

Who am I writing to?

I am writing to business owners who've been closed and we're taking on board as agency clients.

They've already signed the contract to work with us. They're already our customers

Where are they at now?

They will be sent the email onboarding campaign 1 hour after they've signed the contract.

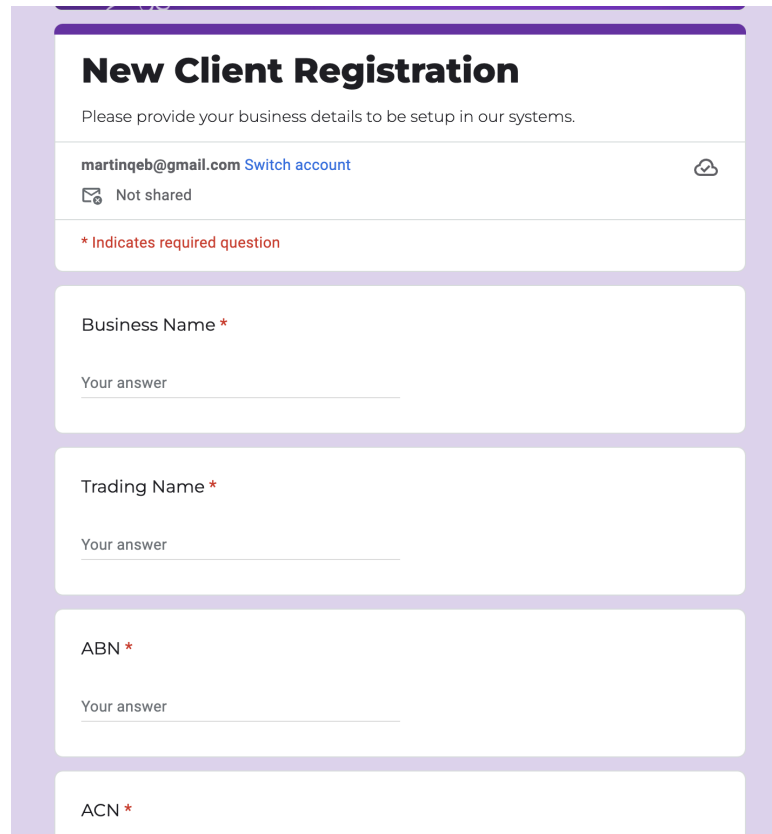
They are at the stage of the funnel where we're gonna start talking strategy.

Our customers likely hate this part of the process because of how tedious and boring going through the on-boarding process of agencies is.

Where do I want them to go?

We want them to take the following actions:


- Fill out the form below so we can input their information onto our system.




The image shows a 'New Client Registration' form. At the top, it says 'Please provide your business details to be setup in our systems.' Below this, there's a section for the user's email, 'martinqeb@gmail.com', with a 'Switch account' link and a cloud icon. A status indicator shows 'Not shared' with a lock icon. A red asterisk note states '\* Indicates required question'. The form then has four input fields: 'Business Name \*', 'Trading Name \*', 'ABN \*', and 'ACN \*'. Each field has a 'Your answer' label and a text input line.

## New Client Registration

Please provide your business details to be setup in our systems.

**martinqeb@gmail.com** [Switch account](#) 

 Not shared

\* Indicates required question

Business Name \*

Your answer

Trading Name \*

Your answer

ABN \*

Your answer

ACN \*

- Download the guides for giving us admin access to their system.
- Give us access to their systems (i.e. admin access to websites, access to their social media, google profile, google ads manager etc...) so we can manage their accounts.
- And book a strategy call with us so we can discuss our plans on how we're gonna go about their campaigns and so they can give us a good amount of insight into their target customers.

What do they need to experience to go from where they are now to where I want them to go?

Since a lot of the onboarding that digital marketing agencies do is boring, I'm certainly going to try my best NOT to be boring.

What they need to experience after every email is they need to gain more and more familiarity and trust with us.

What they need to NOT experience is as if our agency sees them as a simple transaction who's only there to help us pay our bills.

So I want them to know us better but at the same time I don't want to bore them with details about us that they don't care about – I want them to know us better in a way that lets them know what we can do for them.

I also want there to be excellent storytelling and a good sense of humour.

It has to be as simple as humanly possible – avoid overcomplicating it. We don't want clients being confused and overwhelmed and ending up calling us anyway.

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## **All in one email:**

**SL** - Welcome aboard! Let's get your brand Hoppin!

Hey [Client Name],

We're very excited to have you on board! 🚀

Think of us as your strategic partners to reach new heights.

But before we get started, here are some steps you need to take:

**Step 1:** Fill out the short form with the link below so we can set you up into our systems.

**[Button that leads to the forms]**

**Step 2:** Download these handy guides for granting us access to your systems (i.e. websites, social media, google profiles, whichever one of our services that you chose)...

Then follow the steps in the guide to give us admin access so we can take the wheels.

**[Button to guides]**

**Step 3:** It's time to talk strategy! Book your strategy call to discuss your campaigns and share insights about your target customers so we can create content that's super targeted to them.

**[Button to Calendar]**

## Did you get lost along the way?

Simply reply to this email with your question or call us at [insert phone number] and we'll be right there.

Once you've done all these steps and finished the strategy call with our team...

You can simply let us take it from there.

Let's make some magic happen!

[Email Signature]

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## All In One Email with more “Bunny-ness”...

**SL** – Welcome aboard! Now let's get those bunny ears twitching with results 🚀

Hey [Client Name],

We're very excited to have you on board!

Think of us as your secret weapons for out-hopping your competition.

And before we get started, here are some steps you need to take:

**Step 1: Hop on over to this form**

Fill out the short form with the link below so we can set you up into our systems.

**[Button that leads to the forms]**

**Step 2: Time for us to burrow into access**

Download these handy guides for granting us access to your systems (i.e. websites, social media, google profiles, whichever one of our services that you chose)...

Then follow the steps in the guide to give us admin access so we can take the wheels.

**[Button to guides]**

**Step 3: Let's map out your carrot patch (strategy call)**

It's time to talk strategy! Book your strategy call to discuss your campaigns and share insights about your target customers so we can create content that's super targeted to them.

**[Button to Calendar]**

### **Did you get lost along the way?**

Simply reply to this email with your question or call us at [insert phone number] and we'll be right there.

Once you've done all these steps and finished the strategy call with our team...

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Let's make some magic happen!

[Email Signature]

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**Follow Up 1: If Recipient failed to meet the conditions**

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**Follow Up 2: If Recipient failed to meet the conditions**

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**Follow Up 3: If Recipient failed to meet the conditions**