

# **From Nurture to Sale:** **The Quick-Start** **Guide to Better** **Sales Sequences**

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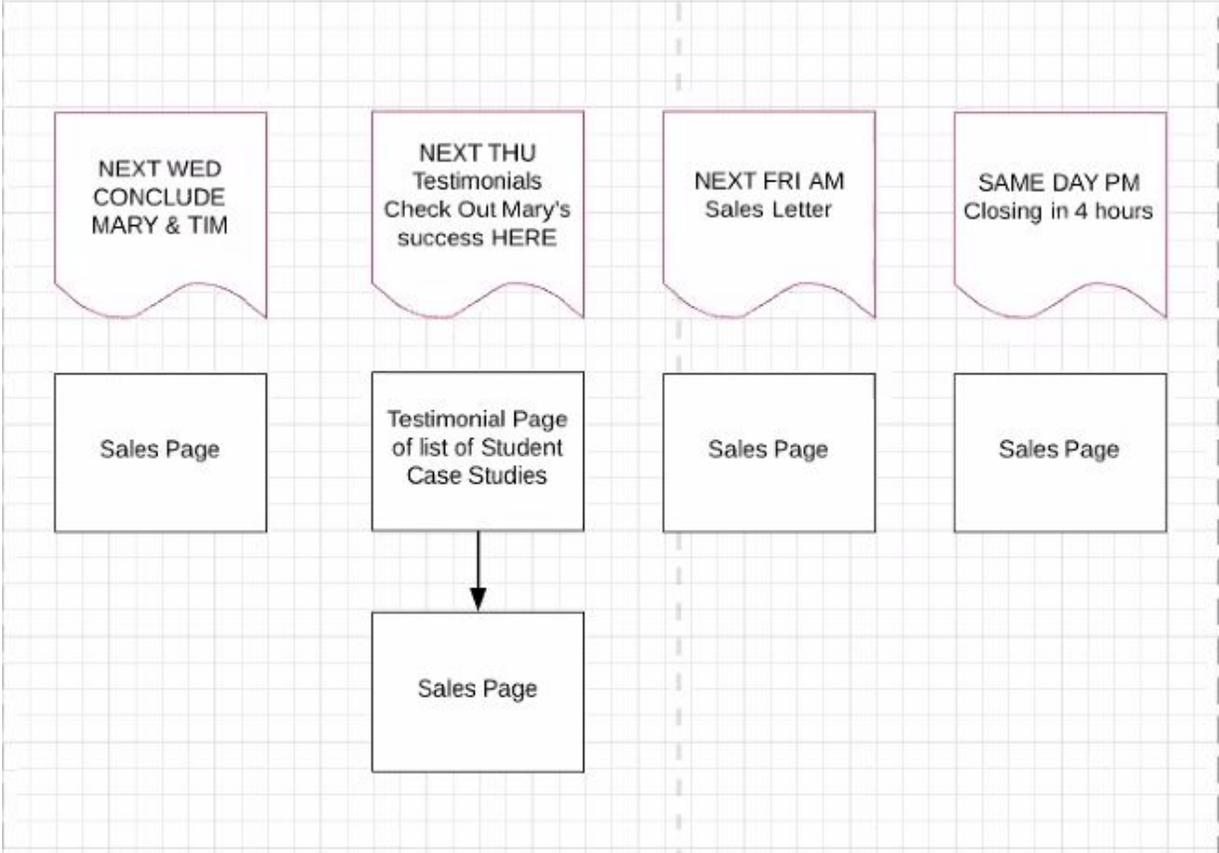
# Building an Engaging Sales Funnel

After you've completed our [16-day, 8-email nurture sequence](#), it's time to actually sell your product and conclude your hero's journey with shining final achievements... and let readers know that they, too, can accomplish those things — with a little help from you and what you have to sell.

While these emails are intended to finally sell our product, they will still need to provide value. Our sales emails will do this in two ways:

- 1. By showing the people who have had success with your course (through testimonials, case studies, etc)
- 2. By showing that the course (or product) is the solution to the problems you've been writing about in all of your earlier emails.

So the Wednesday after you conclude your marketing nurture sequence you'll begin your sales sequence. Why Wednesday? Because we want to conclude the sequence on a Friday — so our cart will open on Wednesday and close on Friday.



## Sales Email 1

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The Wednesday after we conclude our marketing nurture, we kick off our sales sequence with an email sharing the conclusion of Tim and Mary's stories.

This should, in Tim's case (assuming he's the creator of the course) show how he used the skills that he later turned into the course to solve his issues; in Mary's case, it may be that she used that exact course and the results she saw.

In this email we'll also link through to our sales page for the first time.

## Sales Email 2

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On Thursday we'll send out an email with information about Mary's success, and include a bunch of testimonials — probably three to four long ones — then end with a link to a testimonial page with case studies of previous students.

Each case study should then link through to our sales page.

## Sales Email 3

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This email should go out Friday morning. This email should be a good sales letter — it needs to let people know it's time to make a decision. You want to paint the picture of where they are now, and where they could be with your product, and then ask if they're ready to change their life for the better.

Again, you'll link this through to your sales page.

## Sales Email 4

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Approximately four to eight hours before our cart is scheduled to close, we're going to send a "final reminder" email. This email will remind people what time that evening the cart is scheduled to close, and let them know they only have a few hours left.

It should be short and to the point, with a link to the sales page.

## Sales Email 5

Officially, our sales sequence has ended now, but optionally, you can send out a final email the Monday after things have closed giving people one last chance to sign up.

Usually this email will thank readers for their support, share how amazing the launch process has been, and say something like, “I can’t imagine the number of people who have started to change their lives... We’ve gotten a lot of emails from people who weren’t able to buy during the window. So, we’ve decided to open up the cart for one more day — just 24 hours.”

And that’s where we end our sales sequence, with one last chance for people to buy.

**Questions? Working on your own nurtures and need help? Feel free to reach out via email or leave a comment on the original post. I read every one!**

# Next Steps

## Stop Wasting Your Marketing Dollars

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Get 100% clarity on where your leads come from, how they act, and how much your marketing is really worth.



**Start Your 14-Day Free Trial**

[SegMetrics.io/signup/](https://SegMetrics.io/signup/)

### Customer Voices

“With Infusionsoft, reports that should be available with a few clicks just aren’t there. **Segmetrics changed that for us.** Now we can see exactly which leads are most profitable and where our biggest opportunities lie. Segmetrics is like your marketing crystal ball.”

**Chris Mason — Automation Marketer at Titans of Direct Response**

