

VitalPBX Partner - 6-Step Lead Nurture System

This kit provides a complete automated email sequence designed to turn cold leads into warm demo requests.

The Strategy: "Value First"

Instead of spamming "Buy Now," this sequence builds trust by solving problems first.

- **Emails 1-3:** Pure Value (Education, Tips, Tools).
- **Emails 4-5:** Social Proof & Soft Sell.
- **Email 6:** The "Break-up" (Last chance).

What's Inside?

1. **6-Step Nurture Sequence Copy.pdf:** The exact text for all 6 emails.

How to Set Up

Step 1: Choose Your Trigger

In your marketing tool (Mailchimp, HubSpot, etc.), set the trigger to:

- "Form Submission: Downloaded Whitepaper"
- OR "Form Submission: Contact Us" (if they didn't book a meeting immediately).

Step 2: Load the Content

1. Create a new Automation Workflow.
2. Add 6 emails to the workflow.
3. Copy the **Subject Lines** and **Body Text** from nurture_sequence_copy.pdf.
4. Use the nurture_email_template.html for the design. It looks like a personal email from a real person (high conversion).

Step 3: Set the Delays

- **Email 1:** Send Immediately.
- **Email 2:** Wait 2 Days.
- **Email 3:** Wait 3 Days.
- **Email 4:** Wait 4 Days.
- **Email 5:** Wait 5 Days.
- **Email 6:** Wait 7 Days.

Step 4: The Goal (Stop Trigger)

Set a "Goal" or "Suppression List" for the workflow:

- **IF** user books a demo OR replies...
- **THEN** remove them from this sequence immediately.