Course 1, Lesson 6: The Simple Sales Engine (Your First Automated Funnel)

1. Core Concept & Learning Objective

Concept: Getting an email is step 1. Building trust is step 2. Your "Simple Sales Engine" is a 3-5 part automated email "welcome sequence" that runs 24/7. It delivers your lead magnet, introduces you as an authority, builds a relationship, and makes your first offer (your MVO). This is the foundation of turning leads into customers on autopilot.

Learning Objective: By the end of this lesson, you will **analyze** the 5 "Missions" of a high-converting welcome sequence. You will **write** the copy for a 3-part automated email sequence (Deliver, Nurture, Offer) and **build** this automation in your email marketing tool.

2. Interactive Content Activities (3 Activities)

Activity 1: The "5 Mission" Funnel Map (Strategic Exercise)

- **Description:** Every email in your sequence has a specific job to do. We're going to map out the 5 "Missions" of a perfect welcome sequence, which we'll condense into 3-5 emails.

- **Instructions:**

  1. Map out the 5-Mission flow on a piece of paper or doc:

     - **Mission 1: Deliver the Goods.** (Email 1) Deliver the lead magnet. Instant gratification.

     - **Mission 2: Build Authority.** (Email 1) Introduce yourself and *why* you're the expert.

     - **Mission 3: Connect & Engage.** (Email 2) Ask them a question to train them to reply (boosts deliverability).

     - **Mission 4: Nurture & Overcome.** (Email 3) Teach them something valuable that overcomes their #1 objection to buying.

- **Mission 5: The "Pivot" & Offer.** (Email 3 or 4) Transition from free help to your paid offer.

- **Expected Outcome:** A simple flowchart or list that maps the 5 missions.

Activity 2: The 3-Day "Trust" Sequence Copy (Creative Development)

- **Description:** We're writing the 3 essential emails for your sequence. We will use your "Girl Boss Drill Sergeant" brand voice (L3) to be direct, valuable, and compelling.

- **Instructions:**

  1. **Email 1: "Here's Your [Lead Magnet Name]" (Missions 1 & 2)**

     - *Subject:* Here's the [Checklist/Template] you requested

     - *Body:* Deliver the link. Briefly introduce yourself and your "Brand Trifecta" (L3).

  2. **Email 2: "The #1 Mistake..." (Mission 3)**

     - *Subject:* The #1 mistake [Your Niche] make...

     - *Body:* Give them a quick, valuable tip. End with a P.S. "Hit reply and tell me: what's your #1 struggle with [The Problem]?"

  3. **Email 3: "Your Action Plan..." (Missions 4 & 5)**

     - *Subject:* Your [Problem] action plan

     - *Body:* Give another high-value tip. Then, "pivot" to your offer: "If you're serious about [The Outcome], my [MVO Name] is the fastest way to get there..." Link to your offer page (we'll build this in L7).

- **Expected Outcome:** A document with the full subject line and body copy for your 3-part welcome sequence.

Activity 3: Building the Automation (Tool Exploration)

- **Description:** Now we hook it all together. You will build this automated sequence in your email marketing tool (Mailchimp, ConvertKit, etc.) so it's 100% hands-off.

- **Instructions:**

  1. Log in to your email marketing tool.

2. Find the "Automations" or "Sequences" tab.

3. Create a "New Automation."

4. **The Trigger:** "Subscribes to form" (and select your Landing Page form from L5).

5. **Step 1:** "Send Email 1." (Copy/paste your text. Add the PDF (L4) as an attachment or link).

6. **Step 2:** "Wait 1 day."

7. **Step 3:** "Send Email 2." (Copy/paste your text).

8. **Step 4:** "Wait 1 day."

9. **Step 5:** "Send Email 3." (Copy/paste your text).

10. Turn the automation **ON.**

- **Expected Outcome:** A live, 3-step automated email sequence that is triggered *immediately* when someone signs up on your landing page.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "Simple Sales Engine" Test & Verification

- **Description:** The deliverable is a *functional* system. You must prove that your engine works from end-to-end. This automation is the single most valuable asset in your business.

- **Step-by-Step Instructions:**

  1. Go to your **Live Landing Page (L5).**

  2. Sign up with a *new* test email address.

  3. **Test 1:** Did you receive Email 1 within 5 minutes?

  4. **Test 2:** Was the lead magnet attached or linked? Did the link work?

  5. **Test 3:** (Wait 24 hours) Did you receive Email 2?

  6. **Test 4:** (Wait another 24 hours) Did you receive Email 3?

  7. **Submission:** Submit a screenshot of your automation's flowchart from inside your email tool (like in Activity 3).

- **Evaluation Criteria:**

- *Excellent:* Automation is live and fully tested. All 3 emails are branded, well-written, and delivered successfully. The student submits a clear screenshot of the live automation.

  - *Adequate:* Automation is built but not turned on. Emails are missing, or links are broken.

- **Connection to Final Project:** This **"Simple Sales Engine" flowchart screenshot** and **email copy** are **Section 6: The Automated Funnel** of your **Complete Launch Playbook.** This is the "engine" that your landing page (the "front door") connects to.

4. End-of-Lesson Assessment (7 Questions)

1. **(MC)** What is the *primary* goal of a "Welcome Sequence"?

   - A) To sell your most expensive product immediately.

   - B) To get as many social media follows as possible.

   - C) To build trust, deliver value, and turn a new lead into a customer.

   - D) To send one email per day for 30 days.

2. **(MC)** What are the 3 main "jobs" of your 3-part sequence?

   - A) Deliver, Nurture, Offer

   - B) Confuse, Sell, Unsubscribe

   - C) Introduce, Discount, Panic

   - D) Blog, Podcast, Video

3. **(MC)** Why is it a good idea to ask a question (like "hit reply") in Email 2?

   - A) To prove they are a real person.

   - B) Because it's friendly.

   - C) To get free consulting ideas.

   - D) It trains email providers (like Google) that your emails are not spam, which improves deliverability.

4. **(SA)** What is the "Trigger" that starts your automated sequence?

5. **(SA)** What are the 5 "Missions" of a perfect welcome sequence (from Activity 1)?

6. **(SA)** In which email do you "pivot" to your paid offer?

7. **(Scenario)** A student's Email 1 is a 2,000-word essay about their entire life story, and the link to the lead magnet is at the very bottom. Why is this a *massive* strategic error?

Correct Answers: 1(C), 2(A), 3(D) 4. (Example) When a new subscriber signs up via the landing page form. 5. Deliver the Goods, Build Authority, Connect & Engage, Nurture & Overcome, Pivot & Offer. 6. Email 3 (or the final email of the sequence). 7. (Example) Because it violates "Mission 1: Deliver the Goods." The user wants their free thing now. Hiding it at the bottom of a long, self-serving email creates