

# The 3 Must-Have E-Mails that TURN LEADS INTO CLIENTS

Craft your initial e-mail sequence using the following template.

## #1 THANK YOU

## #2 PAINT A PICTURE

## #3 DISCOVERY

**PRO TIP:** Always add a P.S.!

(ex. "P.S. Did you book your consultation yet? You can do that by clicking [here](#).")