

Long WELCOME EMAIL SEQUENCE

1. WELCOME

2. RELATE

3-6. EDUCATE

7-8. TRANSITION

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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 start 'seeding' future emails. Give them a peek at what's coming tomorrow (your story) so that they keep their eyes open for it.

Subject: Here it is! Your download (or name of lead magnet)

Hi [Name]!

So happy to have you here! You are going to get one of my FAVORITE tools ever: the FREE *[Name of Lead Magnet]*.

This is exactly how I *[share the results you've gotten from implementing what you share in your lead magnet – e.g., shaved off 20 hours of my work week]* so I KNOW it works.

Access *[Name of Lead Magnet]* below.

>> [DOWNLOAD HERE](#) <<

Why is this *[ebook / planner / guide]* so important?

Great question! *[Insert your answer here – e.g., Every month / week I sit down and plan my marketing so that I know exactly what to post and when].*

You have to have a *[plan / strategy / system]*.

I mean, you wouldn't *[do something the hard way – e.g., hop in the car without directions]*, would you?

Of course not. You'd *[do it the easy way – e.g., choose your destination and then select the quickest way to get there]*.

That's exactly what this *[ebook / template / planner / guide]* will help you do.

FYI - I'm *[Your Name]*, in case you're new here! I'll be sending you my BEST *[niche topic]* tips and strategies to *[reference what your tips will help them achieve]*.

The first of those is coming your way tomorrow...

Be sure to keep your eyes open for the subject line:

"[Insert the subject line of tomorrow's email]"

[signoff]

P.S. Come say hi on [Instagram](#)! *[insert link]*

P.P.S. If you're ready to take things one step further specifically for your *[niche topic – e.g., business / marriage / health]*...

There's still time to jump on this limited opportunity to get my *[OTO Name]* for only *[\$XX]*.

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, no worries. Share a story from a client you helped. You're positioning yourself as the expert here, so it needs to come from personal experiences in one way or another.

(If you need help with this email, refer to the Common Triggers Cheatsheet.)

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: Do you need advice on *[niche topic]*? Open up!

“[Share an original quote... your first thought when you reached your “enough’s enough” moment or a big “aha” moment related to your product’s topic – e.g., “OMG what is that BULGE hanging out over my pants?”, “That’s it, I’m done pretending I’m okay with this”, or “WOW, I can really do this!”, etc.]”

I’ll never forget the moment it all hit me.

[Give context here... describe where you were, what triggered your a-ha moment, and what you decided to do right then and there].

That’s when I got real about my *[niche topic]*. I realized that I *[something they don’t want – e.g., wasn’t reaching my full potential, wasn’t living my best life, wasn’t being true to myself, had put on more weight than I thought]*.

Something had to give...

So I decided to change everything... *[what exactly did you change?]*

It wasn’t easy, but it forced me to rethink my approach to *[niche topic]*.

Here’s what my daily routine looked like *[or, here are the steps that had the biggest impact]*:

- 1- *[Instead of the “old” way of doing things, I did this...]*
- 2- *[Instead of worrying about X, I focused on this...]*
- 3- *[Instead of another “old” way, I did this...]*
- 4- And finally, I just kept *[share the game-changing thing you did consistently, every day]*.

That last one was really my tipping point. *[Elaborate on why this was so effective]*.

The fact that I could *[an empowering statement here – e.g., manifest what I really wanted in my life / business / relationships and make them real]* totally blew my mind.

And today, *[share your results – these are the big, big results they want that your product promises]*.

So if you’re still struggling to *[achieve a niche-related result]*, you may just need to refine your strategy. Small tweaks can have BIG results!

You can do it!

If you have any questions about anything I just shared, or about *[niche topic]* in general, hit reply and let me know. I'm here to help.

You got this. :)

[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 a big GIVE 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, these might be 3 tips that show 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 3 quick tips 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.

--> Bonus if you can point them to videos or blog posts about each tip.

Subject: Your free gift is waiting for you! – or – How to actually *[achieve their desired outcome]*

Hey *[Name]*,

Keeping my promise here and sending you my best tips on *[niche topic]*...

[Click here to *\[watch / read\]* it now >>](#) *[Feel free to change this to a blog post, freebie, podcast, or content related to your product and the lead magnet they downloaded].*

It's all about *[share three 'soundbites' about what you teach in your post or video]*.

