

FREE LIVE TEACHING SESSION

Nurture leads like you mean it

Build personas, write emails, and wire it all into your CRM, live, using Claude and GoHighLevel.

4 frameworks. 1 system. Nothing you have to build from scratch.

Most leads go cold because nobody ever follows up like they mean it

No real persona

Every email sounds like it's written for everyone, which means it lands for no one.

No sequence

One follow-up email, maybe two, then the lead goes quiet and nobody notices.

No system

Even a good sequence dies if it's not wired into a workflow that actually fires.

Four frameworks, in order

1

PERSONA

The 3-Layer
Persona Method

2

MESSAGE

The 7-Touch
Nurture Arc

3

SYSTEM

The GHL
Automation
Engine

4

PROOF

The Proof Loop

Start with a Claude Project

Every framework today builds on the last. Set this up once, and everything you make stays connected.

1

Create a Project

Name it something like “Email Nurture Engine.” Takes ten seconds.

2

Build your personas in it

Framework 1's prompt runs right here, no extra setup needed.

3

Add your email data

Drop in the tracker whenever you're ready for Framework 2.

4

Everything else builds here

Automation and testimonials both draw on what's already inside.



FRAMEWORK ONE

The 3-Layer Persona Method

Surface. Pain. Trigger. Three questions that turn a vague idea of your customer into something Claude can actually write to.

Three layers, one persona

● Surface

Who they are on paper: age range, role, business type, price point they're used to paying.

● Pain

What's actually broken for them right now, and what they've already tried that didn't fix it.

● Trigger

The exact moment or feeling that pushes them from browsing to buying, fear, urgency, identity.

The exact prompt

Act as a senior brand strategist. Build 3 detailed buyer personas for my business using the Surface, Pain, and Trigger layers.

My business: [WHAT YOU SELL]

Target market: [INDUSTRY/NICHE]

Price point: [LOW/MID/HIGH TICKET]

Before building the personas, ask me up to 5 clarifying questions about my ideal customers and their objections.

Then build 3 personas with clear headers, so I can reference them later for nurture emails and testimonial scripts.



FRAMEWORK TWO

The 7-Touch Nurture Arc

Seven emails, one arc. Every email earns its place, from pattern interrupt to the direct ask with risk reversal.

WHY THIS WORKS

Email still wins on ROI

Return for every \$1 spent, by channel



Source: Digital Applied, Litmus / DemandSage, industry benchmarks, 2026

The numbers behind the open

20-30%

Average open rate across industries. A sharp, specific subject line is what pushes you above it.

\$36-\$42

Return for every \$1 spent on email, the highest of any digital marketing channel.

37%

Of all email revenue came from automated sends, which made up just 2% of total emails sent.

Source: WebFX, Benchmark Email, Omnisend, industry benchmarks, 2026

The seven-email arc



Track performance, don't guess it

The tracker is a 3-tab spreadsheet. This is what feeds the analysis step of the nurture prompt.

● Instructions

How to fill it in, one line per column, no guesswork.

● Email Data

Enter each past email. Open rate and click rate calculate on their own.

● Summary

Auto-updates: average open rate, best email, best send day.

THE HACK

Skip the manual typing

If your CRM already shows opens, clicks, and list size on screen, you don't need to type a single number by hand.

1

Screenshot the report

Whatever your CRM shows for that email: opens, clicks, list size.

2

Upload both to Claude

The screenshot and your tracker.xlsx, in the same chat.

3

Ask Claude to fill it in

Claude reads the numbers off the image and adds the row for you.

4

Get the file back, updated

Formulas stay intact. No typing, no formula-breaking.

"Read the open rate, clicks, and list size from this screenshot, and add them as a new row in my tracker.xlsx. Keep the formulas intact."

The exact prompt

Act as a direct-response copywriter in the style of Alex Hormozi:
blunt, value-first, built to interrupt the scroll.

Using [PERSONA NAME] from the personas doc, and the past email
performance data in project knowledge, write a 7-email nurture
sequence that takes them from new lead to first purchase.

First, analyze the past email data and tell me which subject line
patterns and send times performed best.

Then write all 7 emails: subject line, preview text, send day,
full body copy, and the psychological trigger each one uses.

Subject lines that earn the open

TEMPLATE (SKIP THIS)

"Don't miss our special offer"

"Checking in!"

"Last chance to save"

HORMOZI STYLE (USE THIS)

"The reason your BAS is always late"

"What I'd fix first if I were you"

"This costs more than it saves"

3

FRAMEWORK THREE

The GHL Automation Engine

We build this one live. A form fill becomes a tag, the tag fires a workflow, and the workflow runs your sequence without you touching it again.

