# Email Sequence for Spark Launch: The Sales Client Starter Guide

**Day 1 (Email 1):** Welcome + Delivery + Expectations

**Day 3 (Email 2):** Quick Start Guidance + Easy Win

**Day 6 (Email 3):** Engagement Prompt with Tarun’s Anecdote + Reply Invitation

**Day 10 (Email 4):** Value-First Transformation with “Self-Paced” Acknowledgement

**Day 15 (Email 5):** Amplify Sales Foundations – Soft Sell with Fit/Benefits Framing

**Day 22 (Email 6):** Amplify Sales Foundations – Hard Sell with Urgency

**Day 27 (Email 7):** Spark Series Completion + Identity Reinforcement + Cross-Sell (Discount)

##

##

## Email 1

✅ A: “Welcome to Spark Launch – Your Sales Client Starter Guide Inside”
 ✅ B: “Let’s Get You Started – Access Your Spark Launch Guide Now”

**Hi [First Name],**

Welcome aboard – I’m really glad you picked up the **Spark Launch: Sales Client Starter Guide**.

Here’s your direct access to get started right away:

👉 **[Download Now]**

This isn’t just another PDF—it’s your blueprint for running clear, confident client calls. You’ll find **2–3 hours of self-paced learning**, broken into short modules you can tackle on your schedule.

My advice? Carve out 30–45 minutes today to dive in. Even one session will give you something practical you can use on your next call.

I’m here to help if you have any questions. Just hit reply—I’ll read and respond personally.

—

Cheers,
 **Tarun Denniz** Founder, AscendX Coaching

## Email 2

✅ A: *“Your First Win with Spark Launch – Try This Today”* ✅ B: *“Quick Tip: Use Spark Launch in Your Next Call”*

**Hi [First Name],**

I hope you’ve had a chance to look at **Spark Launch**. Even if you haven’t cracked it open yet, that’s fine—it’s designed to fit your pace.

Today I want to share **one simple move** you can use immediately:

✅ **Decide on *one* client call to apply the Spark structure this week.**

That’s it. Pick the call. Mark it down. When you go through the first module, you’ll see exactly how to set it up for success.

No need to memorize scripts or change everything at once. Just plan for one call. Practice it. Watch what changes.

Small, focused actions drive real progress.

If you want, reply and tell me: **Which call are you choosing?** I’d love to hear how you plan to use it.

—

Cheers,
 **Tarun Denniz** Founder, AscendX Coaching

##

## Email 3

**Subject Line A:** *“Ever chased the wrong lead?”***Subject Line B:** “Avoid this mistake I made”

**Hi [First Name],**

Last time I asked you to pick *one* upcoming call to try the Spark Launch approach.

I want to explain *why* that simple step matters so much.

Early in my own career, I rushed to set up a face-to-face meeting after what felt like a “good” discovery call. But in that meeting, I realized:

✅ They weren’t the decision maker.
 ✅ They had no idea about budget.
 ✅ They weren’t even interested in buying—just repeating answers their boss gave them.

If I’d slowed down, used better questions, and qualified properly, I’d have saved myself hours chasing the wrong lead.

That’s exactly what Spark Launch is designed to help you do:

* Spot the *real* opportunities early.
* Avoid wasting time on non-decision makers.
* Build confidence by knowing which deals to pursue—and which to drop.

If you’ve tried the first module already, tell me: *What’s the biggest insight so far?*

Or if you’re just starting, hit reply and tell me what challenge you most want to solve—I’ll respond personally.

—

Cheers,
 **Tarun Denniz** Founder, AscendX Coaching

##

## Email 4

**✅ A: *“Noticing these changes yet?”* ✅ B: *“What you’ll see as you use Spark Launch”***

**Hi [First Name],**

I hope you’ve had a chance to keep working through **Spark Launch**—even if you’re pacing it out, that’s exactly how it’s designed.

If you’ve already tried applying the approach, you might have noticed a few shifts:

✅ Your discovery calls feel more structured and focused.
 ✅ You’re qualifying faster—so you don’t waste time on the wrong leads.
 ✅ You’re asking questions that uncover *real* buying intent.
 ✅ Prospects respect you more because you lead the conversation.

If you’re not there yet, no problem. This is *self-paced*, and these are the benefits you’ll see as you keep going.