It'll save you from *[a big headache / frustration they don't want]*.

Enjoy!

[signoff]

P.S. I'll be sharing some other awesome *[niche topic]* tips with you in the coming days...

But if you're "that's great, *[Your Name]*... but I need to *[achieve the result they really want]* NOW, please help!"...

Then I want to invite you to skip the freebie and...

[Check out my powerful *\[niche topic\]* *\[ebook / workshop / course\]* \(it's only *\[\\$XX\]* and CRAZY GOOD!\)](#)

Email #4: Educate

MORE TIPS – Send 1-2 days after email #3

Subject: My best kept secrets about *[niche topic]*

Hey *[Name]*,

When you look at where you are now in relation to your dreams, they might seem so far away.

But they're absolutely doable.

So whether you're driven to *[achieve this goal]* so that you can *[what is their Why – e.g., run your while traveling from Costa Rica to Brazil]*...

... Or you dream of *[the status they want – e.g., speaking at TED talks and having hundreds of fans hanging on your every word]*.

...the key is to start small and make steady progress.

You don't have to do it all at once.

When you start taking action, small steps push you closer to the finish line.

Check out this *[blog post / video]* about [\[topic and link\]](#). It's full of actionable tips you can start using TODAY to *[achieve a goal related to your product's topic]*.

I'm all for a quick win. Get started with *[blog post topic]* and get one step closer to *[their end goal]*.

[signoff]

P.S. The fact that you downloaded *[Name of Lead Magnet]* tells me that you're an action-taker.

You can still fast-track *[the outcome your OTO promises]* when you grab *[OTO Name]*.

But this limited time offer is going away soon. Don't miss out!

[Click here to grab it now >>](#) [insert link]

Email #5: Educate

MORE TIPS – Send 1-2 days after email #4

Subject: My best training – *or* – This sound familiar?

Hey there!

[Yesterday / A few days ago] I shared the first of my free trainings... **Did you see it?**

If you missed it, it might be hiding out in your junk folder with the subject line: *[insert the subject line from your last email]*.

Today, I've got another free training for you!

[Click here to watch it now >>](#) *[Feel free to change this to a blog post, freebie, podcast, or content related to your product and the lead magnet they downloaded].*

Grab a drink and your favorite notebook and pen...

...and get ready to discover just how easy it is to *[do this thing they really want to do]* and *[do this thing they really want to do]*.

In this video, I'm revealing:

- How to *[something you teach in your training]*
- Why you need to *[another thing you teach]*
- The *[fastest / best]* way to *[another thing you teach]*

[Here's that link again >>](#) *[insert link]*

[signoff]

P.S. Do you want *[the outcome your OTO promises]*?

It's yours! Check out this page to claim it before the price goes up (which won't take long)

[signoff]

Email #6: Educate

MORE TIPS – Send 1-2 days after email #5

Subject: How to actually *[achieve their desired outcome]*

Hi *[Name]*,

Quick question for you...

Are you excited about the thought of *[the big vision goal they really want to achieve – e.g. doubling your Instagram following in a month]*?

Through the power of *[the strategies and techniques you teach in your product]*?

Buuuut, maybe you're also a little worried that *[a big objection that stops them from taking action – most objections are related to lack of time, money, or confidence or some other fear]*.

If that's you, you're going to love this next *[video / blog]*.

I'm sharing simple, effective ways to:

- *[Overcome their 'time or money' objection – e.g., Grow your following in 10 minutes a day, Grow your following without hiring expensive social media managers]*
- *[A quick win that sounds easy – e.g., Zero in on your perfect niche, find your inner peace]*
- *[Feel the way they want to feel right now – e.g., Feel focused and clear]*

So that you can have *[their ultimate really big outcome – e.g., more freedom, more peace, more money, more time, more joy]*.

[Click here to watch it now >>](#) *[Feel free to change this to a blog post, freebie, podcast, or other content related both to your paid product and the lead magnet they downloaded]*.

If you're still worried about *[restate their big objection or pain point]* after watching this video...

Just reply to this email and let me know. I'll answer any questions you have :)

But I'm pretty sure this video will break it all down for you so you can *[achieve the outcome they want]* quickly.

[Here's the link again >>](#) *[insert link]*

[signoff]

P.S. If you're wishing you had...

