

Post-quiz Email Nurture Sequence



Post-quiz Email Nurture Sequence

Email 1 – Educational

Purpose of this email: to educate the lead and offer them more value upfront, while building trust and rapport.

Subject line: Personalized Tips Inspired By Your Quiz Scores

Your subject line should be short and to the point. The goal is to get them to open the email right away.

Hi <Name>

I hope you've enjoyed reviewing your quiz results.

To take those insights forward, here are three quick tips to support you in your <career/life purpose/work-life balance/personal goals>, inspired by how you scored in each area.

Keep it to a maximum of 3 tips. Keep them short and actionable so that someone can try one of the tips right away.

<insert tips>

Implementing these personalized tips will not only increase your <focus/purpose/success>, they'll also help you to shape your <life/relationships/daily life> in a way that's more fulfilling for you.

Alter to highlight some key topics included in your quiz.

Best Regards

<Name>

<Company Name>

<Contact details>

P.S. If you want to know how to get the best out of your quiz scores, I'd love to talk them through with you. Book a quick call here: <insert link>.

For those who are ready to take the next step, this is an easy way to lead them to it.

Bonus Tip:

Use a blank email template and not a designed newsletter one. You don't want it to appear like a promotional email.

Post-quiz Email Nurture Sequence

Email 2 – Social Proof

Purpose of this email: to start letting them know a little about you, while building up trust and rapport via social proof.

Subject line: How Your Quiz Results Can Change Your Life

Your subject line should be short and to the point. The goal is to get them to open the email right away.

Hi <Name>

I hope you've had a chance to try out the personalized tips inspired by your quiz scores.

There's no one-size-fits-all formula for a successful life, so I tailor my <life/career/business> coaching to suit each of my clients' real needs and desires. Here's an example of how this worked for someone in similar circumstances, bringing them the <career advancement/work-life balance/business success/personal time and space> they'd struggled to achieve.

A quick word or two about what you have helped them achieve.

<Insert short case study>

Keep your case study short and concise. Ideally it should include the real results (if measurable) that you have helped with.

As you can see, even small changes can reap huge rewards.

Best Regards

<Name>

<Company Name>

<Contact details>

P.S. Are you ready for a major shift in your <life/career/business>? Book a call now: <insert link>.

For those who are ready to take the next step, this is an easy way to lead them to it.

Bonus Tip:

If you don't have any testimonials or case studies yet, contact a client and simply ask them. Be sure to ask if they can give you as much result/number based feedback as possible.

Post-quiz Email Nurture Sequence

Email 1 – 9 Word Email

Purpose of this email: to get the person receiving the email to either engage with you for a potential YES, or give you a solid NO so that you know not to pursue them further.

Subject line: <First Name>

Your subject line should just be their first name only and nothing else.

Hi <Name>

Would you be interested in a free discovery call?

No need to give them any additional details yet. You want them to engage.

Best Regards

<Name>

<Company Name>

<Contact details>

Feel free to change the words 'free discovery call' to something that fits best.

Bonus Tip:

Make sure you keep this email short and don't get tempted to ask multiple questions. The concept works best when it's a direct question where a response is required.