SAMPLE TEMPLATES USING

THE BARN AT PENROSE ESTATE

Triple Touch System Example Collection

Reading about the Triple Touch system is one thing—seeing it in action is another. These example templates from The Barn at Penrose Estate show you exactly how Sarah transformed a challenging venue story into compelling, conversion-focused follow-up strategy.

These templates aren't meant to be copied word-for-word (unless you happen to own a barn with a century-old murder mystery!). Instead, use them as your blueprint for creating templates that showcase your venue's unique story and superpowers.

Ready to see the Triple Touch system in action? Let's dive into the templates!

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First Touch: Automated Response Template

Subject: Your Love Story Begins at The Barn at Penrose Estate 🌹

Hi Elizabeth and Adrian,

Thank you for your interest in The Barn at Penrose Estate. Your inquiry has me already imagining the possibilities for your celebration in our historic 1923 venue.

While I personally review your vision for your special day, I'd love to share something unique with you - the captivating Story of the Penrose Spiral, a tale of both true crime and enduring love that has made our venue one of North Carolina's most intriguing wedding destinations: *Read The Penrose Spiral Manuscript*

You can also take a virtual tour of our grounds here:
https://thebarnatpenroseestate.showit.site/

- Explore our beautifully restored barn with its signature spiral motifs
- Wander through our moonlit grove
- Discover our romantic outdoor ceremony spaces

Our most popular "Timeless Romance" package begins at $12,000 and includes:

- 10-hour exclusive venue access
- Getting-ready suites for both wedding parties
- Custom lighting design
- Vintage-inspired lounge furniture
- Professional venue coordinator
- Ceremony rehearsal time

Ready to experience the magic in person? **Schedule your private sunset tour here:**
https://thebarnatpenroseestate.showit.site/contact

I'll be in touch personally within 24 hours with more details about bringing your vision to life at Penrose Estate.

Warmly,
Sarah Penrose
The Barn at Penrose Estate

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Second Touch: Personal Response Template

Subject: Your Romantic Vision + The Barn at Penrose Estate

Hi Elizabeth and Adrian,

I loved reading about your dream of a candlelit wedding! I've recorded a quick personal video showing you how we could bring that vision to life at Penrose Estate, especially focusing on the special first dance idea you described: [LINK TO PERSONAL VIDEO]

I think you'll be captivated by our original 1923 architecture and the way we've woven subtle romantic elements throughout the space - from our signature spiral motifs to the delicate vintage chandeliers that cast the most beautiful light for photos.

Would you like to experience the magic of Penrose Estate in person? I'd love to give you a private tour at one of these times:

- 9/15 at 6:30 PM (perfect for our signature "golden hour" tour)
- 9/17 at 5:45 PM
- 9/23 at 6:00 PM

During your tour, we'll end with a special candlelit wine tasting in our historic loft space, where you can sample local wines while watching the sun set over the estate grounds. It's a guest favorite moment!

Let me know which time works best for you - I can't wait to show you around!

Warmly,
Sarah Penrose
The Barn at Penrose Estate

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Third Touch: Follow-up Template

Subject: Sunset, wine, and wedding dreams at Penrose Estate

Hi Elizabeth and Adrian,

Just wanted to make sure you received my previous email about touring The Barn at Penrose Estate. I know wedding planning can feel overwhelming at times, and I'm here to make this part of the journey special for you.

If the tour times I suggested don't work with your schedule, I'm happy to arrange a private showing at a time that better suits you - including weekends or evening tours. Our candlelit wine tasting experience will be waiting whenever you visit!

Would an alternative time work better for you? Just hit reply or click here to see our full calendar: *https://thebarnatpenroseestate.showit.site/contact*

Looking forward to helping you discover the magic of Penrose Estate!

Warmly,
Sarah Penrose
The Barn at Penrose Estate

P.S. Have you read the Story of the Penrose Spiral yet? Our couples tell me it adds such a special dimension to their celebration here. *Read The Penrose Spiral Manuscript*

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Pro Tips for Using these Templates

1. Personalization Points

- Reference specific details from their inquiry
- Mention relevant seasonal elements
- Customize the "magical moment" based on time of day
- Adjust tone based on couple's style (more mysterious/romantic vs elegant/classic)

2. Key Elements to Notice

- Consistent branding throughout
- Building intrigue with each touch
- Clear calls-to-action
- Unique value propositions
- Balance of practical info and storytelling

3. Customization Guide

Remember to adjust:

- Pricing details
- Package inclusions
- Available tour times
- Seasonal offerings
- Special experiences

4. Photo/Video Integration Tips

Include links to:

- Season-specific galleries
- Time-of-day specific photos
- Relevant styled shoots
- Personal video tours

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How to Adapt these Templates

1. For Morning Tours:

- Replace sunset/candlelit elements with "morning light" and "breakfast treats"
- Adjust timing language accordingly
- Consider offering coffee/tea service instead of wine tasting

2. For Weekend Tours:

- Adjust timing references
- Mention weekend-specific activities
- Consider family-friendly elements if appropriate

3. For Off-Season:

- Highlight indoor spaces more
- Focus on weather-independent features
- Emphasize special off-season pricing or inclusions

From Murder Barn to Your Venue

If Sarah can make couples excited to visit a venue nicknamed "The Murder Barn," imagine what you can do with your charming vineyard, historic mansion, or waterfront pavilion. The principles remain the same—only the story changes.

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