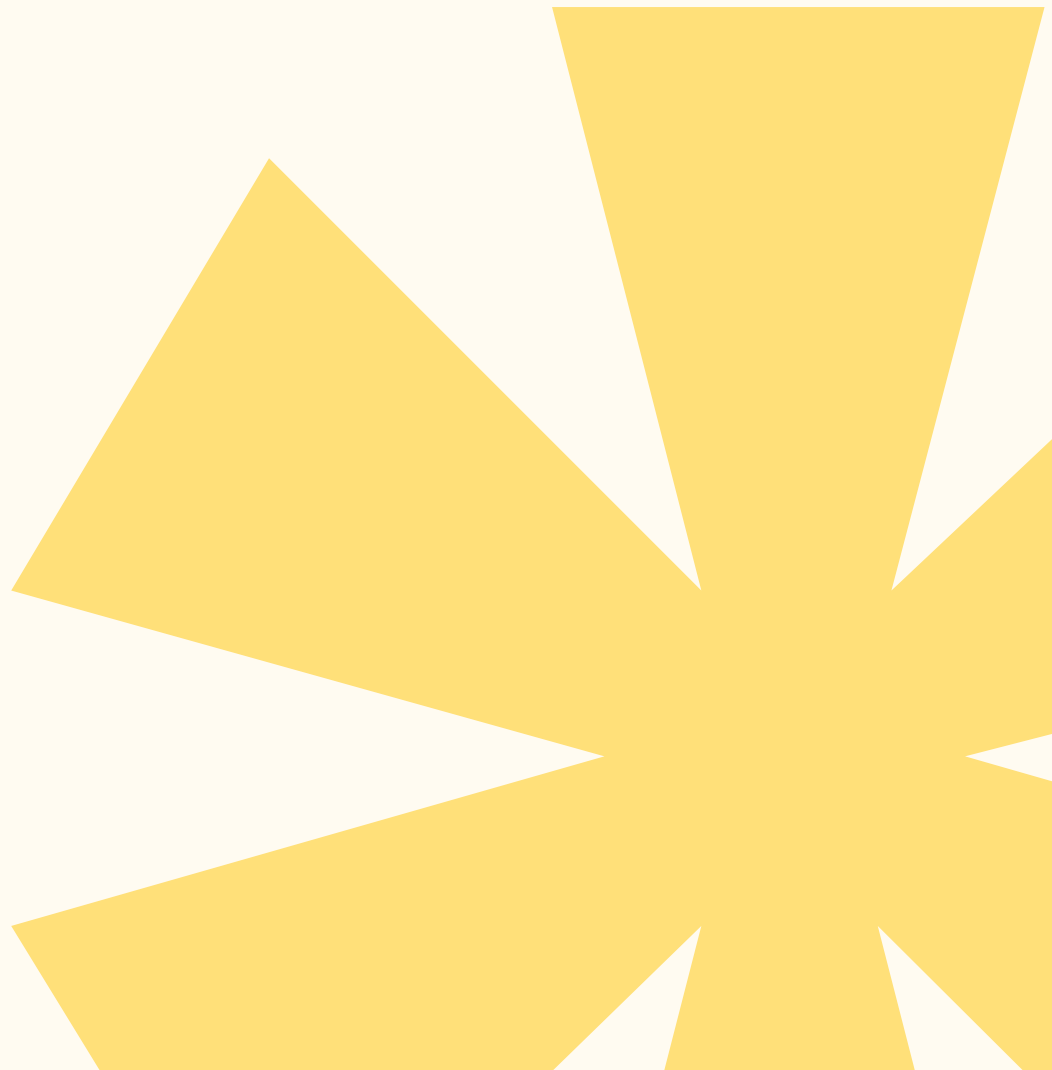


# THE WORKSHEET + SEQUENCE MAP

HOW TO WRITE A NURTURE  
SEQUENCE THAT GENERATES  
MORE SHOW UPS AND CLOSES



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# MAP YOUR SEQUENCE/

**Email #1 / Send:** \_\_\_\_\_

- Gain relevance/trust
- Establish expertise
- Smash objections/get buy-in

Themes: \_\_\_\_\_

**Email #2 / Send:** \_\_\_\_\_

- Gain relevance/trust
- Establish expertise
- Smash objections/get buy-in

Themes: \_\_\_\_\_

**Email #3 / Send:** \_\_\_\_\_

- Gain relevance/trust
- Establish expertise
- Smash objections/get buy-in

Themes: \_\_\_\_\_

**Email #4 / Send:** \_\_\_\_\_

- Gain relevance/trust
- Establish expertise
- Smash objections/get buy-in

Themes: \_\_\_\_\_

**Email #5 / Send:** \_\_\_\_\_

- Gain relevance/trust
- Establish expertise
- Smash objections/get buy-in

Themes: \_\_\_\_\_

**Email #6 / Send:** \_\_\_\_\_

- Gain relevance/trust
- Establish expertise
- Smash objections/get buy-in

Themes: \_\_\_\_\_



## PERSUASION LEVERS

### Gain relevance/trust

- \* Ask them “why”
- \* Empathize with their pains – and the continued pain of not working with you

### Establish expertise

- \* Point them to content
- \* Tell a story
- \* Showcase a case study

### Smash objections

- \* Upgraded FAQs
- \* Affirm + get commitment