

EMAILS THAT CONVERT

Playbook

FROM INQUIRY TO DEPOSIT, YOUR GUIDE TO BUILDING
RELATIONSHIPS AND SWEET SALES!



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In this superhero story, your client is the hero, and you are the expert or the guide! They depend on YOU and your expertise to reach their goals and win the day! Our job is to ensure they know YOU are the guide they need!

HOW *Important* IS YOUR INQUIRY RESPONSE?

On a scale of 1-10, how important is your initial email inquiry response? (10 being the most important.)

Importance



On a scale of 1-10, how happy are you with your current inquiry email response? (10 being extremely happy.)

Importance



Guide YOUR CLIENTS TO

CONNECT AND BUILD RAPPORT

EXCITE THEM ABOUT OUR PRODUCT & SERVICES

HELP THEM FEEL SAFE AND SMART
CREATE EMOTIONAL CONNECTIONS

ENCOURAGE THEM TO MOVE TO THE NEXT STEP IN THE SALES JOURNEY

Your COMMON SENTENCES

LIST FOUR SENTENCES YOU USE IN YOUR EMAILS

Less "I" & "WE"
More "YOU" & "YOUR"

CAN YOU MAKE THOSE SENTENCES ABOUT YOUR CLIENTS

NOTES:

PHRASES TO *Delete!*

LIST SOME OF THE PHRASES YOU WILL REMOVE AND TURN NO INTO YES!

PEOPLE BUY ON *Emotion*
AND JUSTIFY WITH *Logic!*

SUBJECT *Lines*

BRAINSTORM IDEAS FOR YOUR SUBJECT LINES FOR INQUIRY RESPONSES

SUBJECT LINE FORMULA



01 THE HOOK

02 THE TRANSACTION

03 THE NEXT STEP

04 DELIGHT OR EXCITE

EMOTION > LOGIC > LOGIC > EMOTION

The Four Step FORMULA

WHAT & *Why*

WHAT MAKES YOU DIFFERENT FROM YOUR COMPETITION?

PEOPLE BUY FROM PEOPLE THEY
Know, Like, and Trust!

WHY DO CLIENTS CHOOSE YOU?

(READ REVIEWS, EMAILS, & THANK YOUS FOR INSPIRATION.)

NOTES:

Become THE EXPERT

BRAINSTORM

The Hook

- Capture their attention immediately.
- Give a *Sweet* taste of your experience!
- Ask a quick question to show they are in the right place!

The Transaction

- Answer their questions.
- Deliver the key information & links.

The Next Steps

- Guide them to the next step in the journey.
- Provide three clean options and/or Calendar Link

Delight & Excite

- Leave them feeling delighted and excited to choose you!
- Paint a picture of their goal.
- End with positive emotion

Your CHECKLIST

AS THE EXPERT AND GUIDE FOR MY CLIENTS, I NOW UNDERSTAND ...

☐ I always want to have control of the sales journey and guide my clients to their goals. I am the expert!

☐ Begin & end with emotion. Less "I & WE," and more "YOU & YOUR."

☐ Delete phrases that don't connect or inject positivity. Use the **YES IS THE ANSWER** four steps.

☐ Why subject lines are important.

☐ The four-paragraph email formula.

ENERGY X EXECUTION = SWEET RESULTS

THE PLAN

SCAN ME
FOR A JUICY
TOOLKIT

