INTERACTIVE WORKSHOP

From Lead to Loyal Building a 3-Part Email Drip Campaign That Converts

A relationship-first system for helping the right prospects move from curiosity to conversation.

Kendra Webb -Scott • Founder & President, Ideazio, Inc.

Live case study: Inner Compass Coaching by Joella Newman

RIGHT PERSON → RIGHT OFFER → LEAD MAGNET → NURTURE → CONVERSATION → CLIENT

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AI-POWERED MARKETING WITH A HUMAN TOUCH

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AI-POWERED MARKETING
WITH A HUMAN TOUCH



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ideazio
AI-POWERED MARKETING WITH A HUMAN TOUCH

Ideazio is a full service, digital marketing agency specializing in Web Design, Marketing Automation, and Content Creation

Brands We've Worked With...



What We Offer...

AI-Powered Marketing Strategy

Positioning, messaging, roadmap, channels, and KPIs.

Content, Email & Social Engines

Campaign planning, branded content systems, newsletters, and nurture sequences.

Coaching & Workshops

AI training, content workshops, marketing intensives, and advisory support.

Website Design & Optimization

WordPress and Shopify builds, UX/UI, conversion messaging, and SEO-ready structure.

Marketing Automation

CRM integrations, lead capture, follow-up workflows, and analytics dashboards.

AI Integration

Custom AI-assisted workflows aligned with each client's voice, audience, and goals.

Quick audience pulse

Show of hands —where are you today?

No judgment.
We're finding the gap.

1 Do you have a website?

2 Do you post on social media?

3 Do you have an email list?

4 Do you email that list regularly?

5 Do you have an automated nurture sequence?



The gap

Most coaches can create attention.
The opportunity is consistent follow-up.

Getting attention isn’t the same as earning trust.

Event • Website visit • LinkedIn follow • Download • Referral

All interest signals. Not necessarily readiness to hire.

Marketing is a relationship

Shift the question from “How do I sell coaching?”
to “How do I build enough trust for a conversation?”



Email is the bridge between attention and a real coaching conversation.

Here’s what we’ll build in 90 minutes

A simple campaign blueprint —not a collection of random marketing tactics.

FOCUS
Define your right person, pain point, and outcome.

→

ATTRACT
Design one useful, specific lead magnet.

→

NURTURE
Map three emails that build trust before the ask.

→

ACT
Draft your CTA, simple automation, and next move.

You’ll leave with: audience • lead magnet • 3-email sequence • CTA

Start with WHO

Your niche is not just who you coach.
It's the **moment** they are in + the **change** they want.

WHO
the person

+

PROBLEM / MOMENT
the tension

+

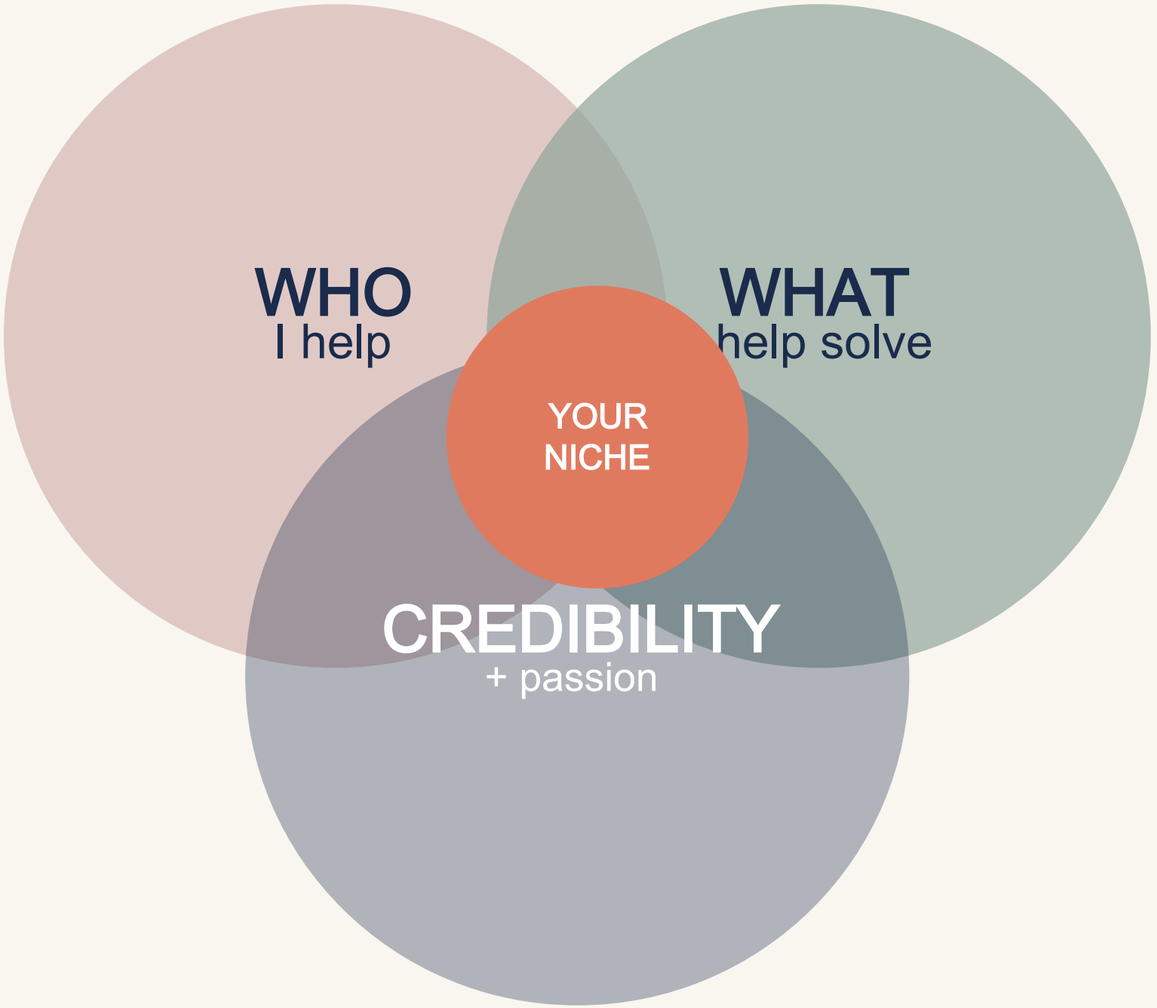
TRANSFORMATION
the outcome

Examples:

1. **First-time managers** struggling to lead former peers → stronger leadership presence and team confidence.
2. Individuals approaching **retirement** → a fulfilling next chapter aligned with their values and interests.

