

NOTE: This sample welcome sequence is designed around a fictitious organization to show you exactly how I would write about YOUR organization.

Email #1: Send upon subscribing for email list/signing up for freebie

From: Andrew at Life By Design

Subject: Here's your free ebook, [FIRST NAME] 📁

Preview: Start loving your body (and your life) today!

Hey, [FIRST NAME], I'm so glad you're here.

My name's Andrew and I've been helping people discover their healthiest lives for the last 20 years.

I know it's hard to put yourself out there, hoping that maybe **this** time will be different. You've tried so many trendy diets and wore yourself out with so much cardio over the years...

I get it if you're feeling hopeless.

If you're sick and tired of feeling – well – *sick and tired*, you're in the right place.

So let's cut straight to it – here's your free ebook [5 Simple Steps to Love Your Body \(and Your Life!\)](#).

In this ebook, I share the **same five-step framework that has helped over 10,000 clients** finally discover the healthy lives they were designed to live.

Ditch the guilt.

Kick shame to the curb.

And take the next step – or the next 5 steps – toward your healthiest life yet.

Got any questions as you dive into the ebook?

Hit reply and ask away. Seriously. I'm here to help you reconnect with (and **actually** love) your body and your life.

Thanks again for subscribing. I promise I won't ghost you for months and then flood your inbox with 5 emails a day the week of Thanksgiving just to promote our Black Friday deals.



Instead, I'll be showing up in your inbox each week to guide you towards your healthiest, happiest life with:

💡 helpful tips and resources

🎁 relevant promotions and

🥳 encouraging transformations from fellow Healthy By Design members

So pat yourself on the back for taking the first baby step of many toward a life of renewed energy, freedom, and joy.

And welcome to our community! 🎉

Living life by design,

Andrew

P.S. Did you download your free ebook, [FIRST NAME]? Get [5 Simple Steps to Love Your Body \(and Your Life!\)](#) and start living life by design today.

P.P.S. I'll be back tomorrow to share about **the one family vacation that shaped the rest of my life**...but I wanna be sure this email gets to the right person.

Can you help me by hitting reply and letting me know you got this? Just a simple, "got it, Andrew" will do!

Email #2: Send 24 hours after Email #1

From: Andrew from Life By Design

Subject: The vacation that changed my life forever

Preview: ...and it can change yours, too.

Hey, [FIRST NAME],

Have you ever taken a family trip to Disney? ***cue instant stress***

📋 The meticulous planning so you don't miss a single thing.

😓 The waiting 90 minutes in line for a 90-second ride.

😓 The sweat and sunburn.

😓 The tiring tantrums – from kids *and* adults!



Let me tell you about ours...

I was a new-ish dad in the early years as a personal coach. My wife and I took our daughter to Disney World with my brother's family and my mom (aka Mama Sharon).

It was supposed to be a chance for Mama Sharon to spend time with her grandkids (we all live multiple states away from each other). But I quickly realized she wasn't getting the quality time she hoped for.

She was **too tired and too achy** to join us on most of the adventures.

Her **painful joints** kept her from picking up her grandkids.

And she avoided posing for any pictures because she felt **so down about her appearance**.

All week long I watched, feeling helpless, as my mom missed out on creating core memories with her family.

Seeing her like this broke my heart.

I wanted to help her rediscover a healthy and vibrant life, but I realized my approach to coaching wasn't enough. I couldn't focus on just counting calories and working off extra weight in the gym.

She had already been there, done that, and hadn't seen any lasting improvement.

I had to go deeper than that. So I dramatically shifted my coaching to help people like my mom live the life they were designed for. A life marked by healthy bodies AND healthy mindsets.

I approached my mom a few months later and she agreed to let me coach her – small win number one. I took her baby step seriously – *and so did she*.

A year later we went on another family vacation, this time to Ireland – *Mama Sharon's dream destination*.

And **this** time she was carrying her granddaughter around Dublin and walking along the Cliffs of Moher **without having to sit on the sidelines**.

She got to enjoy every minute and she didn't even bat an eye at taking family photos. She **insisted** we capture the memories.

[Picture of Mama Sharon and Andrew in Dublin]

I can't tell you how emotional it made me to see her life completely transformed.

She's the reason I began Life By Design, and she's the first person I coached through the Healthy By Design program – *before I even had a name for it*.

How about you, [FIRST NAME]?

Are you ready for a total transformation? **I've got good news for you...**

You don't have to go on a stressful or expensive vacation for your life to change.

If you haven't already, you can take that first baby step by downloading your free ebook [5 Simple Steps to Love Your Body \(and Your Life!\)](#).

And don't be shy – reply back with your thoughts and questions! I'm in your corner, rooting for you to discover your healthiest life possible.

Living life by design,

Andrew

P.S. [Healthy By Design](#) is now available as a self-paced course so you can experience the same transformation Mama Sharon and 10,000+ others have.

Email #3: Send 24 hours after Email #2

From: Andrew from Life By Design

Subject: Hey [FIRST NAME]

Preview: Can I ask you a question?

How are you doing today?

No, really. How are you ***actually*** doing?

Stressed out by the number on the scale?

Sacrificing your time with family to spend in the gym with not much to show for it?

Caught in a perpetual cycle of fad diets that don't get results?

Do you define your relationship with food as **“it's complicated”**?

Waking up each morning **exhausted** with **stiff, achy joints and muscles**?

Yesterday I opened up about how Mama Sharon (my wonderful mother) was my motivation behind the Healthy By Design program.

Because she was exactly where you are today.

She was **frustrated** and **discouraged** by how she looked and felt.

Her life was **missing the joy, freedom, and energy** she was meant to have.

But once she began the Healthy By Design program – *that all changed*.

Want to join Mama Sharon? **Reclaim your health and happiness** with the HBD program and start using my proven methods for:

- 💥 Breaking bad habits (for good) and creating new habits (that last)
- 🧠 Rewiring your mind so you can fight – and win – your biggest health battles
- 😋 Implementing a sustainable way of eating that you truly enjoy
- 🧘 Incorporating effective movements that strengthen your body (and mind)
- 🌴 And firmly rooting you in this new lifestyle so you can see **long-lasting results**

These methods might sound familiar if you've already started reading [5 Simple Steps to Love Your Body \(and Your Life!\)](#). 😊

I hope you're getting a lot of value out of your ebook. I created it for people *just like you* who are ready to start living a vibrant, healthy, and whole life – *without the weight of guilt and shame*.

Living live by design,

Andrew

P.S. I really do want to know how you're doing – so hit reply and tell me what's going on!

Email #4: Send 48 hours after Email #3

From: Andrew from Life By Design

Subject: POV: Your fave jeans finally fit again 🙌

Preview: without punishing yourself in the gym

Hey there,

In case you missed the previous email, I'm Andrew 🙌 and my mission is to help you rediscover the healthy life you were designed to live.

I'm stopping by your inbox today to share a quick story from Tara, one of our HBD members.

"Hey HBD fam!

I just want to celebrate some of the progress I'm seeing since I joined. First of all, let me tell you this is the first program I've actually been consistent with for longer than three months! I know that's not a lot, but for me...it's a big win!

I realized that my mindset has been shifting day by day. Instead of letting negative self-talk dominate my thoughts all day, I'm finally starting to speak to myself with compassion.

My relationship with food is changing too. I never realized how often I would pick up a diet coke or eat a chocolate bar just because I was feeling stressed or nervous about something. I still struggle with eating to cope with stress, but I'm more aware of it and using the tools from HBD to help me.

And I've been LOVING the gentle movements module. I've never been a fan of exercise. When I used to go to the gym five days a week, I always felt like I was punishing myself. These gentle flows are just what I need to stay consistent with moving my body every day. I can tell I'm getting stronger and I feel more energized when I wake up.

Plus my favorite jeans are feeling less tight and comfier than ever 🙌

Thank you Andrew and the HBD team! I'm almost 100 days in but I know what I'm learning will last a lifetime."



Stories like Tara's are EXACTLY why I created the Healthy By Design program.

Why do I share these inspiring transformations?

Because doing the work to reclaim your health and happiness is **hard** and you need to know **you're not alone in this journey**.

I share stories from our community members every week on [Instagram](#). Follow me there for more inspiration.

Living life by design,

Andrew

P.S. The [private HBD community](#) is full of inspirational people like Tara. We share our wins and help each other out, like one big family (without all the awkward holiday dinner conversations).

Email #5: Send 48 hours after Email #4

From: Andrew from Life By Design

Subject: 🚢 Struggling to turn the ship around?

Preview: You don't have to figure it out alone.

Mama Sharon discovered the joy of traveling the world and playing with her grandbabies.

Tara found the freedom of a healthy relationship with food (plus the thrill of wearing her favorite jeans again).

What about you, [FIRST NAME]?

Are you ready to discover the vibrant life you were designed for?

The [Healthy By Design](#) program is now available as a self-paced course. Let's break down everything you get when you join the HBD community:

- ✅ 40 videos to guide you through the **5-Step HBD Framework**
- ✅ Complete library of recommended **exercises based on your goals** (with video demos)
- ✅ Over 500 recipes for **quick and healthy meals** (including snacks, on-the-go, allergy-friendly, and kid-friendly options)
- ✅ Tools and resources to help you **master your habits for good**
- ✅ Membership in the private HBD community – where you can learn from and connect with thousands of people like you (**this is like fuel to the 🔥 for life transformation**)
- ✅ **Lifetime access** to all of the above (including all future videos, recipes, and tools)



Plus I have a bonus **just** for the amazing people who signed up for my newsletter – *psst...that means you!* 🙄

🎁 **6 months of access to weekly Live Q&As** (where I show up each week to answer all your questions about the program and your progress)

And because good things come in pairs...

🎁 The *first 5 subscribers who sign up each month* also receive a **1-hour virtual coaching session** with me.



We'll talk about your *hardest challenges* and *biggest dream goals*. By the end of the session, you'll be ready to dive into the program with a **personal plan for success**.

You know deep down that your body was designed to be healthy – ***you just don't know how to turn the ship around on your own.***

[Sign up for the Healthy By Design Program today](#) and we'll start steering that ship in the right direction. 🚢

I'm excited to see you in the HBD community.

Living life by design,

Andrew

P.S If this doesn't sound like a good program for you – no hard feelings. Seriously. I'd love for you to stick around so I can still send you helpful mindset tips, effective and fun exercises, and recipes you'll love.