

# Sample Autoresponder Drip Sequence For Lead Magnet Optins

Janet Switzer



# EMAIL FOLLOW-UP SEQUENCE TO THREE-REPORT SERIES

**Email #1: Did you receive your report? (Day 0 = date of optin)**

FROM LINE: Janet Switzer

SUBJECT LINE: Just making sure you received my free guide to raising your consulting fees

Hello, <firstname>,

It's great to meet you. And thanks for visiting my website today. For consultants, coaches, and trainers around the world, there's now an opportunity (and a formula) for charging \$500 to \$1,000 per hour for your consulting time . . . and becoming a leading expert in your field in the process.

With more of your competitors than ever marketing to your potential clients, I wanted to make sure you received my latest report "How to Charge \$500 to \$1,000 Per Hour for Your Consulting Time."

Did you have a chance to [download it at my website?](#)

When you read it, you'll discover a comprehensive marketing formula—along with sample marketing emails and other tools—that are *proven* to grow consulting fees . . . even in a crowded market (and regardless of your area of expertise). It's not too much to say that this guide could help you transform your consulting, coaching and training work in just a few weeks.

[Click now to download the guide.](#)

See which strategies appeal to you . . . then, why not schedule a free call with my Director of Client Services to see how I can help you discover an even bigger vision for your consulting firm, coaching business, or training company. The discovery call takes just 30 minutes . . . but it could literally transform your future.

Click now to [grab a time that works for you](#) at our online calendar. (Or email us at [clientservices@janetswitzer.com](mailto:clientservices@janetswitzer.com).) I'd love to learn more about you and your goals—plus support you in creating the thriving career you deserve!

I'm ready to help you grow your business,

*Janet Switzer*

Janet Switzer

Coauthor of the #1 success classic, *The Success Principles*  
Revenue strategist to celebrity authors and experts

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## ABOVE LINKS:

[download it at my website?](#)

Links to Thank You page for 3-report optin

[Click now to download the guide.](#)

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**Email #2: Help raise your fees (Day 1)**

FROM LINE: Janet Switzer

SUBJECT LINE: Could focusing on THIS help raise your fees over the next few weeks?

Hi there, <firstname>,

I've got good news. [My free guide that you requested](#) has coaches, consultants and trainers taking action on a formula that's proven to grow hourly fees to \$500 to \$1,000 per hour in just a few weeks.

**Can I share one of their favorite strategies from the guide?** It's *bundling a single consulting hour with other advice* that helps a client see a clear path to solving their problem or achieving their goal. Not only does this strategy produce countless new clients, it helps identify clients you want to work with long-term.

Could you focus on growing your clientele through this single marketing strategy?

The [guide includes everything you need](#) to know to start marketing to your social media followers, your newsletter list, even just those business cards you've collected (even sample marketing emails).

Read the guide with big growth in mind . . . then, why not [schedule a free call](#) with my Director of Client Services to see how I can help you develop an even bigger vision for your consulting firm, coaching business, or training company. The discovery call takes just 30 minutes . . . but it could literally transform your future.

Click now to [grab a time that works for you](#) at my online calendar. (Or email my team at [clientservices@janetswitzer.com](mailto:clientservices@janetswitzer.com).) I'd love to learn more about you and your goals—plus support you in creating the thriving career you deserve!

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**ABOVE LINKS:**

[My free guide that you requested](#)

Links to Thank You page for 3-report optin

[guide includes everything you needs](#)

Links to Thank You page for 3-report optin

[schedule a free call](#)

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**Email #3: Become a bestselling author (Day 3)**

FROM LINE: Janet Switzer

SUBJECT LINE: Would becoming a bestselling author grow your career or business?

Hi, <firstname>,

So, this is exciting. I just finished a [new industry report](#) that I know will change your mind about how bestselling authors (and their careers) are made.

In it, I detail nearly two decades of familiarity with turning expertise into multiple streams of revenue . . . all with the goal of positioning you as a leading expert in your field (with a book deal to go with it).

You can download this latest intel by [clicking here](#).

Inside, you'll discover:

- Why most authors never achieve the publishing career of their dreams
- Why you actually run the risk of devaluing your own expertise
- Which type of books lead to a viable, lucrative business model
- How to be found by mass distribution outlets interested in your type of expertise
- Why it's better to focus on the business of your author-expert career

Today, Fortune 500 media companies own newspapers, magazines, radio networks, and more. You, too, can build a media company of properties such as books, newsletters, online courses, speaking tours, a podcast, seminars, corporate training products . . . the opportunities are endless. When you think of your business from this standpoint, it gets a lot more exciting, doesn't it?

