

Email sequence Parenting course

Who am I talking to?

I am talking to women that are new to being a parent. From 20-30 years old. They were working a 9-5 and now they take care of their child at home.

My avatar is Christine. She is 24 and has a 1 year old child. Her main problem is that it's really hard for her to manage her child's emotions. He's causing a lot of trouble and chaos and that makes her very tired, so she started asking advice from her friends, relatives...and nothing really resolved the problem like she wished. She thought that it would be a good idea to look online for advice and that's how she got into my funnel and now she is getting her first email.

Where are they now?

Current state:

- The child makes them tired (because of all the cries and tantrums)
- They want to understand their child's emotions and behaviors
- They are struggling with their children
- Every situation with their kids feels overwhelming (I am talking about the tantrums...bla bla bla)
- They want to learn more about how to make their child listen.
- Sometimes they run into barriers that can be frustrating.

Dream state

- They wish that they could have a better connection and understanding with their child.
- They want to be a happier and calmer family
- They wish that they could be a better parent

- They want to decrease the tantrums, the sleepless nights and the chaos

Problem aware because they are searching for a solution

Market sophistication Level 3 because they are coming up with new solutions and new ways to solve the problem

“3 ideas for when you’re child doesn’t respond to validations”

“3 lines every parent should know”

They signed up from the landing page so we can say that they already trust the company because they have seen all the testimonials and all that stuff(but I can improve this even more).

They might believe that the idea could work but this surely needs to be improved. Their “is the value worth it” question is pretty high because they are getting Free stuff and with very little effort.

Where do I want them to go?

I want to firstly give them some free value in the first email, after that I’m going to send them the Main product that I’m going to make as the best solution for them.

They might think that the cost is too high, that’s why I need to make them believe that this is all worth it.

I need to crank their pain/desire so I make them believe that this product is their best option, that’s how I will make them believe in the idea.

What are the steps I need to take them though to get them from where they are now to where I want them to go?

I will get their attention with good headlines that provide value for them or something that they truly want. Also creating curiosity will help me get their attention too.

I will increase their levels of belief in the product by telling them how they are now and how the future could look like. Pressing on their pains and desires

Email 1 (Welcome Email)

SL: Your Free Guide is Right Here!

Hey [Name]

Welcome, and thanks for signing up to our Community.

Here is your [FREE 3-Step Guide](#) where you will learn:

- Proven techniques to strengthen your connection with your child.
- Insights into understanding your child's behaviors.
- Effective strategies to encourage your child to listen.

Enjoy your Free guide!

P.S. In the next few days, I will show you some tips and tricks on how to decrease your child's tantrums and how to handle his emotions with a calmer approach.

Stay tuned!

Email 2 (Sales page DIC)

SL: Discover The Hidden Path to Peaceful Parenting!

There is a unique way to deal with your child's tantrums without getting angry or stressed.

This special way will help you overcome frustrating challenges you encounter with your child and will make you understand his unpredictable emotions and how to deal with them.

Don't miss out on this opportunity to transform your parenting experience.

[Click here to discover the secret to peaceful parenting and forge deeper connections with your child.](#)

Email 3 (Crack their pain)

SL: Become The Parent You Aspire To Be With These Simple Ticks!

Have you ever encountered challenges in parenting that pushed your patience and resilience to the limit?

Like dealing with constant tantrums, sleepless nights, and navigating through a never-ending chaos.

And when you finally grab a moment of free time, you find yourself tired and stressed, wondering if this will ever end.

If so, you're not alone, and we understand the challenges you might face.

But what if there was a way to deal with these challenges with a calmer approach, to actually understand your child's emotional swings and behaviors?

Picture this...

A morning without the dreaded tantrums over breakfast. Instead, your toddler happily munches on their cereal, eager for the day ahead.

Imagine a bedtime routine filled with giggles and cuddles, rather than tears and struggles. Your little one drifts off to sleep peacefully, leaving you with a sense of calm and contentment.

Make this peaceful dream a reality by clicking the link below and discovering how to become the parent you aspire to be.

[\[Link\]](#)