



E-MAIL COURSE

# From Sales-Shy to Sold Out in 6 Days



This mini-course is designed as an email sequence that you can automate. It can be triggered when someone submits a form. The emails are written to be sent daily in a row, but the timing ultimately depends on your email marketing strategy. I recommend adding a 2-day gap between each email (don't forget to update the email content accordingly).

Consider making small edits to each email to personalize them and align them with your brand. Include CTAs in your product or service, but not in every email. Keep it subtle—integrate your product or service naturally within the content so it doesn't come across as overly sales-focused. The goal is to provide value, not just to sell.

If you have templates or other digital products, consider including them as free bonuses in the emails. For instance, you could use an ebook as your main product (your lead magnet) and offer additional formats as free bonuses in the sequence. This approach not only builds trust and authority but also helps you create a relationship with potential customers, warming them up before conversion.

Make these emails feel like they're coming from a friend. This type of conversational, personal tone resonates better with readers and increases engagement. People are more likely to trust and respond to emails that feel genuine, rather than overly polished or corporate.

Additionally, include your own success stories and case studies—people love them! These real-world examples add credibility and help your audience see how your product or service can solve their problems. If you have testimonials, add them as well; they are powerful trust-building tools that can reinforce your message.

While you can use these emails as they are, I recommend adjusting them to fit your communication style and brand voice. Make the emails



more engaging by adding emojis, emphasizing key points with bold text, and breaking up longer sentences into shorter ones for readability.

The emails in this document are in a raw format. It's a good idea to write them at a 7th-grade reading level for better accessibility. Use tools like "Hemingway" to ensure the text is simple and easy to understand. Adjust sentences, make them shorter, and use clear, conversational language. Avoid overwhelming readers with overly complex writing.

Feel free to skip some emails or use only the ones that make sense for your strategy. You can also add product-specific emails in between to explain your services, address common problems, and highlight why your audience should choose your solution.

For example, you could start with four emails from this series, insert an upselling email, and then continue with the rest of the sequence. The structure is flexible—tailor it to what works best for your business.



# Email n. 0

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## Subject:

🌟 From Sales-Shy to Sales-Confident: A Gentle Path to Success

## Body text:

Hi [First Name],

Ever felt your heart race when you hear the word "sales"?

You're not alone.

In fact, many of the most successful business owners I know started exactly where you are - dreading the very idea of selling.

But here's the thing: what if I told you that your sensitivity to pushy sales tactics isn't a weakness, but actually your greatest strength?

Over the next 6 days, I'm going to share a completely different approach to selling - one that feels natural, authentic, and (dare I say it?) actually enjoyable.

Here's what you'll discover in this mini-course:

🌟 Why your discomfort with traditional selling might be your secret superpower

🤝 How to transform sales conversations into genuine, meaningful connections



- 💡 The myth-busting truth about what really makes someone great at sales
- 🎯 A framework for building trust that makes selling feel effortless
- 🌱 How to guide clients to decisions without ever feeling pushy
- ★ Simple strategies for attracting clients naturally and consistently

What makes this approach different?

No manipulative tactics. No high-pressure techniques. Just authentic, value-driven strategies that align with who you are.

### **Quick Exercise to Get Started:**

Take a moment to write down your biggest fear or concern about selling. What's the one thing that makes you most uncomfortable? Keep this nearby - by the end of this series, you'll be looking at it in a whole new light.

Tomorrow, we'll kick things off by exploring why the traditional sales approach feels so wrong for many of us, and how to turn that sensitivity into your greatest asset.

Here's to selling with authenticity!

Best regards,

[Your name]

P.S. Watch your inbox tomorrow for our first deep dive into why traditional selling methods are outdated, and what works better instead!

# Email n. 1

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## Subject:

🌱 Transform Your Fear of Selling Into Your Greatest Strength

## Body text:

Hi [First Name],

Do you ever find yourself hesitating before talking about your offerings? Or maybe you feel a knot in your stomach when it's time to name your price? I understand completely - and I'm here to tell you that your discomfort with traditional selling isn't just normal - it might be your hidden superpower.

Welcome to a different kind of sales journey - one where authenticity trumps aggression, and where your natural empathy becomes your greatest asset.

Over the next 6 days, I'll show you how to:

- ✨ Transform your sales anxiety into genuine confidence
- 🤝 Build authentic connections that naturally lead to sales
- 🌟 Use your sensitivity as a strength in business
- 🎯 Create trust-based relationships that make selling feel effortless
- ☀️ Develop a sustainable approach to finding and serving clients
- 💡 Master the art of non-pushy follow-ups

Why is this approach different?

