



The 5-Part Email Sequence That Sells Human Design Reports on Autopilot



Made by Vickie Dickson




If you're ready to turn your Human Design reports into consistent passive income — this guide is for you.

Inside, you'll get the full structure of the 5-part email sequence I use to nurture leads, build trust, and sell reports using [Bodygraph.com](https://bodygraph.com) — all while building a business that runs without you constantly showing up live.



Email 1

Welcome & Reconnect

- Send a personal welcome note and reintroduce your lead magnet (chart or report).
 - Highlight one simple, relatable benefit from the freebie.
 - Include a direct link back to the freebie.
 - Let them know what to expect next (e.g., “You’ll hear from me every 2 days with practical ways to use Human Design.”).
-  Focus on clarity + curiosity.
Make them want to go back and open the freebie.



Email 2

Share Your Story + Invite Connection


- Tell your origin story: How you found Human Design or Astrology.
- Show how it changed your life — and how it could change theirs.
- Ask a low-barrier question like:
 - “What’s your Human Design type?”
 - “Have you heard of Human Design before?”
- Encourage replies to open up the relationship.

 Focus on connection.

You’re building trust, not just selling.



Email 3 Client Win + Introduce the Report

- Share a case study or testimonial that shows transformation.
 - Describe the before/after story through the client's eyes.
 - Connect that win to the report you offer.
 - Position the report as the next best step.
 - Include a limited-time discount (optional).
 - Add urgency using tools like Deadline Funnel — or manually offer a 48-hour deal.
-  Focus on results + urgency.
Give them a clear reason to act now.



Email 4

Reassure the Skeptics

- Normalize the doubts: “Is this too woo?” “Can this really work?”
- Share your own skepticism (if applicable).
- Talk about other tools they may have tried that didn’t help.
- Reaffirm that they don’t need to understand everything — just start.
- Reintroduce the report with urgency.

 Focus on empathy.

Meet them where they are, then gently guide them forward.



Email 5

Final Reminder + What Happens Next

- Use another short testimonial (optional).
- Recap what the report helps with.
- Remind them that time is running out to grab it at the special price.
- Tell them what to expect from you going forward:
 - Weekly emails?
 - Monthly updates?
 - Exclusive content?

Optional: Use an “open loop” teaser like:

“Watch for tomorrow’s email: ‘The One Thing That Changed Everything.’”

 Focus on closing + transition.

Wrap the sequence and set expectations.



Bonus Tip

What If They Miss the Deal?

- Set up a “Too Late” page that appears after the deadline.
- On that page, offer an alternative next step — like a different report, a free training, or a consultation.

Why Reports Work

- They’re affordable, easy to deliver, and deeply valuable.
- They don’t replace readings — they lead people to deeper work with you.
- Not everyone will book a 1:1, but they will buy a personalized report.

Your Action Step:

If you're not yet using Bodygraph.com to create your own personalized reports (and email-ready links), now's the time.

📁 Get your free 21-day trial at <https://bodygraph.com>



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