

Short

WELCOME EMAIL SEQUENCE



1. WELCOME

2. RELATE

3. EDUCATE

4. TRANSITION

5. PITCH

NOTE: To access quick links to each email, click “View” in the top menu (underneath the file name), then “Show document outline”.

Email #1: Welcome

DELIVER THE FREEBIE – *Send as soon as someone signs up for your freebie*

Send this email immediately after a subscriber opts-in to your lead magnet. Depending on your email service provider this would be as soon as the subscriber joins your tag/group/list or is added to your form.

The goal of this email is to welcome the subscriber to your community and deliver the freebie to them. Whether they signed up for a downloadable PDF, video training, spreadsheet, audio file, or template, you want to make sure that they open it up.

Add a few bullet points that drive home the quick results they’ll get by downloading your lead magnet. (You don’t have to reinvent the wheel here, just grab the bullet points that are already on your landing page.)

Once they see the positive results, they’ll be more likely to open your next email to get even MORE positive results. Ultimately, this will lead to them purchasing your products.

You also want to seed future emails here – give them a peek at what’s coming tomorrow (your story) and tell them to keep their eyes open for it.

Subject: Here it is! Your download [or name of lead magnet]

Hey there *[name]*,

I just want to say a big hello and a huge welcome! You've snagged one of my most popular *[checklists, templates, ebooks]*.

You can download *[name of the lead magnet + link]* right here.

Here's why you should dive in right away:

- Huge benefit #1
- Huge benefit #2
- Huge benefit #3

Oh and, I'm *[name]* in case you're new here! I'm crazy passionate about *[helping them do the thing they want to do]*.

You can see what I mean in this *[name of niche topic blog post or video + link]*.

I've been *[doing what you do for over X years]* and I know what it takes to *[achieve their ultimate goal]*.

And what's more is I can show you how to do the same thing using the exact strategies and techniques I've been using for *[the past year, years, XX months]*.

All of them give you clear and simple ways to *[accomplish their biggest goal]* without *[thing they don't like to do or feel, e.g. stress, time, overwhelm, money, shooting in the dark]*.

So here's what you can expect from me.

Each week, I'll be sending you my BEST tips, strategies, and "aha" moments for what's working now in *[niche topic]*.

So you'll want to keep an eye out for those, starting tomorrow.

I'm going to share how *[I/my client achieved a milestone they want to achieve – this is the "transformation story" you'll be sharing in tomorrow's email]*

I know you're going to want to hear how *[I, my client]* did this - it may be exactly what you need right now to *[get the big win they want]*.

[signoff]

P.S. Come say hi on Instagram! *[or wherever you hang out with your audience, FB group, etc]*

P.P.S. (Optional and should be used for offers priced at or discounted to \$49 or less.)

If you really want to supercharge your results, take a look at *[name of your product or program related to your freebie]*.

This is my action-packed *[program, course, ebook]* that gives you a stupid-simple accelerated process for *[achieving a really big outcome]*.

That means you'll discover how to *[do this thing they want to do]* and *[do this other thing they want to do]*.

Best of all, I'm going to show you how to do all of this using a simple and repeatable process that you can use whether you're just starting out or have been at *[topic]* for a while.

I'll even sweeten the deal for you and give it to you for \$27.

[That's 70% off the regular price of \$99.]

But only for the next 2 days.

Click here to learn more about *[name of product or program]*

Email #2: Relate

SHARE YOUR STORY – Send 1 day later

This email is where you share your story and turning point as it relates to the thing your subscribers want to achieve for themselves – the thing that you will teach them to do in your product.

You don't have to mention your offer just yet. We're just laying the groundwork here. Essentially you want to say, "I know how you feel, I've been there too. Here's how I solved it."

The first part of your story is your struggle – it should be the same thing they're struggling with right now. You want them to think, "Yes! That's me!"

The second part of your story is the turning point. Sharing how you overcame it will help them shift their mindset to, "I can do that too!"

If you haven't personally gone through the transformation that your product offers, share a story from a client you helped.

Examples:

If your business is about fitness, your story could be about how you finally discovered a workout and schedule you can do regularly, and how it motivates you to stay toned and fit.

If your business is about creating websites for others, your story could be about how you transformed your 'pretty' website into a marketing machine that generates leads and sales, and the difference that has made to your business and bottom line.

If your business is about teaching others how to use Instagram, your story could be about how intimidated you felt starting out and how you finally found a posting style/frequency that worked and scaled your business.

If your business is about teaching others how to win new clients, you could tell a story about how you had no idea how to get new clients beyond your friends and family, and after cracking the code on social selling you finally created a pipeline of endless leads.