Because we're not going to try to turn you into someone you're not. Instead, we'll harness your natural qualities - your empathy, your desire to help, your authenticity - and transform them into powerful tools for connecting with and serving your ideal clients.

**Your First Step:**

Take a moment to reflect on this question: What's your biggest challenge when it comes to selling? Is it:

- Fear of being seen as pushy?
- Uncertainty about your value?
- Worry about rejection?
- Something else?

Keep your answer in mind - by the end of this series, you'll have practical strategies to overcome this specific challenge.

Tomorrow, we'll dive deep into why traditional sales tactics feel so wrong for heart-centered entrepreneurs, and I'll share the first key principle of selling with authenticity.

Here's to your journey of confident, authentic selling!

Best regards,  
[Your name]

P.S. Watch your inbox tomorrow - I'll be sharing a powerful mindset shift that has helped countless sensitive entrepreneurs transform their relationship with selling!

# Email n. 2

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## Subject:

🎯 Why Traditional Sales Feel Wrong (And What to Do Instead)

## Body text:

Hi [First Name],

Remember that fear or discomfort with selling you wrote down yesterday?

Today, we're going to explore why those feelings aren't just valid - they're actually pointing you toward a better way of doing business.

Let's talk about why traditional sales tactics feel so wrong for heart-centered entrepreneurs like you.

### **The Old Way vs. The New Way**

Traditional sales often feels like:

- ❌ Pushing products onto reluctant customers
- ❌ Using manipulation tactics and artificial scarcity
- ❌ Following rigid scripts that feel unnatural
- ❌ Prioritizing closing the deal over genuine connection

But here's what modern, authentic selling looks like:

- ✅ Listening deeply to understand real needs
- ✅ Offering solutions only when there's a genuine fit

- ✓ Having natural conversations that flow organically
- ✓ Building long-term relationships based on trust

### **Real-Life Example: Meet Sarah**

Sarah, a wellness coach, used to dread selling her programs. She'd stumble through awkward pitches and feel terrible afterward. Then she shifted her approach: instead of "selling," she started having genuine conversations about her potential clients' health challenges. She asked questions, listened carefully, and only offered her program when she truly believed she could help.

The result? Her conversion rate tripled, and more importantly, she actually started enjoying sales conversations.

### **Three Keys to Authentic Selling:**

1. **Lead with Curiosity** Instead of thinking about what you want to say, focus on what you want to learn about your potential client.
2. **Share, Don't Sell** When you have knowledge that could help someone, sharing it isn't pushy - it's generous.
3. **Trust Your Instincts** If something feels off about a sales approach, listen to that feeling. Your intuition is often right.

### **Quick Action Step:**

Think of your last sales conversation. Now reframe it as a "help conversation."

What questions could you have asked to better understand how you might serve that person?

Write down 3-5 questions you'll use in your next conversation.

Tomorrow, we'll dive into something exciting: the myth-busting truth about what really makes someone great at sales (hint: it's not what most people think!).

To authentic connections,  
[Your name]

P.S. Have you noticed how some of the most successful people you know sell differently? That's because they've discovered what we'll be talking about tomorrow - the surprising truth about sales success!

# Email n. 3

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## Subject:

🌟 The Truth About Sales Success (It's Not What You Think!)

## Body text:

Hi [First Name],

Remember when we talked about your sales fears?

Today, we're going to shatter some myths that might be holding you back from your true potential.

Let's start with the biggest myth of all: "Only extroverts can be great at sales."

This couldn't be further from the truth. In fact, research shows that introverts often outperform extroverts in modern sales environments.

Why?

Because they're typically:



Better listeners



More thorough in their preparation



More focused on building genuine connections



More thoughtful in their responses

## **Let's Bust Some More Sales Myths:**

### **Myth #1: You need to be naturally charismatic**

*Truth:* Authenticity beats charisma every time. Clients can sense when you're genuinely trying to help them, and that matters more than any smooth talk.

### **Myth #2: You need to always be closing**

*Truth:* The best sales happen when you're willing to walk away if your solution isn't the right fit. This builds trust and often leads to referrals.

### **Myth #3: Sales is about talking**

*Truth:* Sales is about listening. The most successful sales conversations are often those where the client does 70% of the talking.

## **The 3A's of Sales Empathy:**

1. **Acknowledge:** Recognize and validate your client's concerns
2. **Analyze:** Really understand their situation before offering solutions
3. **Adapt:** Adjust your approach based on their unique needs

## **A Real Success Story:**

Meet Alex, an introvert who struggled with traditional sales methods. Instead of forcing himself to be "salesy," he focused on asking thoughtful questions and truly listening to his clients.

