



Client: XC Consulting

Project: Email Automation: 6-Point Process Checklist

Content: Campaign Content

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The purpose of this project was to convert more of XC Consulting's website visitors into clients. The company offered its "6-Point Process Checklist" as an online lead magnet. Prospects that requested this free resource would receive automated follow-ups by email. With this strategy, XC Consulting could reduce manual processes and engage prospects more quickly and more frequently. Included here is one of several email campaigns Augmental produced.

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Campaign 1

Audience

Any individual who downloads the 6-Point Process Checklist. This includes individuals who are already subscribed to another XC Consulting email list.

Trigger

Immediately after the individual provides an email address to download the checklist. Send any time on any day.

Subject Line

How to use the business process checklist

Preview Text

Watch a quick and simple walkthrough video of the business process checklist.

(CONTENT ON NEXT PAGE)

Content

{HEADING OPTION 1}

**Ready to finish your business process checklist
so your company runs better than ever?**

Watch a quick and simple walkthrough.

{HEADING OPTION 2}

**Ready to finish your business process checklist
so your company runs better than ever?**

*Watch a quick and simple walkthrough,
and start saving time and money.*

{Beneath the heading, include a large image overlaid with a "play" icon. Image taken from XC Consulting video, linked to the XC Consulting webpage that hosts the video. Shorten image height enough that at least the first line of copy below is visible on the screen}

{Copy below video image}

It's time. You're ready.

Create clear business processes, and you'll train your workers faster, keep employees accountable, and maintain continuity when key people leave.

My 6-Point Process Checklist is a fast and simple way to get it done. See how I use this resource for my clients in a <<brief video walkthrough<<link to video webpage>>.



Or, save even more time. **Let me handle it for you.**

Creating your own business processes is not for everyone. Most of my clients are company leaders who just want to have the task finished.

If that's your preference, let's schedule a discovery call, and we'll talk about how I can help.

<<Have me document your business processes.
Pick a day and time for a call.
<<clear, large button linking to Calendly scheduler>>

{Footer Content}

You are receiving this message because you downloaded the 6-Point Process Checklist. If you would like to stop receiving messages about the checklist, [opt out here](#). If you prefer to stop receiving all messages from XC Consulting, [unsubscribe here](#)."}