[Download my latest report](#) and start dreaming bigger about your author-expert career.

I'm ready to help you grow your business,

*Janet Switzer*

Janet Switzer

Coauthor of the #1 success classic, *The Success Principles*  
Revenue strategist to celebrity authors and experts

PS: If you're ready to ignite your own career, why not schedule a free call with my Director of Client Services to see how I can help you discover an even bigger vision for your consulting firm, coaching business, or training company? The discovery call takes just 30 minutes . . . but it could literally transform your future.

Click now to [grab a time that works for you](#) at our online calendar. (Or email us at [clientservices@janetswitzer.com](mailto:clientservices@janetswitzer.com).) I'd love to learn more about you and your goals—plus support you in creating the thriving career you deserve!

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[new industry report](#)

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Opens an email populated with send address

**Email #4: Follow up to “becoming a bestselling author” (Day 4)**

FROM LINE: Janet Switzer

SUBJECT LINE: What to sell when your consulting time is fully booked for the month

Hi there, <firstname>,

Yesterday, I emailed you about a [new industry report](#) I’ve produced that details the business strategies behind becoming a bestselling author . . . then how to use that bestseller status to grow your consulting career or coaching and training business.

The truth is, more than any other occupation, consultants, coaches and niche-market entrepreneurs benefit from being both published and publicized.

A bestselling book gives you a platform for your marketing campaigns . . . provides a reason to be written up in *The Wall Street Journal* . . . and is a simple, inexpensive way to recruit many more clients than you may have now.

In fact, virtually all of the world-renowned experts I’ve worked with in the past three decades have had an active publishing and training division *in addition to* their regular consulting or business operation.

If you haven’t read my latest intel on this, [click here to download the report](#). You’ll discover how today’s most celebrated authors earn millions converting their expertise into broadcast content, spokesperson contracts, knowledge products, publishing deals and other lucrative profit centers you need to know about.

Could you develop profits centers like these with a little guidance and a few proven marketing systems?

I believe you can.

In fact, if you’re ready to get personalized advice on your own profit centers, why not schedule a free call with my Director of Client Services to see how I can help you discover an even bigger vision for your business? The discovery call takes just 30 minutes . . . but it could literally transform your future.

Click now to [grab a time that works for you](#) at our online calendar. (Or email us at [clientservices@janetswitzer.com](mailto:clientservices@janetswitzer.com).) I’d love to learn more about you and your goals—plus support you in creating the thriving career you deserve!

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**Email #5: Coaching programs (Day 7)**

FROM LINE: Janet Switzer

SUBJECT LINE: Ready to offer coaching programs instead of selling by the hour?

Hi there, <firstname>,

Have you noticed this in your coaching business or consulting work? Clients buy results, not hours.

When you take the time to deliver multiple coaching sessions (or a long-term consulting contract), you'll not only earn more revenue, but you'll probably have happier clients, too. It simply takes time to achieve results.

That's why I've put together a comprehensive guide to help you sell coaching programs vs. selling individual hours. ([It's free and instantly downloadable here.](#))

Coaching—the profitable way—is just one more revenue stream that top-tier authors, consultants, coaches and trainers include in their business mix. You could do the same.

And, hey, if you're ready to ignite your own author-expert career, why not schedule a free call with my Director of Client Services to see how I can help you discover an even bigger vision for your consulting firm, coaching business, or training company? The discovery call takes just 30 minutes . . . but it could literally transform your future.

Click now to [grab a time that works for you](#) at our online calendar. (Or email us at [clientservices@janetswitzer.com](mailto:clientservices@janetswitzer.com).) I'd love to learn more about you and your goals—plus support you in creating the thriving career you deserve!

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Founded by industry veterans Paul Martinelli and Janet Switzer, the *Replicate Peer-Certification Program* helps business owners, professional practitioners, and subject-matter experts create a network of their own consultants, peers, coaches, trainers, or fellow entrepreneurs who are proficient in the experts’ proprietary methods and who can bring this important knowledge to millions of consumers and entrepreneurs worldwide.

Learn more at: [www.replicateprogram.com](http://www.replicateprogram.com)

Email: [success@replicateprogram.com](mailto:success@replicateprogram.com)