Subject: You are NOT alone

Ever feel like you're running in place when it comes to *[the thing they really want to achieve]*?

I mean, there you are doing everything you can do to *[zero in on your life's purpose, get traffic to your website, bring in new leads]* but you're still not getting the results you want.

And there's so much noise out there, but none of it fits *you*.

Have you ever experienced that?

Your head spinning from all the guides, ebooks, blog posts and videos you've googled...

The blank stares you get whenever you try to talk about *[the thing they want to do or where they're stuck]*.

Those quiet moments of "should I even be *doing* this?"...

Have you been there?

It sucks, right?

I want you to know that you're not alone. In fact, *[feeling the way they feel right now]* is something that *[entrepreneurs, professionals, people - how you refer to your tribe]* struggle with every day.

And I've been there too...

From *[doing this thing that they've tried that didn't work]* to *[doing this other thing they've tried but didn't work]*, I've struggled to come up with something that fit my *[routine, schedule, needs, situation, goals, etc]*.

So, I totally get what you might be feeling right about now.

And it's enough to make you want to *[give up before you start, throw in the towel, change paths altogether]*.

Then it finally hit me...

If I wanted to *[do X]*, what I really needed to do was *[Y...something they don't realize they need to do to achieve X... e.g., hang out with positive people, post regularly on LinkedIn]*.

Once I *[describe 2-3 specific shifts you made in your routine or mindset that changed everything for you, and will change everything for them too]*, everything changed.

Those are simple (but not-so-obvious shifts!) that made ALL the difference.

[Describe your 'after' state – this is the biggest result they want. Describe how you felt, what your days were like, how you or your business grew after you made the shifts you just mentioned].

[signoff]

Email #3: Educate

GIVE THEM TIPS + STRATEGIES – *Send 1-2 days later*

So they opted in to your insanely helpful lead magnet, and today you're going to build on that with more tips and strategies about your topic.

It's GIVING day.

It's also a big PIVOT day. Your tips will help them shift their mindset so that they will be able to see the relevance of your program or offer. Provide them with useful strategies on your product's topic. Give them even MORE positive results and continue positioning yourself as the expert.

Think: "What simple actionable tips can I share to inch them toward their desired outcome?" --> Bonus if you can point them to a freebie, video or blog post related to your product.

Examples:

If you teach about breathwork, these quick tips might be about how to prevent panic attacks. Give them 3 exercises they can do this month to destress and nurture their mind and body.

If you teach young women how to become leaders, this might be a tip that shows them how to find their purpose and passion, feel more confident, and build authority in their niche.

If you are a business coach, you might share a quick tip on how to niche down and zero in on their ideal customers who would value their coaching enough to pay premium prices. You could even include a printable PDF 'target audience' profile for them to fill out.

The idea here is that you are giving them some quick wins, which will start opening their eyes to the value of your product's topic.

Subject: 3 [Niche Topic] Tips You Can Implement in Under 5 Minutes - *or* - My best kept secrets about [niche topic]

Hey [Name]!

It's [Your Name]. Keeping my promise I made yesterday and sending you 3 [niche topic] tips? Well, here they are!

Every week I share tips and training *[in my Facebook group, Facebook page, Instagram, YouTube]* that will help you *[achieve a really big milestone]*.

I wanted to pass these tips on to you so you can take advantage of these little techniques that can make a big difference!

Tip #1 - [*\[Insert a relevant how-to video or post plus the title + link\]*](#) This *[video / post]* shows you exactly how to do that and it's a tip most people don't know.

Tip #2 - [*\[Insert a relevant how-to video or post plus the title + link\]*](#) This quick *[video / post]* will walk you through the process.

Tip #3 - *[Insert a third quick tip... share how it will help them get the results that they want]*.

There you have 3 quick *[niche topic]* tips to help you *[achieve a really big outcome]*! Hope you enjoyed them.

Try them out and let me know what happens.

I'm in your corner!

[signoff]

P.S. That last tip is straight from my *[program/ebook/course, Product Name]*, and it's a game-changer.

For example:

[Insert a client testimonial here if you have one].

For a limited time I'm offering *[Product Name]* for only \$27.

[Click here to learn more and grab your spot. *\[insert link\]*](#)

Email #4: Transition

SHARE TESTIMONIALS – Send 1-2 days later

There are two templates you can use for this email: A) a success story from a client who got great results with your training; or B) your own story about how you got great results with the methods you teach.

It all depends on whether you have testimonials for your product yet.

Either way, this is the email where you start really positioning your product as their solution.

