

Welcome email sequence from downloading the Executive Summary

Email #1 sent immediately

Subject Line: The #1 thing entrepreneurs regret

“Someone’s sitting in the shade today because someone planted a tree a long time ago.”

—Warren Buffett

Congratulations {name},

You’ve taken the first step in skillfully architecting a sale for one of your most valuable assets.

A step towards planning for the unexpected. A step towards anticipating the unknown.

By simply reading this Executive Summary, you’ll start thinking two steps ahead to protect your family and your business around the unexpected possibilities of failure, death or disability.

This excerpt from my book *Your Multimillion-Dollar Exit* is used to summarize the entire book at the beginning. It helps readers focus and plan by outlining the Lessons Learned found at the end of each section in every chapter of the book.

I wrote it for entrepreneurs like you to use as a fast-paced guide to map out the most effective strategy for your unique situation. I’ll help you make the most daunting tasks understandable and manageable.

Because the best time to start planning is right now. And I want to help you get started.

I’m looking forward to hearing what you think!

Best regards,

Wayne

P.S. Click the link below to purchase it now if you want to keep reading.

P.P.S. Sharing an Amazon review is the easiest, and best way to support new books. So, if you bought the book and you’re able to take the extra 30 seconds to leave a review I’d appreciate it!

Email #2 (Sent 5 days later after they've had time to read)

Subject Line A: I'll be brief...

Subject Line B: Checking in with you {name}

{Name},

It's been 5 days since you downloaded the Executive Summary of **Your Multi-Million Dollar Exit** and I wanted to check in with you.

One of my messages in the book is that

Best regards,

Wayne

P.S. Here's the Amazon link to purchase it now if you want to keep reading.

Email #3: Offering a free 30-minute consultation (sent 2 days after the check-in email)

Subject Line: The #1 thing most entrepreneurs regret...

The value of any business is what a willing buyer will pay a willing seller at a given point in time. Nothing more, nothing less."

—Wayne Zell

...is that they didn't start planning on day one.

{Name}, I've seen it time and time again over 35 years of working with entrepreneurs. People don't start planning their exit strategy when they start their new venture.

And that's a big mistake.

I wrote *Your Multimillion-Dollar Exit* so anyone could get started architecting their exit strategy. Here's what Phil Nolan, former CEO at Stanley, Incto had to say:

"Too often, business owners don't begin thinking about the consequences of selling their business until they are ready to exit. ... that is extremely late in the game and puts the owner at a handicap ..."

(this book)... *will provide you with the means to design a successful business exit when that day comes.*

You'll be getting these e-newsletters about once a month. In addition to insights from the book, you'll also receive educational blogs and videos about:

- **Estate planning** to show you how to protect your business and your family
- **Business planning** to help you effectively strategize.
- **Business insights** from experts who share their hard-won expertise
- **Interviews with entrepreneurs** who tell stories from the trenches

Remember, no matter where you are in your company's journey, the time to create an extensive exit plan is *today*.

So for a limited time, I'm offering a 30-minute consultation to evaluate your Business Success(ion) planning. With a few specific and targeted questions, I'll analyze what's working in your business and what's not. And you'll walk away with concrete next steps to consider for your unique business.

Best regards,

Wayne

P.S. Here's the Amazon link to purchase it now if you want to keep reading.

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So, if you bought the book and you're able to take the extra 30 seconds to leave a review I'd appreciate it!

