

The Appointment Sequence

The final piece of the email marketing puzzle for a bit! We could still talk about segmentation and affiliate sequences, but for now - a great general structure for creators, coaches, and freelancers is to:



- Have a lead magnet
- Put downloaders into a reality sequence
- Then put them into a sales sequence for your digital product
- Put them into an appointment sequence for your high ticket offer (this article)
- Tag subscribers that finish the sequences to send some form of consistent newsletter.

This will be the strategy that has worked for me in getting leads per my sales process. You should have your offer worked out, some form of lead generation (plugging newsletters on Twitter) and qualification process (questionnaire), and be ready to take on clients.

This appointment sequence makes it easier to automate the lead generation process and work leads up the customer levels of awareness. This makes it easy to plug your lead magnet only and land clients. Once you have a large enough audience you can start to transition from DM outreach to this.

The Value Emails

This has a similar structure as a product sequence. You don't want to ONLY be sending promotional emails or else people will get annoyed.

You need to have 2-3 value emails that discuss more advanced topics. Make people more and more aware of the BIGGER problem that your high ticket offer solves.

You should have this part on lock per the last articles on reality and product sequences.

The Offer Introduction Emails



For 1-2 emails, you will give people a complete rundown of your offer. Who it's for, what problem it solves, your STRONG risk reversal, a lot of social proof, and a strong call to action.

You want to reduce as much friction as possible with them clicking the link and expressing interest. I would recommend having an intake form without a link to schedule a call as we discussed earlier. Calls imply pressure and time. With these 1-2 “offer introduction” emails, you have to make sure they understand every aspect of your offer.



Can you start to see how these emails can be somewhat of a deconstructed sales page?

- Your initial email is the lead (the problem)
- Your second email can be your body (the story)
- Your third email can be your unique mechanism or steps to overcoming the problem (value)
- Your fourth can introduce your offer and the benefits around it
- Your fifth can be social proof or your favorite testimonial
- Your sixth can be a call to action with a discount once they hit level 5 awareness

Kinda like a deconstructed AIDA writing framework as well.

The sales process.

At the end of your offer introduction emails, plug a link to your questionnaire.

The Followup Emails

This is where the appointment sequence is different. THE MONEY IS MADE IN THE FOLLOW-UPS.

If you have sent cold outreach messages, you know this is the case. Email marketing is our way of automating this.

You will be sending quite a few follow-ups.

Start at 1 follow-up every 3 days for a week or two.



Then go up to 1 follow-up every week for 2-3 weeks.

Then 1 follow-up every 2 weeks for 2-3 weeks.

(After these follow-ups, I like to copy and paste my offer introduction email and remind them of everything that the offer consists of.) Then 1 follow-up every month for 1-2 months.



People get busy. They need to be reminded of your offer and that it is a fit for them.

You can talk about different parts of your offer in these follow-up emails, or just ask if they are free for a call. You can test different angles as well.

That's it.

As a beginner, I wouldn't over-complicate this. Get the emails written to the best of your ability. You can always go back and change them. That's the beauty of this... the "build once, sell twice" philosophy of Jack Butcher. You are building something that you can constantly iterate on.

The Appointment Sequence

 6 min



1x

6 min



Previous Lesson:

The Product Sequence

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The Buyer's Journey Sequence

Conversational Sales Call

Onboarding & Offboarding



Module 8

Creating Your Own Customers

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Your Education System

Synthesizing Knowledge

How I Create Digital Products

Copywriting & Sales Pages

The Simplified Product Launch

Social Media Promotions



Module 9

Automating Clients & Customers

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The Reality Sequence

The Product Sequence

The Appointment Sequence

The Buyer's Journey Sequence