

Example E-mail Sequence

E-mail 1: Welcome E-mail (Day 0 - Immediately after Subscription)

Subject Line: *Welcome to the Community of Future Parents!*

Body:

Hello *|NAME|*,

We are pleased to welcome you to the community of parents who deeply care about the future and success of their children.

You access more information on our programs, workshops, and more, [here](#).

By submitting your e-mail to us, you've subscribed to our mailing list. Rest assured that your e-mail address is safe with us. We care about your privacy and safety and won't share or sell it with strangers.

We know you are a busy parent. You likely wear many hats and have lots of responsibilities to handle. Therefore, we'll send you a weekly update on articles, interesting facts, events, hot offers, and other things that you may find interesting.

Best regards,

*** Team

E-mail 2: Personal Connection (Day 1)

Subject Line: *Do Schools Teach Our Children The Skills For Success?*

Body:

Hello *|NAME|*,

As parents ourselves, we notice that children don't always like school and learning. They start with massive enthusiasm in Grade 1, but then... How many times have you heard that "school was boring today"?

Learning doesn't need to be boring. Our children spend 12 years of their life in school. They should be able to enjoy and have fun while learning crucial life skills. But there are so many

important life skills (link to the article on crucial life skills children don't learn at school) that they never actually learn in school.

Sadly, changing the entire school system can be hard or even impossible. Most likely, it's out of our control.

However, what we can change is how our children spend time after school. They can watch pointless cartoons, but they can also spend time thinking, experimenting, and creating with like-minded children. (And we know how hard it can be if our children hang out with the wrong people.)

Would you agree with that?

Regards,

*** Team

E-mail 3: Benefits(Day 2)

Subject Line: *Special Offer: STEM Skills: What's the Big Deal?*

Body:

Hello *|NAME|*,

Everyone, from teachers to successful entrepreneurs, emphasizes the importance of STEM skills. These are skills in science, technology, engineering, and math.

It takes about 10 years to master a skill, and the earlier our children start working on their passions, the sooner they'll be able to turn their passion into profit. Think about it.

An average human starts working on their future career in college. If they need 10 years to master it, then they'll reach their maximum competence level around the age of 30.

Sadly, many can't work on their dreams at this age because they will have established families and are financially responsible for them.

However, if they were able to get a head start at the age of 10, they would be fully professional in their field even before they graduate from college.

Isn't that a great way to set yourself up for financial independence and success?

Best,

*** Team

E-mail 4: Social Proof (Day 3)

Subject Line: *Scientists Are Becoming Younger! What Can Parents Do?*

Body:

Hello *|NAME|*,

Have you ever wondered how old America's youngest scientist is? If you haven't, take a moment and make a guess.

Ready?

The answer is 11. That's how old Gitanjali Rao, a girl from Colorado, was when she won Discovery Education and the 3M Young Scientist Challenge in 2017. She invented a device that could more accurately detect lead levels in the water.

She came up with her idea while she was watching how her parents were testing the amount of lead in water.

That is astounding proof that our children have immense potential. They simply need the right circumstances and stimuli to develop their talents.

Best,

*** Team

E-mail 5: Sale (Day 5)

Subject Line: *Special Offer: Build Your Children's Future Today!*

Body:

Hello *|NAME|*,

Hope you've been having a good (and easy) week and have had the time to take a look at the brochure that we sent you.

We know that you profoundly care about your children's future and want the best for them.

The good news is that you don't need to help your children achieve that alone.

To show appreciation for your hard efforts as a parent, we'd like to offer you a X% discount for your first month with ***.

RELEVANT LINK

Be sure to grab it quickly because the offer expires in X days.

Yours,

*** Team

E-mail 6: Reminder (Day X)

Subject Line: *Still Interested? Your Special Offer Expires Soon!*

Body:

Hello *|NAME|*,

Hope that you are doing well.

We've noticed that you've not acted upon our offer yet. We'd like to remind you that there are still X days left until it expires.

Here's the link to your offer in case you've lost the previous email: RELEVANT LINK

Best,

*** Team

E-mail 7: Reminder (Day XX)

Subject Line: *Hurry Up! Your Special Offer Expires Today!*

Body:

Hello *|NAME|*,

We'd like to remind you that our special offer expires today. There is still some time left, so make sure you secure it soon: [RELEVANT LINK](#)

Yours,

*** Team