The niche sweet spot

A niche is a marketing lens, not a prison.



Choose the overlap your best-fit people can recognize.

Four questions to find your niche

SHARE • 3 MIN

01 Who naturally comes to me for help?

02 What problem or transition are they experiencing?

03 What transformation am I especially good at creating?

04 What would this person actually type, ask, search for, or say out loud?

Don’t “find clients.” Find concentrations.

Where does your ideal audience already gather, learn, network, and look for answers?



BORROWED AUDIENCES

Associations • professional groups • podcasts • conferences • partner newsletters



SOCIAL / DIGITAL

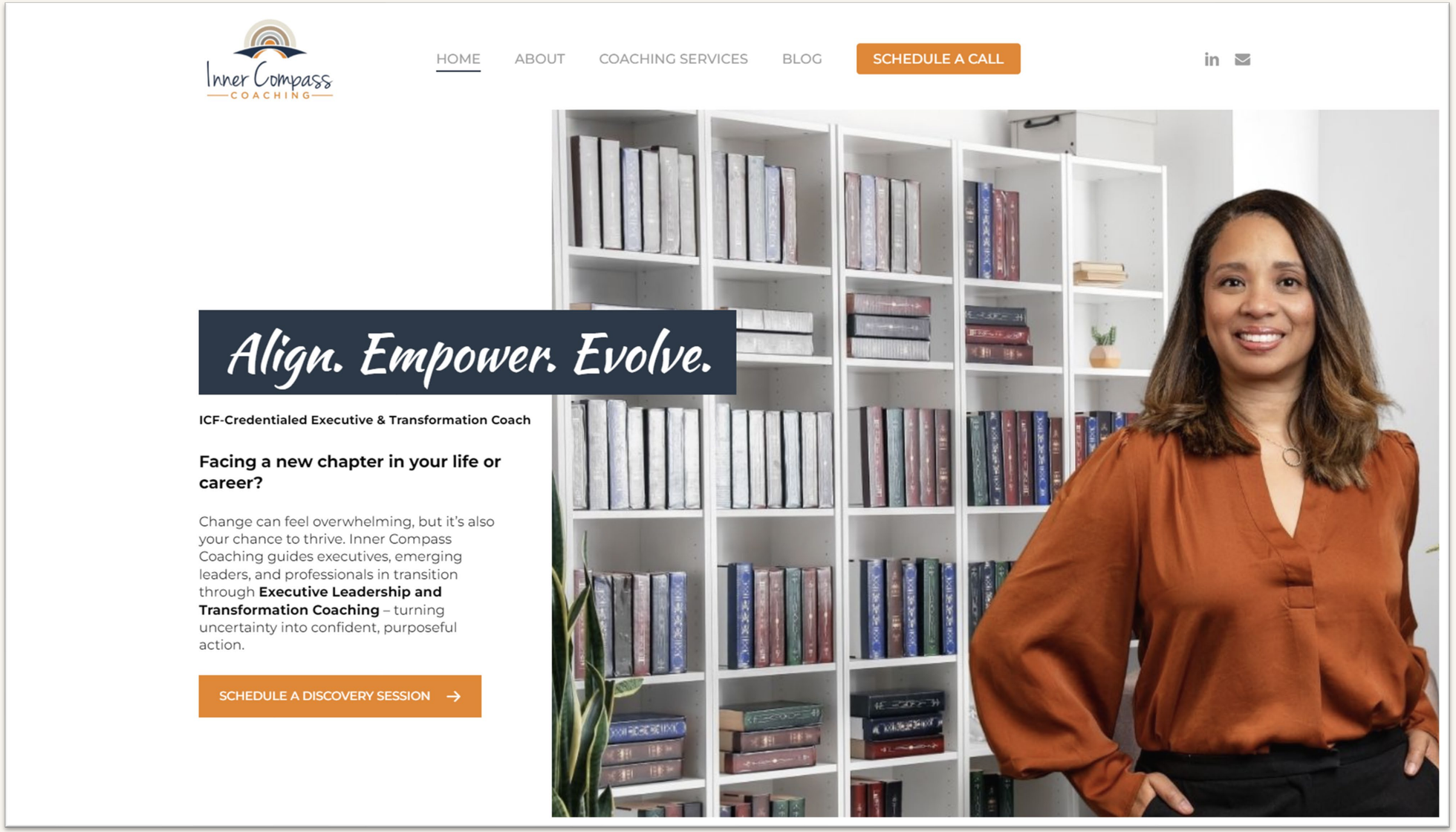
LinkedIn • search • communities • content • paid reach



OWNED AUDIENCE

Website • email list • newsletter • events • webinars

Your job: move people from audiences you borrow into an audience you own.


Inner Compass
COACHING
HOME
ABOUT
COACHING SERVICES
BLOG
SCHEDULE A CALL
Align. Empower. Evolve.
ICF-Credentialed Executive & Transformation Coach
Facing a new chapter in your life or career?
Change can feel overwhelming, but it's also your chance to thrive. Inner Compass Coaching guides executives, emerging leaders, and professionals in transition through Executive Leadership and Transformation Coaching – turning uncertainty into confident, purposeful action.
SCHEDULE A DISCOVERY SESSION

From “people who need coaching” to a recognizably human moment



AUDIENCE High-achieving professionals navigating career or leadership transition

TENSION Uncertainty, burnout, or “I’ve outgrown where I am”

OUTCOME Clarity, confidence, and an aligned next step

“You are not lost. You are in transition.”