[Big outcome #1 – e.g., more confidence in your skills and passions]

[Big outcome #2 – e.g., clarity about your career path]

[Big outcome #3 – e.g., more leverage and visibility]

Instead of *[the 'old' feeling they don't want – e.g., confusion and overwhelm, feeling like no one 'gets' you]...*

...then I'm offering a step-by-step *[system / formula]* to do just that!

You can still grab *[OTO Name]* for only *[\$XX]* (that *[XX%]* off the regular *[\$XX]* price!)

But this deal is only available for the next few days.

[Click here to grab yours now >>](#) *[insert link]*

Email #7: Transition

OVERCOME THEIR OBJECTIONS: *Send 1-2 days after email #6*

This email is going to break down any myths your subscribers may believe related to your product's topic. Myths are really limiting beliefs cloaked as sales objections, and they can hold people back from purchasing your product and getting their desired result.

You don't have to address EVERY limiting belief, just zero in on one. It should be one that you can quickly transform into an empowering belief.

In the P.S. of this email, you can – and should – link to your product.

Examples:

If you teach about meal planning, you can address the belief that meal planning takes too much time and effort. Tell them about your simplified and repeated meal plan that's a super simple, no-brainer they can throw together in under an hour.

If you teach course creators how to use Instagram to sell their courses, you can crush the limiting belief that there's no ROI in Instagram by walking them through the effective and strategic way to pre-sell and launch their course that they probably don't know.

If you're an interior designer and teach women how to makeover their homes, you might dispel the myth that they need to spend a lot of money by sharing 3 ways to totally transform their bedroom or living room that cost less than \$100.

What you're doing here is helping your subscribers to shift their mindset so that they can see their opportunities, and how your product will help. And you're going to back up your 'truth' with proof from your own experience and the experience from your clients.

The idea here is that you are continuing to build your 'expert' status and shift your subscribers' mindset as it relates to your product or program. Remember that hitting objections straight-on in a relatable story will make it easier for you to sell your products later on.

Subject: I used to believe this... not anymore

So there's a thing *[experts in your niche]* don't teach very often.

I have no idea why -- especially since it's an incredibly powerful way to *[achieve a big outcome your subscribers want]*.

Maybe it's because this topic isn't exciting or sexy enough.

Maybe it's because they're not really sure HOW to teach it -- they just blindly stumbled into it and aren't sure how to recreate it.

Or maybe it's because they've never been able to do it for themselves in the first place.

(Cause goodness knows I've seen plenty of "*[niche topic]* gurus" who get this totally wrong.)

Wanna know what I'm talking about?

*I'm talking about **[achieving the outcome that your product promises]**.*

Yes, *[niche experts]* talk all day long about how to *[insert a milestone your subscribers want to hit]*... but they rarely tell you what to DO next. (Or they just give you tactics to *[one small part of the whole strategy – e.g., sell to them, increase your followers, get more likes]*.)

And *[niche experts]* talk about *[reaching the big outcome your subscribers want]*... but you never actually know if they've experienced that kind of success firsthand.

[Insert your subscriber's biggest dream – e.g., building a business, writing a novel, being a leader, meditation] is SO much more than just [this small part] and [this small part]. It's [this important part that your subscribers are likely not thinking about], [this other important part] and [this other important part].

Sounds mysterious, right?

It's actually pretty straightforward.

Instead of focusing on *[the one small part]*, turn your attention to *[this step that you teach]* and *[this step that you teach]*.

With those two ingredients you can easily make this magic happen in your own *[niche]*.

[signoff]

P.S. This is your official *[XX]*-hour warning, friend!

The offer to grab *[Product Name]*, and have *[the big outcome they'll get with your product]* expires really soon.

So, are you ready to not only get *[the ultimate transformation they want - e.g., more freedom, more sales, etc.]*...

And do so with my *[step by step roadmap / support and guidance]*...

Don't let this opportunity pass you by.

[Do me a favor and check out *\[Product Name\]* before it goes away. >>](#)

Email #8: Transition

SHARE SUCCESSES: *Send 1-2 days after email #7*

In Email #2 you shared your transformation & success story. We've also been seeding other emails with success stories and case studies.

So what better way to bookend your sequence than with an entire email dedicated to a case study? Cause nothing seals the deal better than other people sharing their amazing results with your product. (It's one thing for YOU to say how amazing you are... everyone ELSE saying it too is a dealmaker!)