Know the persona before you email them

The form fill from step 1 can do more than capture a lead, it can quietly work out which persona they are, so the right 7-email sequence fires automatically.

● Feels like

A normal intake form. Name, business details, what brought them here.

● Actually does

Every answer maps to a persona from your Framework 1 doc, behind the scenes.

● Ends with

A hidden tag on the lead, e.g. persona-olivia, so GHL routes the right sequence.

The lead never sees a quiz. They just fill out a form and get the right emails.

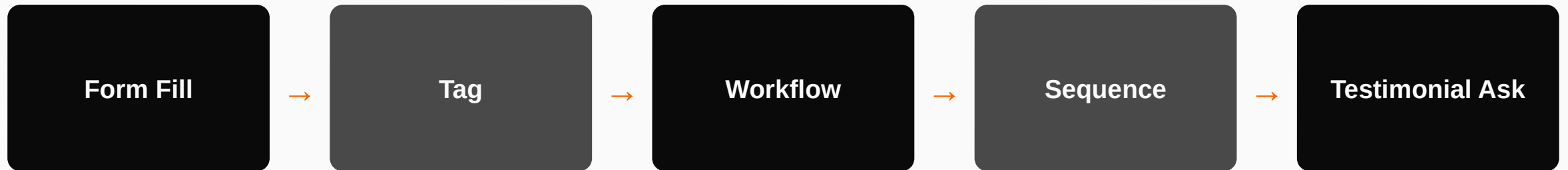
The exact prompt

Act as a conversion-focused funnel strategist. Build a short lead form for [BUSINESS TYPE] that sorts each person into one of my 3 personas from the personas doc, without it reading like a quiz.

Requirements:

- 4 to 6 questions, worded like normal intake questions, never framed as "which type of customer are you"
- Every answer option maps to one persona based on the Surface, Pain, and Trigger signals in the personas doc
- Give me a scoring table: which answer combinations point to which persona
- Suggest a hidden field name and tag value for GoHighLevel, e.g. `persona_tag = persona_1_name`, for each result

Five steps, wired together



Each box is one screen in GoHighLevel. Watch it built live in the next four slides.

Tag the lead on form fill

WHAT TO CLICK IN GHL

Forms and Surveys, then attach a workflow action so every submission adds a tag like lead-webinar or lead-website automatically.

WHY IT MATTERS

The tag is the trigger for everything downstream. Get this wrong and no email ever sends, no matter how good the copy is.

Build the workflow

WHAT TO CLICK IN GHL

Automation, New Workflow, then set the trigger to "Tag Added" and point it at the tag from step one.

WHY IT MATTERS

This is the engine room. One workflow can run the whole sequence, the tag decision, and the testimonial ask later on.

Enroll the email sequence

WHAT TO CLICK IN GHL

Inside the workflow, add each of the 7 emails as a step with a wait timer between them matching the send-day plan from Framework 2.

WHY IT MATTERS

This is where the persona work and the email copy actually go live. Nothing here is new writing, it's placement.

Trigger the testimonial ask

WHAT TO CLICK IN GHL

Add a second tag, e.g. purchased, and branch the workflow so it fires the ask script from Framework 4 a set number of days after purchase.

WHY IT MATTERS

This is the step most people skip. It's also the one that keeps feeding you proof for the next round of leads.

4

FRAMEWORK FOUR

The Proof Loop

A testimonial isn't generic social proof. It's a targeted weapon against one specific objection, and it belongs in a specific email.

Three ways to ask

● Quick text

A short, casual message sent right after a win. Low effort for them, fast to send for you.

● Specific question

Ask a question that already contains the objection, so the answer comes back as usable copy.

● Video ask

For your best clients. A face and a voice do more work than any written quote ever will.

Where testimonials slot into the arc

Email 3

PROOF

The story or case study email. A matched testimonial makes the reframe from Email 2 land as fact, not opinion.

Email 4

OBJECTION

The email built to handle the #1 objection. A testimonial tagged to that exact objection does the arguing for you.

Email 6

URGENCY

The scarcity email. A recent testimonial about a real result adds weight without needing a fake countdown.

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PROOF

The Proof Loop

Your turn

- 1 Copy the persona prompt and run it in Claude today
- 2 Upload your personas and past emails into a Project
- 3 Build the workflow in GHL this week, not someday
- 4 Ask for your first testimonial the moment a win happens

Questions? Ask now, or find me right after we close.