**The Circle of Love**

The Circle of Love is your ‘holding pattern’ where leads are nurtured if they don’t schedule an appointment during the 10-day appointment machine email sequence.

If they have not asked a question or asked for an appointment that is ok, we need to stay in touch in a low-key way. Now you can now drip-feed answers to individual questions. You can make the questions up yourself – you won’t go to jail. Send one answer per month minimum.

If you cannot make a 3-minute video answer then type the question and answer it in the email – this is the wimp’s way. The client really wants to see and get to know you so they can know like and trust you.

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**(Send Day 14)**

**Subject: Design Question Time (VIDEO)**

Hi there.

Ok – we’ve gone through all the member questions we received about design and building.

There were some great questions.

The number one question asked was so important I decided to make a 5 minute video to answer it.

Click HERE to see the short video answer to the #1 question.

**(Your Name)**

P.S. Please ignore the dog barking in the background. He was waiting for dinner and our filming made him wait (which he considers unacceptable ☺)

(Or add some other personal comment – you need to build a personal connection. This works better than sending sterilized ‘professional’ emails which bore people and get deleted)

P.P.S. If you are ready to discuss your project now or have a question you can call me at **(phone number)** or email me at **(youremail@gmail.com).** I’ll be happy to discuss your project with you and guide you in the right direction.

**(Send Day 30)**

**Subject: Design Question Time (VIDEO)**

Hi there -

We received a great question from Richard Petrie recently

He asked blab la bla bla

Click HERE to see my short video answer to his question.

(Your Name)

P.S. (Add a personal comment).

P.P.S. If you are ready to discuss your project now or have a question you can call me at **(phone number)** or email me at **(youremail@gmail.com).** I’ll be happy to discuss your project with you and guide you in the right direction.

**(Send a month later)**

**Subject: Design Question Time (VIDEO)**

Hi there

We received a great question from Elvis Presley recently

He asked blab la bla bla

Click HERE to see my short video answer to the question.

(Your Name)

PS (Add a personal comment)

P.P.S. If you are ready to discuss your project now or have a question you can call me at **(phone number)** or email me at **(youremail@gmail.com).** I’ll be happy to discuss your project with you and guide you in the right direction.

**(Send a month later)**

**Subject: Design Question Time (VIDEO)**

Hi there

We received a great question from Albert Einstein recently

He asked blab la bla bla

Click HERE to see my short video answer to the question.

(Your Name)

PS (Add a personal comment)

P.P.S. If you are ready to discuss your project now or have a question you can call me at **(phone number)** or email me at **(youremail@gmail.com).** I’ll be happy to discuss your project with you and guide you in the right direction.

You get the idea…

Continue each month with a new video question until they buy, unsubscribe or die.