Success story emails are best told as a struggle filled with frustration and failed attempts... and then finally success thanks to your product or methods. You're going to focus on the methods you or your customer embraced to achieve results...with your product as the delivery vehicle.

Then, share the methods you/your client embraced to achieve results, which is a perfect setup for your product as the delivery vehicle.

This is the perfect email to elaborate on your product.

Version A: Client Success Story

Subject: How [Name] [accomplished a big goal they want too] – or – A story I just had to share with you

"[Start with a great quote from a client in place of your normal greeting]."

That's what [Customer Name] said after she [achieved a really big result from your program].

But here's what's funny...and inspiring.

[Less than a year earlier, a few months ago she] had no idea how to [reach the outcome you teach].

And I have to say... there's a part of me that's envious of how quickly she's been able to go from [what was their 'state' before purchasing your product or working with you – e.g, zero pageviews, 3 panic attacks a week, complete uncertainty about her career] to [her amazing 'state' now – e.g., 30,000 pageviews a month, completely stress-free, confident and clear].

It took a LOT longer for me to really get the key ingredients figured out. So that stings a bit. :)

Seriously, I'm so excited for her.

[Customer Name] avoided a lot of the mistakes I made years ago... and that's why I wanted to share her story with you.

[Dig deeper into her 'Before' state... What were her struggles?... how did she feel?... what did she want to do more than anything else but didn't know how?]

Now, she stays hyper focused on *[share one or two methods you teach that deliver huge results - e.g., Pinterest clicks, daily breathwork exercises, staying in one lane].*

Here are some "behind the scenes" observations I've made about *[Customer Name]* that contributed to her fast success.

[In these next few paragraphs, you're going to share three critical 'success' habits. You can use the ones below or come up with new ones. Either way, make sure you weave in your product and CTA... see #2 below as an example].

#1 => *[List the first success habit here - e.g., She invests in herself].*

[Share why this habit is important for growth].

#2 => *[List a second success habit here - She takes action quickly].*

After she went through my *[program/course/ebook]*, she immediately jumped into action and started *[list some of the steps your students will need to take to see results].*

Oh and...

Speaking of taking quick action - make sure you grab my *[program/ebook/course]* today or you're going to lose the special deal... which means it's only \$27 for a limited time. The price will go back up soon and I don't know when or if I'll offer it again at this price. I want to be sure you don't miss that opportunity to *[achieve your end result].*

But this special deal is over soon. Very soon.

[Click here to learn more and grab it now >>](#) [add link]

#3 => *[List a third success habit here - e.g., She starts with a plan].*

Having a specific goal is important ... but just as important is taking the RIGHT action at the RIGHT time.

[Customer Name] didn't wing it.

She followed the action plan that I provide in *[Product Name]* and she followed it to a T.

She tuned out everything else and focused on what I guided her to do next.

And as a result she was able to free herself from *[what is the thing they're doing right now that they don't want to do]*. Now she *[can do the thing that she really wants to do]*.

This is not unusual. I know you can do it too! :)

[signoff]

BTW - It's never been a better time to check out *[Product Name]* because for a limited time (hint hint) you can still grab it for only \$27 so you can really implement it for over 70% the regular \$99 price.

[Click here to grab *\[Product Name\]* now before the price goes back up.](#) *[insert link]*

Version B: Your Personal Success Story

Subject: How to *[accomplish a big goal your subscribers want to achieve]* – or – *How I solved [a big problem your subscribers have too]*

Hi *[Name]*,

Ever wish you could skip the whole *[something they're not getting results with but really need – e.g., social media, finding customers, dieting, building authority, meditation, yoga]* thing?

If you've been struggling to get results, you're not alone. In fact, figuring out *[their biggest struggle – e.g., how to use social media, how to find customers, the right way to diet, the perfect meditation routine]* was a huge struggle for me too.

And I've definitely earned my "screw-up" stripes *[or, I've definitely learned the hard way]*.

From my total rookie moves:

...like the time I *[tried this technique that didn't work]*...

...or the whole *[month, year]* I spent focusing on *[this technique that didn't work]*...

I can honestly say I tried EVERYTHING.

Honestly, I don't know how I pulled through the *[frustration, worry, anxiety]* of it all and kept going.

I was *[fed up, stressed out, all alone – other frustrations and heartaches you experiences]*. Nothing was working. To say that I was one step away from giving up my dream of *[niche topic]* is an understatement.

It wasn't until I *[reference an event that triggered your turning point]* that I started to *[see results, feel calm, gain confidence – a huge milestone they want to reach]*.

