Research: 📄 Reiki Research/ Welcome Sequence

Welcome Email Sequence

1 Email/ Lead magnet
Purpose: Build relationships and give the value/bait the prospect signed up for.

Where is the reader: He is probably currently awaiting his email/ or will look for it later, so the subject line must be something that the prospect will see easily and know that this is his gift.

Where do I want them to go? What is the objective of this piece of copy?:

The objective of this email is to make give value because it will build relationships and make them want to read the next email.

What do they need to feel, see and experience to get from where they are now to where I want them to go?

Firstly make them glad that they signed up and haven't missed the opportunity, make them excited for the gift, and tease the next content that will help them on their journey.

Get them from a stranger to a prospect that likes and trusts the brand.

#EMAIL 1

SUBJECT LINE: 77 Chakra Affirmations For Clearing Limiting Beliefs

Hello, [name]

I'm Nannete and I welcome you to our Reiki Healing Community!

I hope this email finds you in good spirits and with a curious mind ready for inner harmony and well being

Here, you will find how to clear out the subconscious beliefs that hinder you from the highest version of yourself.

And The 77 Chakra Affirmations is your first step into releasing blocked energy and healing your mind, body, and soul.

Easy to follow, these affirmations will guide you to let go of the past, clear out the negative energy, and improve your well-being.

The day will begin with you bouncing off the bed, ready and excited for the day, your mind calm and peaceful ... Feeling good because you have ditched all the bad habits and patterns.

Think about looking in the mirror and seeing a renewed and happy individual looking back at you - one who feels worthy and complete.

All set to attract wealth, romance, or abundant energy to you with ease and grace.

So click below to download, and create a harmonious and loving relationship with yourself.

Link