A useful avatar is not a demographic label.

It is a recognizable person in a defining moment—with a private tension, desired identity, and language of their own.

NOT JUST

“Women, 35 –50”
“Executives”
“High achievers”

Labels do not tell you what to say.

01
PERSON

Who are they in the world?

02
MOMENT

What changed or feels urgent?

03
PRIVATE TENSION

What do they not say out loud?

04
DESIRED SELF

How do they want to feel?

05
EXACT WORDS

What would they type or say?

THE TEST: Can this profile help you write a subject line, lead magnet, CTA, and place to find them?

THE CONTEXT AROUND THE PROBLEM

The day they are actually living

A rich avatar includes the recurring conditions that make the problem feel real—not just the problem itself.

MORNING
Checks email or Slack earlier than intended.

DAY
Meetings, decisions, people problems, and competing priorities.

EVENING
Mental fatigue. Personal goals get pushed to tomorrow.

WHEN IT IS QUIET
“What am I doing with my career?”

Your message becomes relevant when it meets the question they already ask themselves in the quiet.

THE CENTRAL PSYCHOLOGICAL PATTERN

The gap beneath the surface

Inner Compass sits at the intersection of external competence and internal uncertainty.

WHAT OTHERS SEE

Capable
Responsible
Successful
Trusted to handle more

THE BRIDGE
Clarity → self-trust → aligned action

WHAT THEY EXPERIENCE PRIVATELY

Overthinking
Self-doubt
Misalignment
Decisions that keep spinning

LEADERSHIP: responsibility without confidence • **TRANSITION:** possibility without direction • **ACCOUNTABILITY:** intention without execution

THE EMOTIONAL MAP

What they fear—and what they secretly want

The deepest desire is not a bolder move. It is confident change with a sensible plan.

WHAT THEY FEAR

- Making the wrong move
- Failing publicly or disappointing others
- Wasting their potential
- Discovering they cannot trust themselves
- Waking up five years in the same place

WHAT THEY WANT INSTEAD

- To feel lighter and less mentally rehearsed
- Boundaries without guilt
- Ambition without burnout
- Permission to want something different
- A bold but grounded next step

They are not looking for recklessness. They are looking for **self-trust with a plan.**

What keeps them from acting?

Buying resistance often protects their identity. Your messaging should preserve dignity while creating movement.

COMPETENCE

“I should be able to solve this myself.”

STATUS QUO

Unhappy can still feel safer than an irreversible choice.

SUNK COST

“I have spent years building this career.”

APPROVAL

A values-led choice can feel selfish or risky.

PERFECTIONISM

More research can become a delay tactic.

MESSAGE RESPONSE: “You already have more of the answer than you realize. Let’s create the clarity to access it.”

Listen for the words they actually use

Private language is often more useful than professional terminology when you are writing copy.

"I feel stuck."

"Everyone thinks I'm ready except me."

"I need to get out of my own head."

"I want something different; I just don't know what."