My best advice? **Finish one more module this week.** Each one is designed to give you practical moves you can use immediately.

If you want help applying anything, just hit reply—I’m happy to help brainstorm how you can make it work in your next call.

—

Cheers,
 **Tarun Denniz** Founder, AscendX Coaching

## Email 5

**Subject Line A:** *“What’s Next? Win at Every Sales Stage”* **Subject Line B:** *“Ready to Make Every Step Count?”*

**Hi [First Name],**

If you’ve been applying Spark Launch, you already know what better structure can do for a single sales call.

But what about your **entire sales cycle**?

That’s exactly what **Amplify Sales Foundations** is for.

Here’s what you get when you’re ready to level up:

✅ **Know exactly what to say at every stage** – no more winging it.
 ✅ **Qualify faster** – so you invest time only in the right deals.
 ✅ **Handle objections confidently** – without sounding scripted or pushy.
 ✅ **Close predictably** – turning scattered wins into repeatable success.
 ✅ **Feel in control** – of your pipeline, your process, and your results.

It’s **3–5 hours of focused, self-paced training** that gives you frameworks you can apply immediately.

If you’re seeing results from Spark, this is how you keep the momentum going—and make sure it shows up in your numbers.

No pressure—it’s here when you’re ready. If you want to know if it’s the right move for you, just hit reply. I’ll help you figure it out.

—

Cheers,
 **Tarun Denniz** Founder, AscendX Coaching

##

## Email 6

✅ A: *“It’s Time to Win at Every Stage”*

✅ B: *“Ready to Master Your Entire Sales Cycle?”*

**Hi [First Name],**

If you’ve been seeing even small wins with Spark Launch, imagine what happens when you apply structure to **every stage** of your sales cycle.

That’s what **Amplify Sales Foundations** is built for.

**Why does this matter?**

✅ Because **scattered wins** mean inconsistent numbers.
 ✅ Because **winging it** costs you deals you could have closed.
 ✅ Because **serious sales professionals** don’t rely on luck—they use systems.

**Here’s what Amplify will give you:**

✅ A repeatable, clear process from first contact to close.
 ✅ Proven frameworks to qualify the right deals faster.
 ✅ Confident objection handling that feels natural.
 ✅ Templates and checklists you can use immediately.
 ✅ Higher close rates without pressure tactics.

**The best part?**

You don’t need weeks in a classroom. It’s 3–5 hours of self-paced learning, designed for real salespeople with real quotas.

**👉 Ready to step up?**

[**Enroll in Amplify Sales Foundations Today →**]

If you have questions before committing, just hit reply—I’ll help you figure out if it’s the right fit.

—

Cheers,
 **Tarun Denniz** Founder, AscendX Coaching

## Email 7

**Subject Line A:** *“Complete Your Spark Series – Special Offer Inside”*

**Subject Line B:** *“Master Every Sales Conversation – 25% Off”*

**Hi [First Name],**

You’ve worked through **Spark Launch**, and I hope you’re already seeing the power of a structured approach in your calls.

It’s not just about completing a course—it’s about becoming the kind of **sales professional** who:

✅ Leads conversations with clarity and purpose.
 ✅ Qualifies opportunities quickly to focus on real deals.
 ✅ Guides buyers with confidence and precision.

If you want to keep building that edge, I want to make it easy to **complete your Spark Series**.

**For the next 7 days only, you can get 25% off all remaining Spark Accelerators. Here’s how each one addresses real sales challenges:**

✅ **Struggling with objections that stall deals?** **Spark Reframe** trains you to redirect objections with calm, controlled responses that keep momentum alive.

✅ **Calls running too long without real commitment?** **Spark Flow** gives you a proven 30-minute framework to keep meetings focused and advance the deal.

✅ **Getting surface-level answers in discovery?** **Spark Discovery** sharpens your questioning skills to uncover real needs and drive meaningful, qualified conversations.

Use code **SPARKCOMPLETE** at checkout to claim your 25% discount:

👉 [**Complete Your Spark Series Now →**]

This offer is valid for the next 7 days only.

If you’re not sure which one is the best fit for where you are right now, just hit reply and tell me about your sales goals. I’ll help you figure out the right next move.

—

Cheers,
 **Tarun Denniz** Founder, AscendX Coaching