call-to-action	Watch video 3: "Competitor Research"
Swipe Files	Here is the video & transcript from video 3: https://www.rev.com/transcript-editor/shared/wyNYanwdevTKuNbf4FXUdcLhMZvwQCj7XDKeaGt2yISmTFPT008T_6R55CYoROQWZD_0Qa5CSzyBNG-E7nAvc4jYwXY?loadFrom=SharedLink
Notes	

EMAIL 5 - Aspirational Identity (& Wrap-up)	
Goal/Purpose	Wrap up and prompt to book a call.
Call-to-action	Watch Video 4: "Aspirational Identity"
Swipe Files	Here is the video & transcript from video 4: https://www.rev.com/transcript-editor/shared/QBHMbQ7cezWU1bG_PchS4VVtFsi5rwcPvUARxaCEXv0dczkyDwxQXJoWD6Mwt88VdpLs1lWHheX3KglIEkveip4-jgw?loadFrom=SharedLink
Notes	Simple message on thinking ahead of the game. Short and sweet. Kind of a wrap-up email regarding the quiz; next two emails will be promoting the consult call.

EMAIL 6 - Credibility (& Invite to Clarity Call)	
Goal/Purpose	Invite to clarity call + establish credibility
Call-to-action	Book a consult call.
Swipe Files	
Notes	<ul style="list-style-type: none"> • Case study: Sasha's story (hairstylist) • Deidre's process: creative, Type A, "I've got your back" • Transcript at 23'28- 38'43 (Sasha, Deidre's process) • Transcript 48'17- rebel • Client to send testimonial

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EMAIL 7 - Urgency	
Goal/Purpose	Create urgency to book a consult call. Share Deidre's process (works with a limited number of clients).
Call-to-action	Book a consult call.
Swipe Files	
Notes	<ul style="list-style-type: none"> • Mention that she only works with two clients at a time. "Spots are extremely limited; click here to book a consult call" kind of thing.

EMAIL 8 - Thank you & Wrap-up	
Goal/Purpose	Thank quiz taker for participating. Mention they'll be hearing from her less regularly; they will be moved to Deidre's regular email list, which she emails once a month.
Call-to-action	Check out portfolio / book consult
Swipe Files	
Notes	