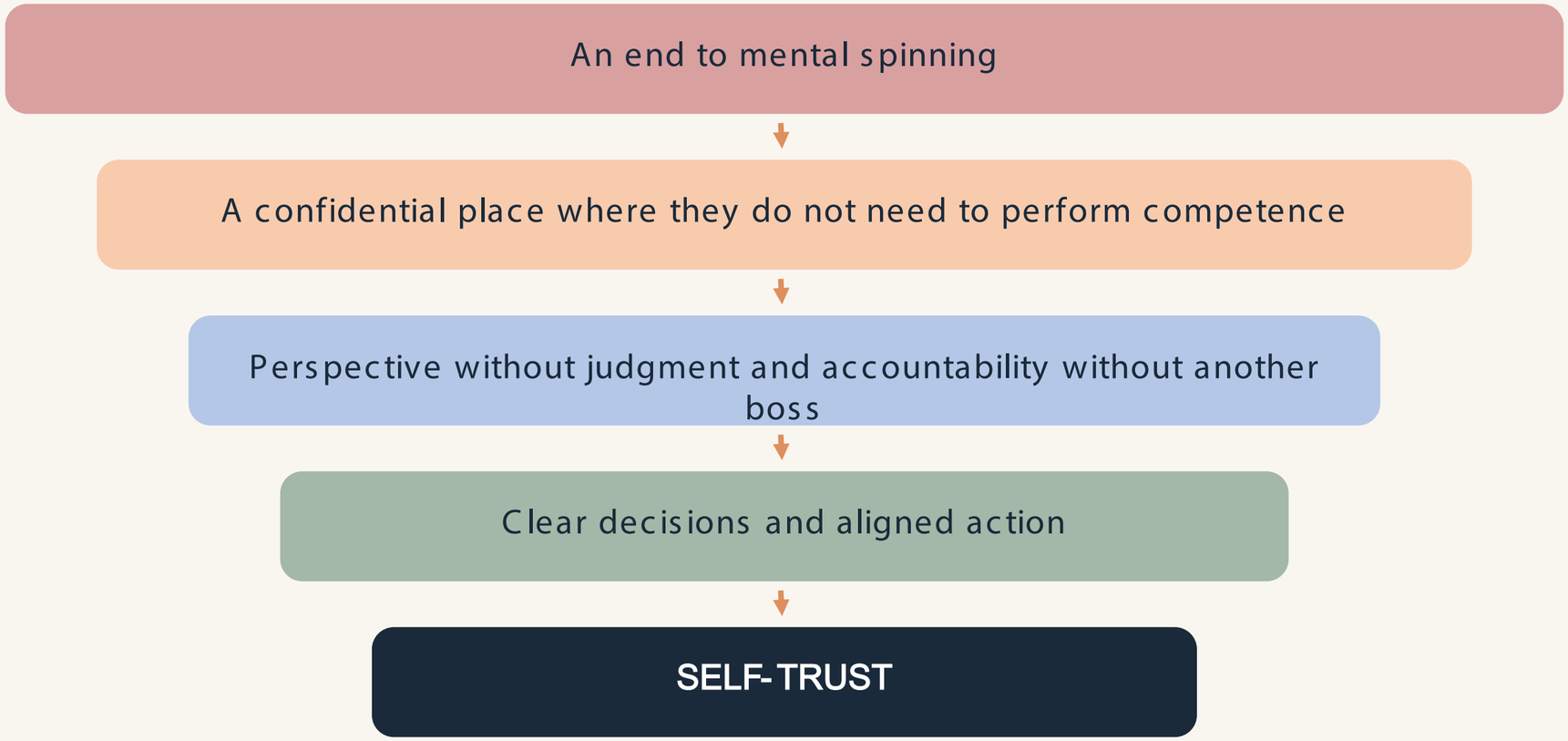
WHERE THEY LOOK FOR ANSWERS

LinkedIn, leadership content, Harvard Business Review, and business media. Psychology, career, performance, and personal - development podcasts

Use their phrases in subject lines, lead magnets, CTAs, and conversations —not just in your notes.

What they are really buying

They are not fundamentally buying weekly conversations. They are buying what those conversations make possible.





Maya Ellis

SENIOR DIRECTOR OF OPERATIONS • MID-CAREER LEADER

Successful on paper. At a crossroads in private.

FICTIONAL COMPOSITE

Based on the Inner Compass ideal-client profile

At a glance

Age: 43
Career stage: 15+ years into an accomplished professional path
Current context: recently promoted while navigating a reorganization
Public identity: capable, dependable, trusted to handle more

Her work reality

8:00 a.m. Email and Slack arrive before her day begins.
9:00 –5:00. Meetings, people problems, deadlines, and decisions crowd out reflection.
Evening. The résumé, business idea, or hard conversation gets pushed to tomorrow.

How she learns

Values: authenticity, purpose, competence, growth, integrity
Reads: LinkedIn, Harvard Business Review, business and workplace coverage
Listens: leadership, psychology, career, and personal-development podcasts

MAYA'S JOB TO BE DONE: Lead through change and choose a confident next move —without losing herself.

FICTIONAL COMPOSITE

Inside Maya’s mind

MAYA ELLIS • SENIOR DIRECTOR OF OPERATIONS

What keeps her awake at night

“Am I handling this correctly?” “What if I make the wrong decision?” “Am I actually ready for this next level?”

Fears & frustrations

Fears: public failure, burnout, disappointing others, wasting potential. **Frustration:** she solves everyone else’s problems but stays stuck in her own.

Secret desire & underlying emotion

Dissonance: “My life looks more successful than it feels.” She wants lighter thinking, boundaries without guilt, and confident change with a sensible plan.

What she is actually buying

A confidential space, perspective without judgment, an end to mental spinning, and a grounded next step. Her ultimate craving: **self-trust.**

PRIVATE LANGUAGE: “I need to get out of my own head.” • “I can’t keep doing this.”

PRACTICAL CLIENT ACQUISITION

FICTIONAL COMPOSITE

Where to find—and reach—Maya

TARGET THE MOMENT • SHOW UP IN HER WORLD • OFFER A SMALL WIN

1. Show up in her world

Look for: LinkedIn, leadership and workplace communities, professional associations, business podcasts, and partner newsletters.
Do this: Pick two ecosystems and identify 10 groups, creators, hosts, or partners who already have Maya's trust.

2. Target the moment

Signals: a new role, reorganization, burnout, harder decisions, or a career transition.
Message: "The role got bigger. You do not need 100% certainty to make your next move."
Targeting: use seniority and role filters, then lead with the change they are living.

3. Lower the risk

Small win: a decision-reset guide, confidence checklist, or boundaries assessment.
Simple path: lead magnet → 3 helpful emails → 30-minute Clarity Conversation.
CTA: invite reflection first; invite the call after trust is built.

7-DAY START: Choose one urgent moment → publish three useful LinkedIn posts → invite five aligned partners to share your lead magnet → follow up with one clear Clarity Conversation CTA.

The small specific win

The best lead magnets solve one immediate, meaningful problem, not every problem.

GOOD

LEAD MAGNET



Coach-friendly formats: assessment • checklist • reflection guide • worksheet • mini-training • decision framework

THE LEAD-MAGNET TEST

Lead Magnet Types

Audiences respond to a specific insight or useful tool.

Diagnostic Quizzes & Scorecards

A 5-minute leadership readiness or burnout -risk audit surfaces blind spots —and a personal score.

Executive Toolkits & Swipe Files

A 90-day transition plan, board -meeting script, or delegation matrix delivers utility now.

Mini-Trainings or Video Walkthroughs

A 15–30 minute framework lets leaders experience your thinking, voice, and authority.

Interactive Calculators & Planners

A time-allocation calculator or team -velocity planner makes an invisible gap visible.

Private Audio Series / Micro -Podcasts

Commute-ready coaching insights, delivered as a private short-form series.

WHY THESE WORK FOR COACHING CLIENTS

Make the value easy to feel.

Low friction, high insight

A five-minute self-assessment or concrete tool respects an executive's time.

Pre-qualification

High-stakes leadership problems attract decision-makers—not casual browsers.

