

PORTFOLIO DELIVERABLE · EMAIL LEAD GENERATION FUNNEL

Beacon Solar New England 5-Email Nurture Sequence

*From free assessment lead to booked consultation:
strategy, full copy, timing, and benchmarks.*

Prepared by Nicholas Bushell · NBP Strategy · nbpstrategy.com

Spec work: fictional brand created to demonstrate lifecycle email strategy and copywriting.

Funnel Strategy Overview

The sequence converts a low-commitment lead (a free solar savings assessment request) into a booked consultation. Every email maps to one stage of buyer psychology, and no email asks for more commitment than the lead has earned.

The funnel logic:

- 1. DELIVER - Fulfill the promise instantly and set the next expectation.
- 2. EDUCATE - Reframe the cost of waiting (rate inflation, incentive step-down).
- 3. PROOF - Neighbor-level social proof beats national statistics.
- 4. OBJECTION - Kill the #1 objection (upfront cost) with financing math.
- 5. CLOSE - Deadline-driven ask with a genuine reason-why.

Sequence rules:

- Exit trigger: booking a consultation removes the lead from the sequence immediately.
- All emails send Tuesday-Thursday windows except Email 1 (instant trigger).
- Plain-text visual style with a single CTA button: higher deliverability, reads personal.
- Every subject line is A/B split 50/50; winner promotes automatically after 4 hours.

Benchmark targets (solar lead-gen vertical):

Open rate	Target 48-55% sequence average (vertical median: 41%)
-----------	---

Click-thro

The Instant Delivery

Send timing	Immediately on form submission
-------------	--------------------------------

Strategic

EMAIL BODY

Hi {FirstName},

Your free solar savings assessment is officially in the queue - our analysts are pulling your roof's satellite imagery and your utility's current rate schedule right now.

Within one business day, you'll get a short report with three numbers:

- 1. What your roof can realistically produce (not a brochure number - yours)
- 2. What that production is worth per year at {Utility} rates
- 3. Your payback timeline with every 2026 incentive you qualify for

One thing you should know up front: about 1 in 5 homes we assess shouldn't go solar yet, and when that's the case, your report will say so in writing. We'd rather be right than make a sale.

Talk soon,
The Beacon Solar Team

[VIEW A SAMPLE REPORT]

P.S. If your report raises questions, you'll be able to book a free 15-minute call with the analyst who wrote it - not a salesperson.

The Cost of Waiting

Send timing

Day 2, 10:00 AM local

Strategic

EMAIL BODY

Hi {FirstName},

Quick question while your assessment is fresh: do you know what your utility charged you per kilowatt-hour three years ago?

Most people don't - which is exactly how 8-11% rate increases keep slipping through. New England's average residential rate has climbed double digits in two years, and the regional grid operator has already filed for more.

Here's what that means in plain numbers for a typical home in your area:

- Average annual savings with solar: \$1,400
- Federal tax credit still at 30% (steps down after 2026)
- Every 12 months of waiting = roughly \$1,400 + a shrinking credit

Solar isn't right for every roof. But if your report comes back positive, the single most expensive thing you can do is nothing.

Your report is on the way - keep an eye out.

The Beacon Solar Team

[SEE HOW THE INCENTIVES STACK]

The Neighbor Proof

Send timing

Day 4, 10:00 AM local

Strategic

EMAIL BODY

Hi {FirstName},

Maria R. in Cranston almost deleted our first email.

She'd already survived two door-knocking solar salesmen that summer, and she assumed we were the same pitch with better graphics. Her words, not ours.

Then her assessment came back:

- Roof production: 9.4 kW system, minimal shading
- Year-one savings: \$1,620 (82% of her annual bill)
- Payback: 6.8 years, with panels warrantied for 25

What changed her mind wasn't the savings number. It was page four - where we flagged that her roof would need one section reshingled first, and told her to do that before signing anything with anyone.

"They told me to spend money with a roofer before them. That's when I trusted the rest of the report."

Her system went live in March. Her first full bill after: \$31.

Your report tells the same kind of truth about your roof - whichever way it cuts.

The Beacon Solar Team

[[READ MARIA'S FULL STORY](#)]

The Objection Killer

Send timing

Day 7, 10:00 AM local

Strategic

EMAIL BODY

Hi {FirstName},

The most common reason people ignore their solar report isn't skepticism about the technology. It's this sentence:

"We can't afford a \$25,000 system right now."

Completely fair - except almost nobody pays that way anymore. Here's the structure most of our customers actually use:

- \$0 down solar loan, 25-year term
- Monthly payment: typically \$95-140
- Current average electric bill in your area: \$185-240

Read those last two lines again. For most qualifying homes, the loan payment is LOWER than the bill it replaces - from month one. The 30% federal credit then comes back at tax time and most customers apply it straight to the principal.

You're already paying for power every month, forever, with no end date. The only question is whether those payments keep renting electricity or start buying the system that makes it.

Your report includes your exact financing scenarios on the last page.

The Beacon Solar Team

[SEE MY FINANCING SCENARIOS]

The Honest Deadline

Send timing

Day 11, 10:00 AM local

Strategic

EMAIL BODY

Hi {FirstName},

This is the last email in this series, so here's everything in one place.

Over the past two weeks you've received:

- Your personalized savings assessment
- The rate-increase math on waiting
- A real customer report from your area
- Your \$0-down financing scenarios

One honest piece of housekeeping: your assessment is built on your utility's current rate filing and the 2026 incentive schedule. We hold each analysis for 14 days - after Friday, both inputs may shift and your numbers would need to be re-run.

If solar makes sense for your roof, the next step is a free 15-minute call with the analyst who wrote your report. No slides, no pressure - just your questions answered by the person who did the math.

If now isn't the time, no hard feelings - we'll be here when it is, and you can re-request an assessment anytime.

[BOOK MY 15-MINUTE CALL]

Either way - thanks for letting us look at your roof.

The Beacon Solar Team

Measurement & Optimization Plan

What gets measured:

Per-email	Open rate, CTR, unsubscribe rate, spam complaints, subject line A/B winner
-----------	--

Funnel-le

Optimization cadence:

- Weekly: subject line winners promoted; losers archived to a swipe file with performance notes.
- Monthly: lowest-CTR email gets a full copy revision and re-test.
- Quarterly: sequence timing test (Day 2/4/7/11 vs. compressed Day 1/3/5/8) on a 20% holdout.

Tools this sequence deploys on:

Built platform-agnostic. Deploys as-is on HubSpot, Klaviyo, Mailchimp, or ActiveCampaign. Merge fields shown in {braces}; exit triggers and A/B logic configured per platform capability.

Portfolio spec work. Beacon Solar New England is a fictional brand created by Nicholas Bushell (NBP Strategy) to demonstrate lifecycle email strategy, conversion copywriting, and funnel measurement design. nbpstrategy.com