Within six months, his conversion rate doubled - not because he became more aggressive, but because he stayed true to his natural strengths.

## **Your Action Step for Today:**

Choose one sales myth you've been believing about yourself and actively challenge it today. For example, if you think you're "too quiet" for sales, try viewing your listening skills as a superpower instead.

Write down:

- The myth you've been believing
- How it's been holding you back
- A new, empowering belief to replace it

Tomorrow, we're diving into something exciting: how to create authentic connections that naturally lead to sales. I'll share my favorite framework for building trust effortlessly!

To your authentic success,  
[Your name]

P.S. Which sales myth resonated most with you? Hit reply and let me know - I'd love to hear your thoughts!

# Email n. 4

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## Subject:

🤝 The Trust-First Framework: Building Genuine Sales Connections

## Body text:

Hi [First Name],

Have you ever noticed how some people seem to effortlessly build connections that naturally lead to sales?

Today, I'm going to share exactly how they do it - and how you can too, even if you consider yourself "bad at networking."

### The Three Pillars of Genuine Connections:

#### 1. Curiosity

- ✨ Ask open-ended questions that show genuine interest
- ✨ Focus on understanding their challenges before sharing solutions
- ✨ Let their answers guide the conversation naturally

#### 2. Vulnerability

- 🌱 Share your own relevant challenges and learning experiences
- 🌱 Be honest about what you can and cannot help with
- 🌱 Admit when you don't know something (it builds trust!)

#### 3. Generosity

- 🌟 Offer valuable insights without expecting immediate returns

- 🌟 Connect people with resources (even if they're not yours)
- 🌟 Follow up with helpful information after conversations

### **The Connection-Building Framework:**

**Listen → Acknowledge → Share → Guide**

Here's how it works in practice:

**Listen:** Give your full attention and practice active listening (more than just waiting for your turn to speak)

**Acknowledge:** Validate their experiences and concerns with genuine empathy

**Share:** Offer relevant experiences or insights that might help their situation

**Guide:** Only then, if appropriate, guide them toward potential solutions

### **Real-World Example:**

Meet Lisa, a wellness coach who struggled with "selling" her services. Instead of pushing her programs, she started hosting free "wellness check-in" calls. During these conversations, she simply listened and asked thoughtful questions about people's health journeys. No pitch, just genuine interest and occasional sharing of relevant experiences. The result? People started asking her about working together - she didn't have to sell at all. Her practice filled up naturally through these authentic connections.

### **Try This Today: The 70/30 Conversation Rule**

In your next business conversation:

- Let the other person speak 70% of the time
- Focus on asking quality follow-up questions
- Take notes on what matters to them
- Look for opportunities to add value, not to sell

### **Quick Exercise:**

Write down three open-ended questions you can use to deepen your next business conversation. For example:

- "What inspired you to start your journey in...?"
- "What's the biggest challenge you're facing right now with...?"
- "Where do you hope to be with this in the next year?"

Tomorrow, we'll explore how to naturally guide these meaningful connections toward business relationships - without ever feeling pushy or salesy. I'll share my favorite framework for helping clients make confident decisions at their own pace.

To authentic connections,  
[Your name]

P.S. Which of the three pillars - Curiosity, Vulnerability, or Generosity - feels most natural to you? Hit reply and let me know - I'd love to hear your thoughts!

# Email n. 5

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## Subject:

🤔 The Gentle Art of Guiding Clients to "Yes" (Without Being Pushy)

## Body text:

Hi [First Name],

Have you ever had a potential client who seemed perfect for your services, but you weren't sure how to guide them toward a decision without feeling pushy?

Today, we're exploring how to transform those moments into collaborative journeys that feel natural for both you and your client.

### **The ART Framework for Natural Decision-Making:**

#### **A - Acknowledge Their Journey**

- ✨ Validate their current situation and challenges
- ✨ Show understanding of their hesitations
- ✨ Respect their timeline for making decisions

#### **R - Reflect Together**

- 🌱 Ask thoughtful questions about their goals
- 🌱 Help them envision their desired outcome
- 🌱 Explore potential roadblocks together

#### **T - Transform Uncertainty into Clarity**

- 🌟 Share relevant case studies or examples
- 🌟 Outline clear next steps
- 🌟 Provide a clear path forward

### **The "Decision Bridge" Method:**

Think of yourself as building a bridge between where your client is now and where they want to be. Here's how:

#### **1. Start Where They Are**

- Acknowledge current challenges
- Listen to their concerns
- Show understanding of their situation

