

Onboarding Emails

EMAIL ONE

The aim of email one is just to deliver the lead magnet, I wouldn't include anything else as the main aim of the email is for them to check out the download.

When sent: immediately after opt in

Title: Here is your (whatever it is the opted in for)

Preview Text: Link inside

Email copy:

Hey (first name)

Welcome and thank you so much for requesting my (whatever it was), I really hope you find it useful.

Click here to get your download.

I really look forward to seeing what you think and if it helps you (what goal are they trying to get to or pain point to get over) I will be in touch in a day or two to see how you are getting on.

(Sign off)

EMAIL TWO

The aim of email two is to show the reader that you get them and understand their situation. This is also a great email to introduce you and what makes you special.

When sent: Day 2

Title: Let's get to know each other a bit better

Preview Text: I'll start!

Email copy:

Sometimes, emails can feel so impersonal, don't you think (first name)?

But as you will start to discover I like to see them as a two way communication with my amazing community!

I want you to know that I genuinely encourage you to hit reply and drop me a line whenever you feel like it. Let's break the ice and get to know each other better.

But I understand that, that may seem a bit odd as we don't know that much about each other yet.

So let me start...

(Include bio and maybe some fun facts, make sure you get in there something that proves you know what you are talking about or what your USP is)

There you go, me in a nutshell!

Now, I'm curious about you!

Why not hit reply and tell me a bit about yourself? Or connect with me on social media—let's continue this conversation over there! Here are my social links (Include your social links)

Until next time

(Sign off)

EMAIL THREE

In email three we add more value. This can be a link to a blog, podcast, another lead magnet or you can just put something in the email.

When sent: Day 4

Title: The main struggle when (what is another pain point)

Preview Text: This might help!

Email copy:

You know what (first name)

I have worked with so many (what would they call themselves) and as well as finding it hard to (what was the first pain point) many of them share with me that they also struggled with (what's another pain point)

They often talk about (go deeper into the paint point)

I'm curious, do you ever feel like that?

I have so many (tools tips strategies) to help with this and I have put them (in this blog, podcast, download, email) so click here to (what's the action)

Until next time

Sign off

EMAIL FOUR

The final email in the sequence can often be the email you give them the offer of your product / service. You would include a strong CTA.

When sent: Day 6

Title: The easy way to (what's the pain point)

Preview Text: Let me show you!

Email copy:

(First name) I'm sure you know by now that (relate to their larger pain point)

(You could then list out the main problems as bullet points)

I am amazed so many of us do it!

That's why I started the (what's the offer name?)

(The reason for starting and the outcomes you get)

As a (member/client/customer) you of (product name) will get access to ...

- List main sales points

I love seeing how my (member/client/customer) go from (pain point) to (deserised action)

And would love you to have that too!

Click here to find out more about the (product name)

If you have any questions about joining I would be happy to answer them, just hit reply and I will get back to you.

Sign off

P.S. I wanted to share with you what a few of the (member/client/customer) had to say about it.

(include social proof)