This email is best told as a struggle filled with frustration and failed attempts... and then finally their 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 course or program as the delivery vehicle.

Ideally, you'll tell the story of a client who got great results with your training. But if your product is brand new or you don't have testimonials just yet, no worries. Just share your own success and results using the methods you teach.

Include a link to your product.

Subject: *[Name], how are you making out with [Name of Lead Magnet]?*

Hey *[Name]*,

Have you had a chance to look through *[Name of Lead Magnet]*!

Even better, have you started using it to *[get the results you promise in the lead magnet]*?

If you're really serious about *[the big outcome they want]*, I want to invite you to check out *[Product Name]*.

The *[lead magnet they downloaded – checklist / blueprint / ebook, etc.]* will help you *[take this big step toward their goals]* and *[this other big step toward their goals]*...

But if you really want to *[insert the really big outcome they want]*, you need *[Product Name]*.

You'll have a step-by-step *[roadmap / system / blueprint]* so that you can *[restate their biggest outcome]*.

If you want to see some great results from *[Product Name]*, take a peek at this:

"[Insert testimonial]"

"[Insert testimonial]"

Pretty crazy, right?!

The best part is, I'm giving it to you at the amazing price of only *[\$XX]* (*[\$XX]* value)!

>> This special deal expires soon, so grab it now while you can <<

[signoff]

P.S. This super limited opportunity is only available for the next few days...[click here before to grab it now!](#) *[insert link]*

Email #9: Pitch

CART CLOSING: *Send 1 day after email #8*

This is the last day of your sequence. And it's the only day you're going to email your subscribers more than once to let them know that your special offer is ending so they don't miss it.

Remember that most subscribers won't see all of today's emails. So you're going to give them two final opportunities to purchase.

Email #9: This email lets your subscribers know that your special offer is ending tonight and it's the last day to grab it before the price goes back up. You're going to remind them of the results they'll get and any extra perks and special bonuses.

Email #10: Send this email 12 hours after email #9. With this one you'll remind them of the benefits and results they'll get PLUS include testimonials to help get them over the fence and purchase.

Subject: Whoa! We're down to the wire

Hey [Name],

[insert countdown timer]

I'm a little surprised you didn't jump all over this:

[Name of One Time Offer] [insert link]

If you really want to [achieve the outcome they really want].

Then this is the ideal first step.

For only [\$XX]...

Remember: not only will it help you [achieve a milestone – e.g., organize and plan your week].

But it will also help you [stop something they don't want or like – e.g., ditch distractions and overwhelm that stop you from reaching your goals].

You literally could be *[reference their really big outcome – e.g., crushing your goals 10x faster]*.

So GRAB IT NOW before it gets lost in the shuffle of life :)

[YES I WANT IT >>](#) *[insert link]*

Speak soon!

[signoff]

Email #10: Pitch

LET THEM KNOW THERE'S JUST A FEW HOURS LEFT: *Send 12 hours after email #9*

Subject: *[Name]*, you're about to miss out!

Hey *[Name]*!

[insert countdown timer]

This is your last chance to grab *[OTO Name]* for only *[\$XX]*.

[Grab *\[OTO Name\]*](#) >> *[insert link]*

I don't want you to miss out and have to figure it out on our own...or pay full price later.

Believe me, it took me *[months / years]* of trial and error to *[achieve the promise your OTO delivers]*...

Sometimes it felt like I actually was being whacked over the head with my mistakes. :)

From my humiliating false starts:

...like the time I *[share something you tried that didn't work]*.

...or the time I *[share something you did that was a major blooper]*.

I can honestly say that it's been a rough and tumble ride piecing together what works.

And I **wasted so much time and money** trying to figure it all out...

I don't want that to happen to you. I created *[OTO Name]* to save you the time, money and headache.

[Jump in now before it's too late](#) >> *[insert link]*

[signoff]

P.S. Remember: not only will it help you *[achieve a milestone – e.g., organize and plan your week]*.

But it will also help you *[stop something they don't want or like – e.g., ditch distractions and overwhelm that stop you from reaching your goals]*.

You literally could be *[reference their really big outcome – e.g., crushing your goals 10x faster]*.

So GRAB IT NOW before it gets lost in the shuffle of life :)

[Get started now! >> \[insert link\]](#)