Natural transition to a call

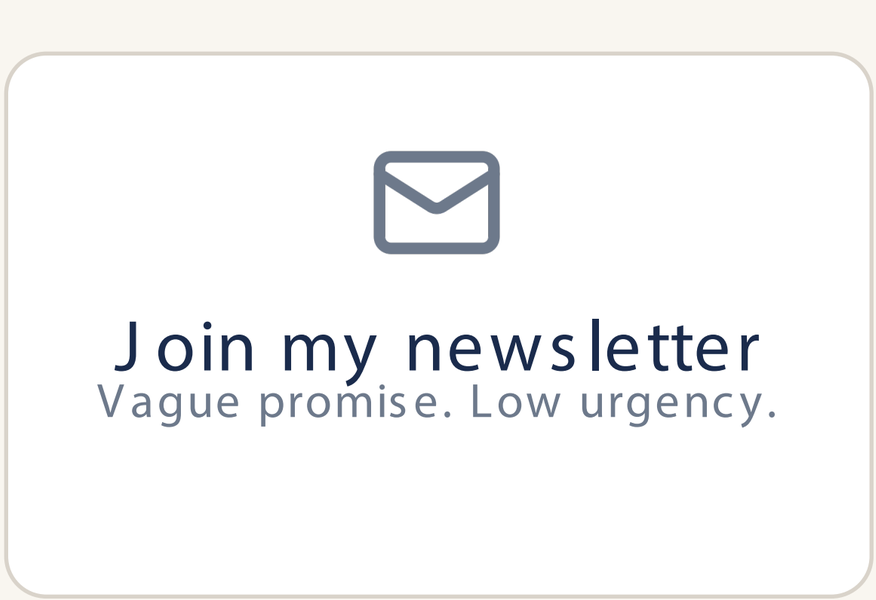
A score, plan, or result gives you a tailored hook for a discovery or strategy session.

The best lead magnet starts a conversation—not just a download.

THE LEAD-MAGNET TEST

“Join my newsletter” is not much of an offer

Make the value obvious before someone gives you their inbox.



VS.



Your lead magnet is the first “yes.” Make it feel worth saying.

THE LEAD-MAGNET TEST

Make the win clear in 5 seconds.

A strong lead magnet tells people exactly who it helps, why it matters now, and what they will walk away with.

TOO BROAD

Career Clarity Guide

“For anyone who wants more clarity.”

Problem: Helpful sounding, but not urgent or concrete.

CLEAR + SPECIFIC

5 Questions to Help You Reconnect With Your Inner Compass

For professionals navigating a career or leadership transition.

Immediate payoff: Name one aligned next step.

THE RECIPE

Specific person + immediate moment + one usable next step

Why the reflection guide works



AUDIENCE Professionals in transition

PROBLEM Uncertainty and lack of clarity

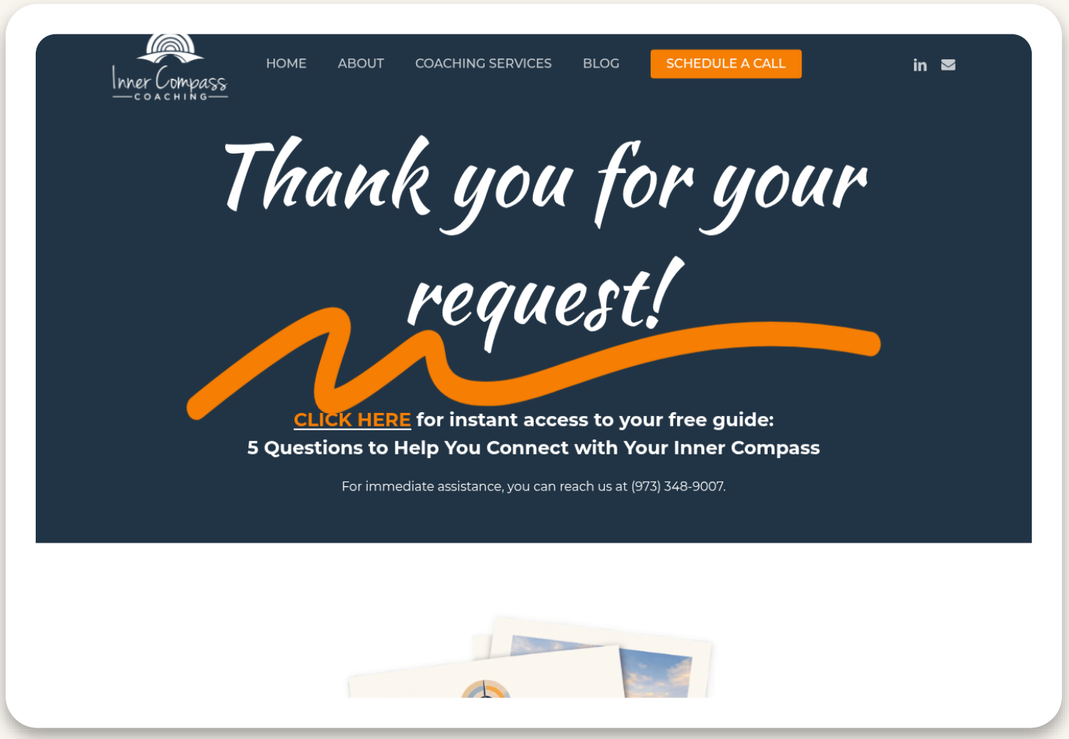
PROMISE Reconnect with what matters

SMALL WIN Reflect + identify a next step

Live funnel: see the system

This isn’t theoretical —the entry point and the delivery experience are already live.





LANDING PAGE → form capture → **THANK-YOU PAGE** → immediate guide delivery

EMAIL DRIP CAMPAIGN

What “drip” means

A slow, steady series of emails that is automatically sent after a specific trigger.

THE DEFINITION

A pre-written series of emails sent automatically, on a schedule, after an action or status change.

