

Personal Strategy Mapping

Module 4: Nurturing your leads

Use this worksheet to create a V.A.L.U.E framework email campaign that nurtures leads who have gone quiet—without sounding pushy or generic.

Email 1

Goal: Reconnect with a quiet lead. Think about What might be holding them back from replying? How can you make it easy to re-engage?

Email 2

Goal: Offer a relevant update that matches their situation. Market change? New strategy idea? What might they be curious to learn?

Email 3

Goal: Reaffirm your support and keep the door open. Think about how you can position yourself as the right guide if/when they're ready?