



Pre-Sales Email Sequence

Build the desire early with pre-sales emails that have clients lining up before you even make the offer.

Direct Offer/Connection Content

Step 1: What is your direct offer?

Step 2: The Psychology of a Pre-Sales Email Sequence

Each email follows the *psychology sequence* (Connection → Shift → Invitation).

Email 1: The Connection

Psychology: People buy from those who “get them.” This first touchpoint signals empathy and shared experience.

What to include:

- A relatable problem or tension your audience faces
- A personal or client story that shows you’ve been there
- A reframe that makes them feel seen (not sold to)

Prompts to think about:

- What common frustration does your audience feel?
- What story from your own journey mirrors that frustration?
- What one insight could help them feel less alone?

Email 2: The Shift

Psychology: Humans need hope and a new possibility before they'll consider change. This email introduces a better way.

What to include:

- A story of a turning point (your own or a client's)
- The belief or behavior that changed everything
- A small but practical takeaway the reader can imagine applying

Prompts to think about:

- What was your “aha moment” that changed how you approach this work?
- How did that moment shift your results?
- What's one simple takeaway your audience could try on right now?

Email 3: The Invitation

Psychology: Before people buy, they need to imagine themselves in the new reality. This email paints the “after” picture and makes a soft ask.

What to include:

- A transformation story (you or a client) that shows the outcome is possible
- The core belief or principle behind your method
- An invitation to explore your offer (without heavy selling)

Prompts to think about:

- What story best illustrates what life looks like on the other side of this struggle?
- What belief or value guides the way you help people?

- How can you extend an invitation that feels like a natural next step, not a pitch?

Step 3: Outline the main points of your FIRST email

Email 1 Framework

Subject: {Call out a frustration or moment of recognition}

Hi {First Name},

{Short personal or client story that shows the frustration/problem in action}.

That moment taught me something important: {insight or reframe}.

If you've ever felt {describe audience's emotion}, you're not alone.

In my next note, I'll share {hint at the shift or possibility}.

Talk soon,
{Your Name}

Step 4 CTA - What do you want people to do next?

👉 Hit reply:

👉 Alternatively, be on the lookout...

Sample Email 1 (The Connection)

Subject: When your revenue feels unpredictable

Hi {First Name},

A founder told me recently that every month felt like rolling dice. Some months were strong, and others left her scrambling to cover payroll and bills.

The frustrating part? She was doing all the “right” marketing activities, yet nothing added up to predictable results.

That moment taught me something important: effort isn’t the problem.

What is? The leaks in the marketing system. Without a clear client journey and messaging that converts, even the hardest-working founder ends up exhausted instead of confident.

If you’ve ever felt that pit in your stomach at the end of the month (wondering where the next client or payment will come from), you’re not alone.

In my next email, I’ll share how a simple audit can show you exactly where money is slipping through the cracks (and how to stop it).

Talk soon,
Shannon