THE FOUR PARTS OF A DRIP

1. TRIGGER
A guide download, signup, date, or status change.

2. SEQUENCE
A limited set of pre-written emails.

3. TIMING
Messages release one at a time, on a schedule.

4. RELEVANCE
Content matches the action that triggered it.

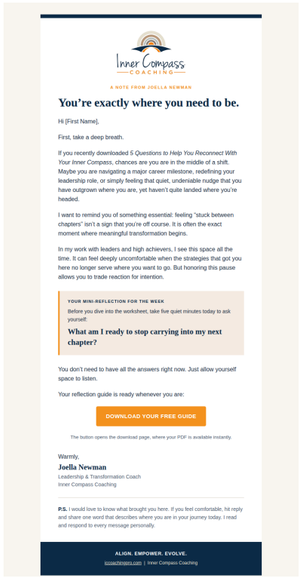
In this campaign: Reflection guide download → 3 emails over 10 days → complimentary discovery session.

INNER COMPASS CASE STUDY

How the drip campaign unfolds

Trigger: A prospect downloads **5 Questions to Help You Reconnect With Your Inner Compass.**

DAY 0



Inner Compass COACHING

A NOTE FROM JOELLA NEWMAN

You're exactly where you need to be.

Hi [First Name],

First, take a deep breath.

If you recently downloaded *5 Questions to Help You Reconnect With Your Inner Compass*, chances are you are in the middle of a shift. Maybe you are navigating a major career milestone, redefining your leadership role, or simply feeling that quiet, undeniable nudge that you have outgrown where you are, yet haven't quite landed where you're headed.

I want to remind you of something essential: feeling "stuck between chapters" isn't a sign that you're off course. It is often the exact moment where meaningful transformation begins.

In my work with leaders and high achievers, I see this space all the time. It can feel deeply uncomfortable when the strategies that got you here no longer serve where you want to go. But honoring this pause allows you to trade reaction for intention.

YOUR MINI-REFLECTION FOR THE WEEK

Before you dive into the worksheet, take five quiet minutes today to ask yourself:

What am I ready to stop carrying into my next chapter?

You don't need to have all the answers right now. Just allow yourself space to listen.

Your reflection guide is ready whenever you are:

DOWNLOAD YOUR FREE GUIDE

The button opens the download page, where your PDF is available instantly.

Warmly,
Joella Newman
Leadership & Transformation Coach
Inner Compass Coaching

P.S. I would love to know what brought you here. If you feel comfortable, hit reply and share one word that describes where you are in your journey today. I read and respond to every message personally.

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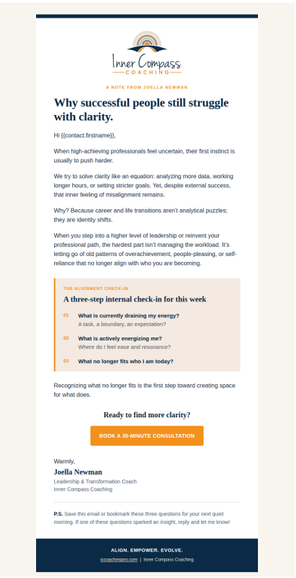
CONNECT — welcome + make them feel seen

DAY 3



Inner Compass COACHING

A NOTE FROM JOELLA NEWMAN

Why successful people still struggle with clarity.

Hi {{contact.firstname}},

When high-achieving professionals feel uncertain, their first instinct is usually to push harder.

We try to solve clarity like an equation: analyzing more data, working longer hours, or setting stricter goals. Yet, despite external success, that inner feeling of misalignment remains.

Why? Because career and life transitions aren't *analytical* puzzles; they are *identity* shifts.

When you step into a higher level of leadership or reinvent your professional path, the hardest part isn't managing the workload. It's letting go of old patterns of overachievement, people-pleasing, or self-reliance that no longer align with who you are becoming.

THE ALIGNMENT CHECK-IN

A three-step internal check-in for this week

01 **What is currently draining my energy?**
A task, a boundary, an expectation?

02 **What is actively energizing me?**
Where do I feel ease and resonance?

03 **What no longer fits who I am today?**

Recognizing what no longer fits is the first step toward creating space for what does.

Ready to find more clarity?

BOOK A 30-MINUTE CONSULTATION

Warmly,
Joella Newman
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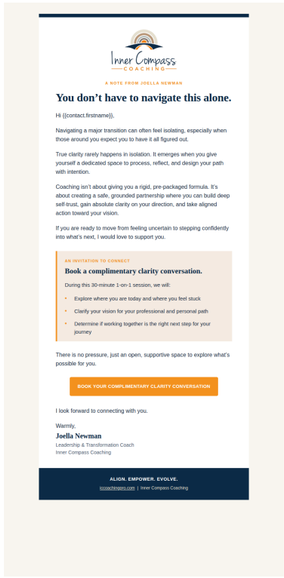
HELP — share insight + a usable tool

DAY 10



Inner Compass COACHING

A NOTE FROM JOELLA NEWMAN

You don't have to navigate this alone.

Hi {{contact.firstname}},

Navigating a major transition can often feel isolating, especially when those around you expect you to have it all figured out.

True clarity rarely happens in isolation. It emerges when you give yourself a dedicated space to process, reflect, and design your path with intention.

Coaching isn't about giving you a rigid, pre-packaged formula. It's about creating a safe, grounded partnership where you can build deep self-trust, gain absolute clarity on your direction, and take aligned action toward your vision.

If you are ready to move from feeling uncertain to stepping confidently into what's next, I would love to support you.

AN INVITATION TO CONNECT

Book a complimentary clarity conversation.

During this 30-minute 1-on-1 session, we will:

- Explore where you are today and where you feel stuck
- Clarify your vision for your professional and personal path
- Determine if working together is the right next step for your journey

There is no pressure, just an open, supportive space to explore what's possible for you.

BOOK YOUR COMPLIMENTARY CLARITY CONVERSATION

I look forward to connecting with you.

Warmly,
Joella Newman
Leadership & Transformation Coach
Inner Compass Coaching

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INVITE — offer a clarity conversation

Same trigger. Different job in each email. One coherent journey toward a conversation.

