



Closed-lost Nurture Sequence

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Email 1

Timing: (+0)

Subject: Thought this might interest you

Sender: {Opportunity Owner}

Hi {First Name},

I wanted to pop in and let you know about some updates with Manifest Climate's software. Given our past conversations, I thought you might be interested.

Right now, it's easier than ever to assess your climate maturity and identify what actions are needed to ensure your business is positioned for climate resilience and well-aligned disclosures.

My current favorite feature of our software: Not only can you benchmark your disclosures against other companies, but **you can also identify gaps down to an action item level.**

How would it feel to *know* your company is doing everything it can to not only address its climate risk – but to actually turn it into a [competitive advantage](#)?

To know exactly where you stand in comparison with your peers?

And to know your disclosures are fully aligned and backed by an always current methodology, so that you're prepared for whatever future regulations may throw at you?

{First Name}, where do you think {Company Name} stands on its climate-readiness? I'd love to carve out some time to talk about your priorities for the remainder of 2023 and to fill you in on the update details that will be most useful to you. Has anything changed since we last spoke?

Best,

{Opportunity Owner}

Manifest Climate

Email 2

Timing (+1)

Subject: Is {Company Name} telling its best climate story?

Sender: {Opportunity Owner}

Hi {First Name},

The financial materiality of climate risks has come into sharper focus. Organizations unprepared to manage the risks associated with the transition to a low-carbon economy *will* undergo losses.

As [the climate connection to business' bottom line](#) becomes stronger, so increases the clarity around the idea that this is a challenge that goes well beyond sustainability departments. Stakeholders are taking notice, and CFOs are feeling the pressure.

It's not just ESG anymore.

**Climate is the mega risk that regulators, investors, and consumers are most critically focused on.**

Stakeholder expectations and demands are clear, and private companies are not immune. Even those not yet feeling investor pressure are likely to have supply chain obligations that demand some kind of disclosure.

Here's what I'm seeing: businesses that are forthcoming with their climate data are winning favor across the board.

Disclosing in alignment with the latest regulations and recommendations is a signal to stakeholders that you're prepared — or are actively working toward preparedness — to manage the risks associated with the global climate transition.

This is a pivotal moment in the economic landscape. Many companies are already acting, and reputations are at stake.

So let me ask you, {First Name} — is {Company Name} telling its best climate story?

{Opportunity Owner}

Manifest Climate

Email 3

Timing: (+4)

Subject: What's up with the SEC?

Sender: {Opportunity Owner}

Hi {First Name},

As I'm sure you know, the US Securities and Exchange Commission (SEC) is expected to finalize its highly-anticipated climate disclosure rule any day now.

Once announced, things will quickly evolve.

The proposed rule closely aligns with the Task Force on Climate-related Financial Disclosures (TCFD), the world's premier climate reporting framework. Once released, it will require all US-based and foreign private issuer companies listed on US exchanges to disclose their:

- Climate risks and their material impacts on companies' businesses, strategies, and outlooks
- Climate-related governance and risk and management processes
- Greenhouse gas emissions
- Certain climate metrics and related information in their audited financial statements, and
- Information on their climate targets, goals, and any transition plans

Essentially, **companies must disclose information on their climate-related risks that are reasonably likely to have a material effect on business.**

So what does it all mean?

Companies need to:

- A) Develop organization-wide climate competence and
- B) Prepare themselves to develop disclosures that are aligned with global regulatory standards

Manifest Climate's disclosure review is backed by an always current methodology and 360-degree coverage. It covers criteria from *all* regulatory bodies, accounting for 200+ elements of effective climate risk and opportunity management.

We'll assess your alignment and give you clear recommendations on how to improve.

These changes will usher in a whole new era of transparency in capital markets – and now is the time to get ahead. {First Name}, is this a conversation you'd like to re-open?

Best,

{Opportunity Owner}

Manifest Climate

Email 4

Timing: (+7)

Subject: Something to consider

Sender: {Opportunity Owner}

Hi {First Name},

A few days ago, I reached out to you about the need for businesses to prepare for the SEC's upcoming climate disclosure rule.

When that drops, I'm guessing there will be a number of companies that are looking to consultants to help get their disclosures in order.

In the quickly evolving landscape, and with companies already waiting for consultants to complete their disclosures, it's reasonable to expect that these could be out of date by the time they're received.

Listen to this: 61% of US executives said they'll spend more than USD \$750,000 to align with the SEC's new rule in its first year.

I want to offer you a better — and cheaper — way.

Instead of waiting months on consultants, what if you could have a disclosure review report complete with clear recommendations and become SEC-ready in *only two weeks*?

Our software leverages climate expertise, data, and AI to create reports that are more efficient, accurate, and comprehensive than those out of a traditional consultancy.

**They're up to 50% less expensive, too.**

{First Name}, let's talk about how {Company Name} is preparing for the SEC's upcoming rule.