#### **2. Illuminate the Path**

- Share possible solutions clearly
- Break down complex decisions into smaller steps
- Provide relevant examples and stories

#### **3. Support the Journey**

- Offer resources and information
- Be available for questions
- Respect their decision-making process

### **Non-Pushy Follow-Up Strategies:**

Instead of the traditional "just checking in," try these approaches:

- 🎯 Share relevant articles or resources
- 🎯 Offer quick tips related to their goals
- 🎯 Ask about their progress on specific challenges
- 🎯 Share success stories that might inspire them

### **Real-World Example:**

Meet Emma, a business coach who transformed her follow-up process. Instead of sending standard "touching base" emails, she started sharing personalized insights and resources based on her previous

conversations with prospects. Her conversion rate increased by 40%, and clients often thanked her for her thoughtful approach.

**Try This Today: The Value-First Follow-Up Template**

Subject: [Specific Reference to Previous Conversation] + Helpful Resource

Email Body:

- Reference your last conversation
- Share something valuable (tip, resource, or insight)
- Ask an engaging question
- Offer a clear but gentle next step

**Your Action Step:**

Think about a potential client you're currently working with. Using the ART Framework above, write down:

1. What specific challenges or goals have they shared?
2. What questions could help them gain more clarity?
3. What valuable resource could you share to help them move forward?

Tomorrow, in our final email, we'll explore how to create a sustainable system for attracting ideal clients naturally - one that feels authentic and aligned with your values.

To your authentic success,  
[Your name]

P.S. What's your biggest challenge when it comes to following up with potential clients? Hit reply and let me know - I'd love to share some personalized suggestions!

# Email n. 6

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## Subject:

🌟 Building Your Natural Client Attraction System (The Final Piece)

## Body text:

Hi [First Name],

We've reached the final day of our journey together, and I'm excited to share what might be the most transformative piece yet: how to create a sustainable flow of ideal clients who are naturally drawn to your authentic approach.

### The "Attract, Don't Chase" Framework:

#### 1. Value Visibility

- 🎯 Share your expertise through helpful content
- 🎯 Solve small problems publicly to demonstrate capability
- 🎯 Tell authentic stories that showcase your journey and results

#### 2. Relationship Nurturing

- 🌟 Create meaningful touchpoints with your audience
- 🌟 Engage in two-way conversations
- 🌟 Celebrate client successes publicly

#### 3. Trust Building

- 🌟 Share case studies and testimonials naturally
- 🌟 Be transparent about your process

✨ Show up consistently in your chosen platforms

### **Your Weekly Content Foundation:**

**Monday:** Share valuable insights or tips

**Wednesday:** Tell a story or case study

**Friday:** Engage with your community through questions or discussions

### **The "Service-First" Content Strategy:**

Instead of thinking "What can I sell?" ask:

- What problems can I solve today?
- What insights can I share from my experience?
- How can I make someone's life easier right now?

### **Real-World Success Story:**

Meet Maya, a business strategist who stopped all traditional marketing efforts.

Instead, she focused on sharing daily insights about common business challenges on LinkedIn.

She answered questions thoughtfully, shared mini case studies, and offered genuine support.

Within three months, she had a waiting list of clients who already knew, liked, and trusted her - before they ever spoke.

### **Your Sustainable Client Attraction Plan:**

#### **Daily (15 minutes)**

- Engage meaningfully with your audience
- Answer one question helpfully
- Share one valuable insight

#### **Weekly (1 hour)**

- Create one piece of valuable content
- Share one client success story
- Review and engage with your community

### **Monthly (2 hours)**

- Plan your content themes
- Review what's working
- Adjust your strategy based on feedback

### **Final Action Step: Create Your Attraction System**

Take 15 minutes to map out:

1. Your three most common client problems
2. Three types of content you can create to address each
3. Where your ideal clients spend their time online
4. A simple weekly schedule for showing up consistently

### **Bringing It All Together**

Over the past week, we've transformed your approach to selling from something scary into something natural and service-oriented.

You've learned that:

- ✓ Your sensitivity is actually your superpower
- ✓ Authentic connections lead to natural sales
- ✓ Service-first selling creates sustainable success
- ✓ Trust-building beats high-pressure tactics
- ✓ Consistent value attracts ideal clients

Remember: You don't need to chase clients when you create a system that naturally attracts them to you.

Thank you for joining me on this journey. I'd love to hear what insights resonated most with you - hit reply and let me know!

To your authentic success,  
[Your name]



P.S. Want to continue this journey together? I have something special coming next week for those ready to implement these strategies with more support. Keep an eye on your inbox!