The 3-part nurture framework

Don’t sell too early. Build the emotional progression first.

EMAIL 1

CONNECT

“I feel seen.”

Welcome + emotional safety

EMAIL 2

BUILD TRUST

“This person gets it.”

Useful insight + small action

EMAIL 3

INVITE

“I’m ready to explore.”

Next step + conversation

DRIP CAMPAIGN

Anatomy of an effective drip email

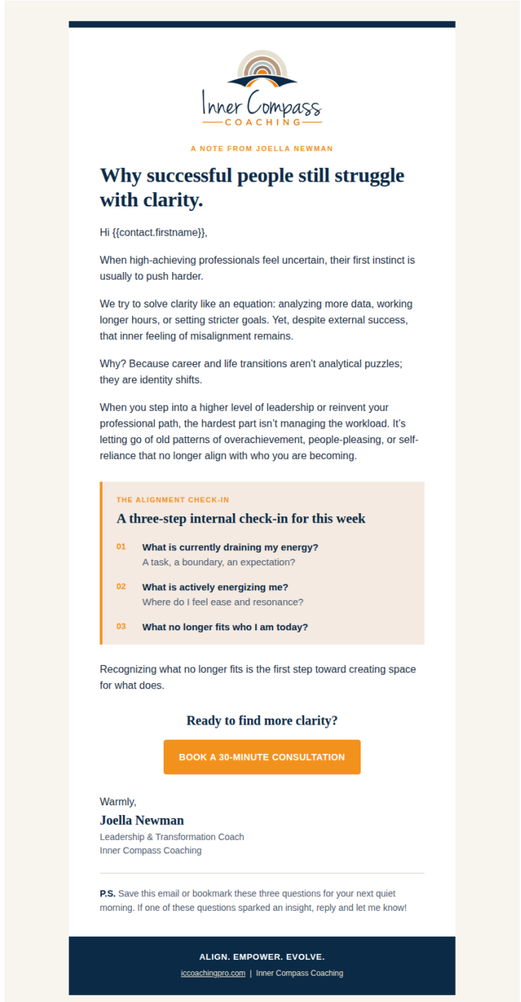
Every element earns a little more trust before the invitation.

01 SUBJECT + HOOK

Lead with a tension they recognize.

04 LOW-PRESSURE CTA

Invite a conversation after delivering value.



02 RELEVANT INSIGHT

Reframe the problem with empathy.

03 USEFUL TOOL

Give a small action they can take today.

Inner Compass Coaching • Day 2 email

EMAIL 1 • CONNECTION

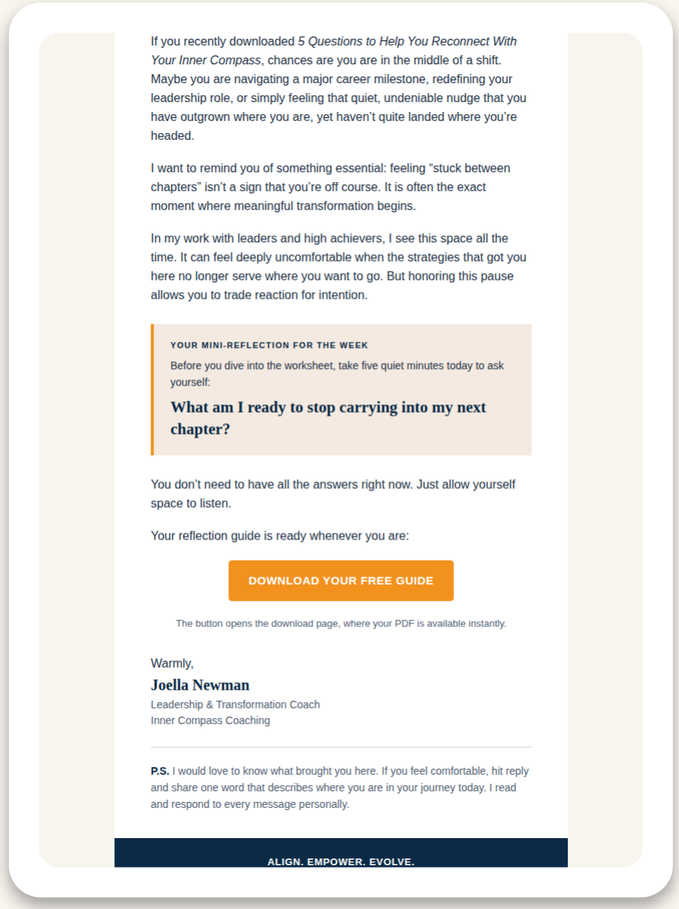
Make them feel understood

SUBJECT LINE

Welcome! You're Exactly Where You Need to Be

Purpose: welcome + emotional safety
Message: "You are not lost. You are in transition."
CTA: a low-pressure reflection or reply

Teaching principle: Start with their world, not your biography.