All the best,

{Opportunity Owner}

Manifest Climate

Email 5

Timing (+11)

Subject: Take the guesswork out of climate management

Sender: {Opportunity Owner}

Hey there,

{First Name}, this is what I'm hearing over and over again:

"We know action is required, but we're not sure what to do next."

Analyzing gaps in your climate management is one thing. The real challenge lies in *identifying how to move forward*.

- What will have the most impact?
- Are you focusing on the right things?
- How can you prepare your organization for the inevitable climate transition?

Staying abreast of business-relevant climate updates is a full-time commitment in and of itself. Even businesses with dedicated climate, ESG, and sustainability staff have a hard time keeping up. Kind of takes time away from doing any actual *actioning*.

But imagine this:

Two weeks from now, you sign into your Manifest Climate workspace and know *exactly* where you stand. You know how aligned you are with global regulatory requirements. You know what your peers are disclosing. And, you have a clear, comprehensive action plan based on data-driven recommendations at your fingertips.

**This is all with no work on your part.** And perhaps more important – no guesswork, either.

What do you say, {First Name}? Can I take this off your plate?

{Opportunity Owner}

Manifest Climate



Email 6

Timing: (+16)

Subject: Climate management needs to go beyond metrics

Sender: {Opportunity Owner}

Hi {First Name},

**Today's markets value climate-friendly companies.**

Investors want a complete story, and so do consumers.

The tracking and reporting of quantitative data is only a piece of your climate story. Without the how and why behind your metrics, they're just numbers.

It's the process, strategy, and structures behind your reporting that will position your business for resilience – and enable you to not only successfully navigate the climate transformation – but emerge as an industry leader in the transition.

Excuse the cliché but... Where there is risk, there is also opportunity. (I know, sorry).

Good governance, a solid strategy, and careful risk management are foundational for effective action. The process of putting these structures into place will also allow you to evolve your climate story **and communicate it to stakeholders**.

Manifest Climate provides you with an action plan. We then take it a few steps further by helping you to *manage and integrate* the plan into your business model.

By integrating climate planning into your processes – rather than relying on surface-level metrics – you'll have well-aligned disclosure practices. But your efforts will also [create real value](#).

Would you like to connect early next week? I have some thoughts on how we could position {Company Name} to capitalize on its climate opportunities.

Cheers,

{Opportunity Owner}

Manifest Climate

Email 7

Timing: (+22)

Subject: Climate disclosures are table stakes

Sender: {Opportunity Owner}

Hi again, {First Name},

Things have been getting real. The European Union's (EU) incoming sustainability and climate reporting rule is expected to affect over 10,000 foreign companies, according to [research](#) from global data provider Refinitiv.

Of those companies, 31% are in the United States (over 3,000!), 13% are in Canada, and 11% are in the UK.

**The window to leverage climate risk and opportunity management as a competitive edge is closing.**

Mandatory climate disclosure requirements are quickly approaching, and they're not going away. Investors are also increasingly demanding that companies report their climate risks and opportunities.

These combined pressures are making climate disclosures table stakes.

But getting started *now* could solidify your business as an industry leader.

Many companies have announced climate targets (net zero by 2050, anyone?), but few have outlined credible transition plans that will allow them to manage their risks and meet those targets. This is where {Company Name} could come out ahead.

What do you say, {First Name} – are you ready to lead the charge?

{Opportunity Owner}

Manifest Climate

Email 8

Timing (+29)

Subject: {First Name} as climate champion

Sender: {Opportunity Owner}

Hi {First Name},

I know I've already touched on this – and I think you likely agree – but it's worth reiterating:

**Climate risk planning is not just a challenge for sustainability teams.** It's time to get other departments involved, if they're not already.

Our Climate Risk Planning (CRP) software will provide {Company Name} with institutional continuity. It will help you build climate competence across every department and integrate climate management into the foundations of your business strategy. With everyone on the same page and solid foundations in place, you can take effective **action**.

So, how can you get your team on board?

You need to play the role of climate champion, {First Name}.

If it were me, I'd start with the finance department and move out from there.

This is what they need to know:

- Financial risks associated with climate change have come into sharper focus
- Climate change is the mega risk that regulators, investors, and consumers are most critically focused on
- CRP software is the most efficient, accurate, and cost-effective way to prepare your organization for a climate-adjusted future

There is a huge amount of climate information to keep up with in order for companies to make informed decisions about how to move forward. Tracking this data is one thing, but gleaning decision-useful insights from it is another.

But it doesn't have to be a painful process.

With Manifest Climate, you could have a comprehensive disclosure review and a data-driven action plan to move you forward on your journey in *only two weeks*.

I'd love to talk about how we can help you. Are you open to discussing what's changed in your ecosystem since we last spoke?

Best,

{Opportunity Owner}  
Manifest Climate