Here is a tried and tested 5-email sequence for a style or colour consultant, after someone has signed up for your lead magnet. Remember, you want to come across as warm, friendly, practical and professional. You are not writing a sales brochure you are starting a conversation.

This is a guide – do not feel that you must copy all the text verbatim! Use your writing style and adapt for the services that you offer. Anything highlighted in yellow needs to be changed so that the text is relevant to you!

Email 1 — Deliver & Delight (Send immediately)

Subject: Here's your [Name of Freebie], [First Name]!
Preview text: *Plus a little bit about me and what's coming next...*

Dear [First Name],

Your [checklist/guide/quiz results] is on its way - you will find it attached or linked below.

I wanted to take a moment to introduce myself properly. I'm [Your Name], a qualified colour and style consultant based in [Location]. I help [type of client] to [transformation] e.g. feel confident and put-together every time they open their wardrobe.

Over the next few days, I'll be sharing some of my favourite tips on colour and style — practical advice you can use straight away. Keep an eye on your inbox!

Warm wishes,
[Your Name]

Email 2 — The Problem (Send 2 days later)

Subject: Are you making this common colour mistake, [First Name]?
Preview text: *Most women are - and it's making getting dressed much harder than it needs to be.*

Dear [First Name],

Did you know that most women spend an average of 17 minutes getting dressed every morning… and still leave the house feeling like something isn't quite right?

More often than not, the culprit is colour. Not your wardrobe. Not your shape. Just the wrong colours sitting next to your face.

The good news? This is one of the simplest things to fix and the results can be genuinely life changing. I've seen women in tears, (in the best possible way!) at how different they look in the right colours.

Tomorrow I'll share exactly how colour analysis works…

Warm wishes,
[Your Name]

Email 3 — The Solution (Send 2 days later)

Subject: Colour Analysis Changes Lives…
Preview text: Be *ready for more confidence and compliments*

Dear [First Name]

So, what is colour analysis, and why does it matter?

Think of it like finding the operating manual for your wardrobe. Once you know which colours work in harmony with your natural skin tone, eye colour, and hair colour, getting dressed stops being a guessing game and starts being genuinely easy and enjoyable.

Here's what my clients tell me changed for them, after their analysis:

- You stop buying things you never wear. When you know your colours, you shop with confidence and stop wasting money on pieces that "seemed lovely in the shop" but never quite work at home.
- Getting dressed takes less time and less stress. Your wardrobe becomes a collection of things you love AND everything goes together.
- You look healthier, brighter, and more vibrant, without changing a thing about yourself.

Add anything relevant to your service in here

Curious to know more? Hit reply and ask me anything, I love a good question!

Warm wishes,
[Your Name]

Email 4 — Social Proof & Story (Send 2 days later)

Subject: What happened when [Client Name] discovered her colours...
Preview text: *A little story that might sound familiar.*

Dear [First Name],

I want to share a story about a client of mine, let's call her Sarah.

Sarah came to me frustrated. She had a wardrobe full of clothes, spent a small fortune on pieces she thought were smart and stylish, and yet every morning still felt like she had nothing to wear.

Within two hours of her colour consultation, everything changed. She realised that almost everything in her wardrobe was the wrong tone, not wrong style, just wrong colour temperature. We identified her season, built her a palette, and she left with more confidence than she had walked in with.

Three months later she messaged me to say she had decluttered 60% of her wardrobe, had spent less money shopping, and in her words… 'gets dressed in 5 minutes and feels good every day.'

That is exactly why I do this work.

Warm wishes,
[Your Name]

Email 5 — The Invitation (Send 2–3 days later)

Subject: Ready to discover your colours, [First Name]?
Preview text: *Here's how we can work together.*

Dear [First Name],

Over the past week or so I've shared a little about how colour and style can genuinely transform the way you feel every day. Today I wanted to let you know how we can work together, if the time feels right for you.

Here is what I offer:
[List your services and prices clearly and warmly]

There is absolutely no pressure — but if you have been thinking about it, I would love to hear from you. You can reply to this email with any questions or book a no-obligation call using the link below.

And if now is not the right time, that is completely fine too. Keep an eye on your inbox, I'll be in touch regularly with tips, inspiration and the occasional behind-the-scenes peek at life as a colour and style consultant.

Warm wishes,
[Your Name]

[BOOK A CALL] [button/link]