Now, I stay hyper focused on *[reference one shift you teach that delivers huge results – e.g., Pinterest clicks, daily breathwork exercises, staying in my 'lane']*.

There are some other mindset shifts I've made that have contributed to my success.

[In these next few paragraphs, you're going to share three critical 'success' habits. You can use the ones below or others that are more relevant to your niche. Either way, be sure to weave in your product and CTA (see #2, below, as an example).]

#1 => *[List one 'success' habit here – e.g., I invest in myself]*.

[Share why this habit is important for growth].

#2 => *[List a second 'success' habit here – I take action quickly]*.

Once I see the solution, I jump into action. The first thing I did was *[list some of the steps your students will need to take to see results]*.

[THIS NEXT PITCH IS OPTIONAL]

Oh and...

Speaking of taking quick action - make sure you grab my *[program/ebook/course]* today or you're going to lose the special deal...which means it's only \$27 for a limited time. The price will go back up soon and I don't know when or if I'll offer it again at this price. I want to be sure you don't miss the opportunity to *[achieve your end result]*.

But this special deal is over soon. Very soon.

[Click here to learn more and grab it now \[insert link\]](#)

#3 => [List a third 'success' habit here - e.g., I start with a plan].

Having a specific goal is important ... but just as important is taking the RIGHT action at the RIGHT time.

I stopped winging it!

I followed a simple action plan (the same one that's inside [Product Name]) and I followed it to a T.

I tuned out everything else and focused on what I had to do next.

And as a result I was able to free myself from [a pain point they're experiencing right now - e.g., long hours, overwhelm, fear]. Now I have [the solution - e.g., more time for me, total control, 100% confidence in my plan].

There's nothing secret or fancy about those methods I just shared. Most of us just need a little nudge to put it into play.

[This #1 desired outcome] is totally within your reach. You can do it. :)

[signoff]

BTW - It's never been a better time to check out [Product Name] because for a limited time (hint hint) you can grab it for only \$27 so you can really implement it for over 70% the regular \$99 price.

[Click here to grab \[Product Name\] before the price goes back up. \[insert link\]](#)

Email #5: Pitch

TELL THEM ABOUT YOUR OFFER – *Send 1-2 days later*

Now that you have built your know/like/trust factor with your new subscribers, it's time to really pitch your offer!

This email should be direct and concise. You don't need to include links to any additional content, the purpose is JUST to drive them to your sales page where they can find out a little more about the product and make a purchase.

So we're going to:

- ***Tell them what you have for them***
- ***Let them know how it will help them***
- ***And say, Here's what to do next (link to your sales page or sales video)***

You don't need to add a ton of extra detail, like "Get it now, while you can still get a spot". Just pique their interest and get them to click on your link.

So keep this email simple and short.

Be confident in what you're offering. You just spent a bunch of days giving them valuable content that will help move them forward and achieve their goals. Most people will be fine with getting a short, concise sales offer (especially for a relevant product) after getting such great content from you.

Plus, you've been subtly mentioning your product in the emails, so it's not going to be completely new for them.

And if they're not okay with it, let them unsubscribe. :) They're not perfect clients for you, and that's okay.

Subject: The *[niche]* solution you've been looking for – *or* – A special invitation for you, *[Name]*

Hi *[Name]*!

If you feel like you've been *[doing this thing that isn't working – e.g., creating multiple lead magnets, trying to find your audience]* but you're *[unable to achieve their desired result – e.g., building your list as fast as you need, still unsure who you serve]*...

I'm here to tell you that you may be closer than you think.

Why?

Because I've dedicated *[Product Name]* to the very important topic of *[niche topic that solves their problem]*.

It's a *[insert the deliverables – e.g., a 47-page workbook, a step by step course with 10 training videos and 4 workbooks]* that will help you *[insert the big outcome your product promises]* and *[insert another big outcome they want]*.

Here's a peek at what you'll learn...

- *[Thing they'll learn/get #1]*
- *[Thing they'll learn/get #2]*
- *[Thing they'll learn/get #3]*
- *[Thing they'll learn/get #4]*
- *[Thing they'll learn/get #5]*

So if you're ready for more *[insert the ultimate transformation your subscribers want – e.g., freedom and leverage in your business]*...

And if you're done playing it small and *[something they don't want – e.g., trading your time for dollars, remaining invisible to your audience]*...

And you want to get in there and *[something they really want to achieve – e.g., create your highest-converting offer ever, build your platform, create a list of 1,000 ready-to-buy subscribers]*...

Take a look and check out *[Product Name]*.

[signoff]