



LEAD MAGNET LAUNCHPAD WORKBOOK

Session 4

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THE LEAD MAGNET I'M GOING WITH

LANDING PAGE LINK:

NOTES:

WELCOME SEQUENCE PLAN

EMAIL 1/WELCOME EMAIL - IMMEDIATELY:

EMAIL 2/DISCOVERY EMAIL - _____ DAYS LATER:

EMAIL 3/NURTURE EMAIL + HINT AT PITCH - _____ DAYS LATER:

EMAIL 4/NURTURE EMAIL + PITCH - _____ DAYS LATER:

EMAIL 5/PITCH/NEXT STEPS EMAIL - _____ DAYS LATER:



NURTURE/BROADCAST EMAIL PLAN 90 DAYS

HOW OFTEN WILL I EMAIL?

WHAT DAYS?

HOW WILL I GET THE WRITING DONE? WHO/WHEN?

HOW WILL I GET THE EMAIL AND SENDING DONE? WHO/WHEN?



CONTENT IDEAS FOR BROADCAST EMAILS - 90 DAYS

1- _____

2- _____

3- _____

4- _____

5- _____

6- _____

7- _____

8- _____

9- _____

10- _____

11- _____

12- _____

AUGUST 2024

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	1 September 2024 Calendar		21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

OCTOBER 2024

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

NOTES:

[illegible]



QUESTIONS:
