

THE 14-POINT SYSTEM

Your Conversion Sequence Worksheet

Map your 14 touches across 30 days.

Five stages. One honest ask. Zero guessing.

SEE ME

TRUST ME

WAKE ME UP

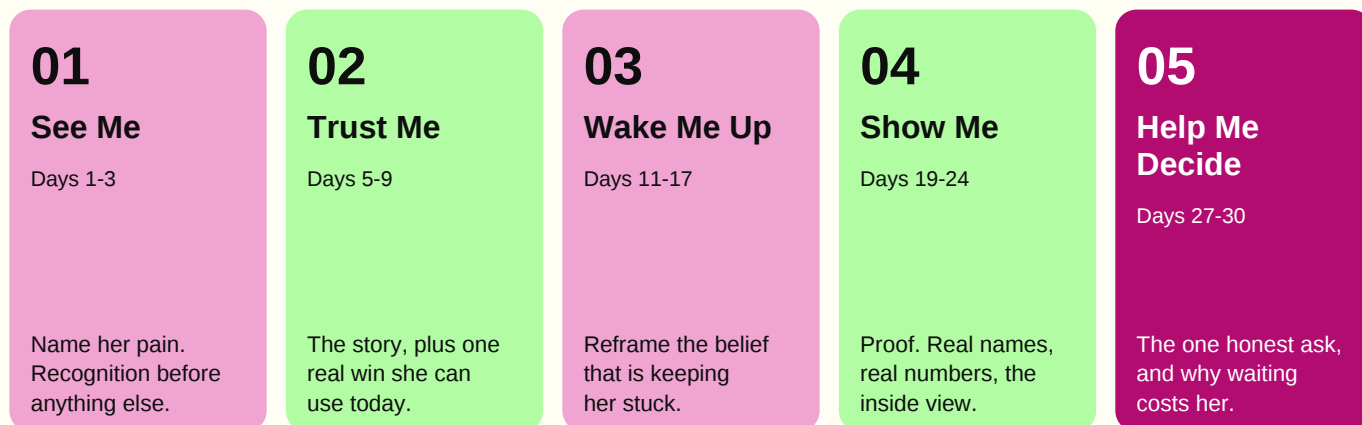
SHOW ME

HELP ME DECIDE

THE ARC

From "See Me" to "I Am In"

Each stage has one job. Each touch earns the right to send the next one.



10 emails

5 texts

14 touches

30 days

YOUR ENTRY POINTS

Where do leads enter your world? Check all that apply and write the specific source.

- ☐ Website opt-in / landing page
- ☐ Social media DM (Instagram / Facebook)
- ☐ Comment-to-DM automation (SocialSync)
- ☐ Referral / word of mouth
- ☐ Paid ads (Meta / Google)
- ☐ Webinar / challenge / live event
- ☐ Lead magnet download
- ☐ Other: _____

Every entry point feeds into the same 14-touch sequence. One system catches them all.

See Me

Zero selling. All recognition.

Day 1

EMAIL

Name her pain

SUBJECT "You're not bad at tech."

Recognition only. No pitch, no product link.

SOFT

YOUR SUBJECT: _____

YOUR CTA: _____

Day 2

SMS

Show up in her pocket

TEXT "Real talk - did yesterday's email land?"

Reply-bait. Starts a conversation, not a funnel.

SOFT

YOUR SUBJECT: _____

YOUR CTA: _____

Day 3

EMAIL

Deliver what you promised

SUBJECT "The thing I promised you."

Keep the promise. Trust is built by delivery.

MEDIUM

YOUR SUBJECT: _____

YOUR CTA: _____

MAP IT TO YOUR BUSINESS

What is the #1 pain your lead is feeling the night before she finds you? Write it in her words, not yours.

Trust Me

Usefulness is the trust deposit.

Day 5

EMAIL

Tell the origin story

SUBJECT "The Tuesday I almost quit."

Why this exists, and why it is you saying it.

SOFT

YOUR SUBJECT: _____

YOUR CTA: _____

Day 7

EMAIL

Teach one real fix

SUBJECT "The 3-minute fix for your follow-up problem."

Real value, free, with no paywall behind it.

MEDIUM

YOUR SUBJECT: _____

YOUR CTA: _____

Day 9

SMS

Check if she tried it

TEXT "Did you try the 3-minute fix? What happened?"

Engagement check. Tags the ones leaning in.

SOFT

YOUR SUBJECT: _____

YOUR CTA: _____

MAP IT TO YOUR BUSINESS

What is one quick win you can teach for free that proves your expertise without giving away the whole thing?

Wake Me Up

The heart of the sequence. Most people skip this.

Day 11

EMAIL

Call out the false belief

SUBJECT "The real reason your launches don't convert."

Name the belief, replace it. No link. Let it land.

SOFT

YOUR SUBJECT: _____

YOUR CTA: _____

Day 14

EMAIL

Bust the bad advice

SUBJECT "Stop listening to the people telling you to post more."

Contrast against the advice she has been fed.

MEDIUM

YOUR SUBJECT: _____

YOUR CTA: _____

Day 17

SMS

One line she can't unsee

TEXT "The 'just be consistent' advice is keeping you broke."

One sentence. No link. Let it sit.

SOFT

YOUR SUBJECT: _____

YOUR CTA: _____

MAP IT TO YOUR BUSINESS

What false belief does your ideal client hold that keeps her stuck? What is the truer belief that replaces it?

Show Me

Proof does the selling now.

Day 19

EMAIL

Tell a case study

SUBJECT "How [name] [specific result]."

Named client, real numbers, same starting point.

MEDIUM

YOUR SUBJECT: _____

YOUR CTA: _____

Day 22

EMAIL

Take her behind the scenes

SUBJECT "Inside the dashboard."

Show it working. Shrink the unknown.

MEDIUM

YOUR SUBJECT: _____

YOUR CTA: _____

Day 24

SMS

Drop a second proof point

TEXT "[Name] [result]. [One line]."

A different win, a different woman.

SOFT

YOUR SUBJECT: _____

YOUR CTA: _____

MAP IT TO YOUR BUSINESS

Name two clients with real results you can share. Write their before → after in one sentence each.

Help Me Decide

The first and only hard ask. It lands because of everything before it.

Day 27

EMAIL

Make the direct ask

SUBJECT "The cost of waiting another quarter."

What staying stuck costs. In hours, money, and peace.

DIRECT - BUY NOW

YOUR SUBJECT: _____

YOUR CTA: _____

Day 30

EMAIL + SMS

Last call

SUBJECT "Closing tonight."

Cart closes tonight. Same message, both channels.

DIRECT - FINAL

YOUR SUBJECT: _____

YOUR CTA: _____

MAP IT TO YOUR BUSINESS

What does staying stuck cost your ideal client per month? In dollars, hours, and peace of mind?

YOUR 30-DAY MAP

The Full Sequence At a Glance

Fill in your subject lines and CTAs. This is your build checklist for GHL.

DAY	TYPE	STAGE	YOUR SUBJECT LINE	YOUR CTA
1	Email	See Me		Soft
2	SMS	See Me		Soft
3	Email	See Me		Medium
5	Email	Trust Me		Soft
7	Email	Trust Me		Medium
9	SMS	Trust Me		Soft
11	Email	Wake Me Up		Soft
14	Email	Wake Me Up		Medium
17	SMS	Wake Me Up		Soft
19	Email	Show Me		Medium
22	Email	Show Me		Medium
24	SMS	Show Me		Soft
27	Email	Help Me Decide		Direct
30	Both	Help Me Decide		Direct

One system. Every entry point feeds into it. Build it once. It runs without you.