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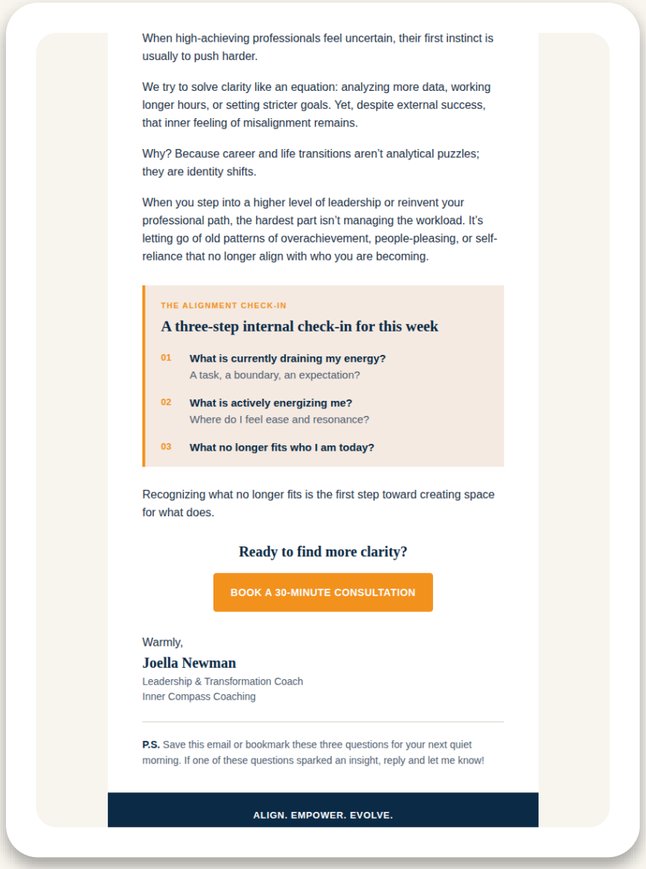
Teach something that helps



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ALIGN. EMPOWER. EVOLVE.

SUBJECT LINE

Why Successful People Still Struggle With Clarity

Reframe: transition is an identity shift, not an analytical puzzle.
Value: give one usable tool, such as the Alignment Check -In.
CTA: save it, reply, or take one small action.

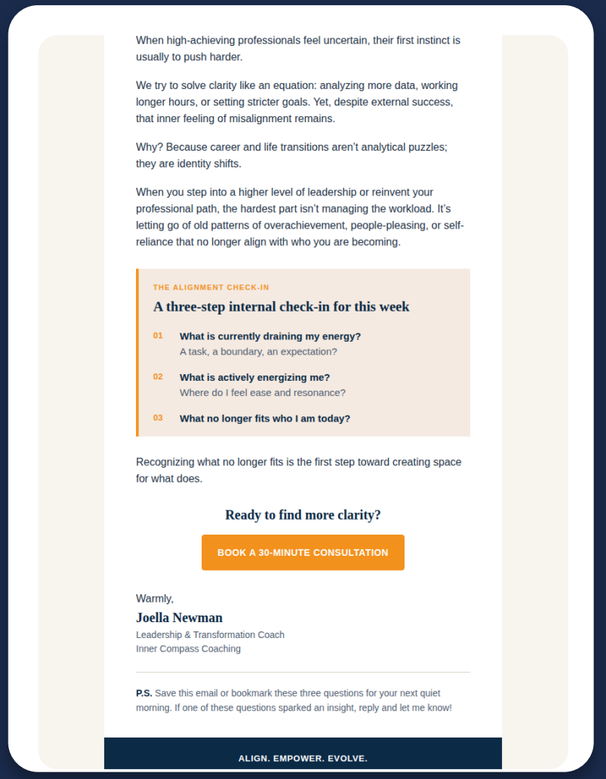
Teaching principle: Demonstrate expertise by being useful.

You don’t have to navigate this alone.

By now, trust has been built. Now you can offer a real next step—without pressure.

BOOK A COMPLIMENTARY 30-MINUTE DISCOVERY SESSION

Teaching principle: Invitation, not pressure.



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ALIGN. EMPOWER. EVOLVE.

Anatomy of every good nurture email

A reusable formula your audience can apply immediately.

SUBJECT • Earn the open

HOOK • Show relevance

VALUE • Teach, inspire, help

BRIDGE • Connect insight to next step

CTA • Ask for one action

Subject line showdown

TIME TO VOTE

Which would you open? Why?

A Ready for Your Next Chapter?

B Why Successful People Still Struggle With Clarity

C Let’s Talk About What Comes Next

D Feeling Stuck Doesn’t Mean You’re Failing

Relevance > cleverness. Specificity > vague inspiration.

From stranger to conversation

The Inner Compass campaign is simple because every step has one clear job.



Transition → reflection guide → connection → useful insight → invitation → conversation → engagement

Notice what we didn’t do

A trust-building campaign doesn’t need to be loud, long, or complicated.

NO:

“BUY NOW!”
Generic motivational emails
47-email funnel
Complicated automation

INSTEAD:

RELEVANCE
VALUE
TRUST
INVITATION

Simple, specific, and consistent beats “impressive” every time.

HANDS-ON • CAMPAIGN BUILDER

WORK TIME

Build your campaign: start here



STEP 1 • NICHE

I help _____ who are struggling with _____ so they can _____.

STEP 2 • LEAD MAGNET

What is one small problem I can help them solve now?

Write first. Polish later. Specific beats clever.

HANDS-ON • CAMPAIGN BUILDER

Draft the sequence, not a masterpiece

Choose an emotional job for each email.

EMAIL 1

How can I make them feel understood?

TOPIC: _____

EMAIL 2

What useful insight can I teach?

TOPIC: _____

EMAIL 3

What next step can I invite?

CTA: _____

TIME TO SHARE…

LIVE DEMO • AUTOMATION

Consistency, not complexity

The automation is simple. The relationship still feels human.



Automation does not remove the human element. It makes the human connection consistent.

LEAD MAGNET DELIVERY + NURTURE AUTOMATION

Choose Your Lead Magnet & Email Automation Tool

Pick the platform that fits how you want to grow - not the one with the longest feature list.

MailerLite

First all-in-one launch

Landing page, form, downloadable resource, and a simple nurture series in one place.

Mailchimp

Familiar email marketing

A comfortable starting point for list growth and campaigns; upgrade as automation matters.

Constant Contact

Hands-on guidance

A friendly fit for less-technical clients who value live phone/chat support and guided setup.

HubSpot

CRM-connected lead flow

Use it when forms, nurture, sales follow-up, and pipeline tracking need to live together.

Keep it simple.

You don’t need a massive funnel or complicated automation to build relationships.

Clear message → useful small win → consistent nurture → confident invitation

Your next action: strengthen one link in your system this week.