

Use email to qualify the meeting (*not* book it)

Message 1

- Provokes **initial curiosity** about a worry, fear, problem or goal
- Earns **permission** to help target **get more clear** on the curiosity you provoked
- **Allows** client to decide how to converse (email, phone, on site)

Message 2 (after prospect replies)

- Targeted campaign: Switches to Tailored
- **Holds back**—even if invited to sell, wait!
- Creates **more questions & sparks more** curiosity
- Gives **incomplete answers** to clients' questions
- This creates **urge** to know more **details** (again!)
- **Plants seeds** for more questions from prospect

Messages 3 + (each time, after target replies)

- **Spark more** curiosity about a problem-solving/short-cut discussion
- Eventually, buyer will expect (primed) or ask for call