



WELCOME EMAIL SEQUENCE

Suggested Timeline:

Email 1- Immediately

Email 2- 24 hours later

Email 3- 24 hours later

Email 4- 48 hours later

Email 5- 72 hours later

EMAIL 1- Lead magnet delivery

Subject Line:

Snippet:

Hi {Name},

The purpose of this email is to drop off the lead magnet or freebie you promised the reader when they gave you their email address on your website or social media! It should be short, sweet, and to the point.

Tell them the value of this freebie and give them a sense of when to expect you back in their inbox.

-Your signature

EMAIL 2- Welcome, your story, let them know what to expect, 1 next step

Subject Line:

Snippet:

Hi {Name},

The purpose of this email is to welcome people into your world and tell them about your brand. This email should be the longest email in the entire sequence because at this point, people are excited about your brand and want to know more.

Tell them how they can continue to interact with you: Follow you on Instagram, listen to a podcast interview you did, say hi on TikTok, etc.

-Your signature

EMAIL 3- Bonus resource or tip

Subject Line:

Snippet:

Hi {Name},

The purpose of this email is to educate on a certain topic that's applicable to their business. This could be the value of branding, the importance of brand strategy, or how to know when to outsource vs. DIY.

Then, give them 3-5 free resources like your blog, your social channels, more freebies, or a link to book a free consultation call.

-Your signature

EMAIL 4- Personal story, one more tip or resource, ways to work together

Subject Line:

Snippet:

Hi {Name},

This is your chance to tell a story about yourself, your business, one of your clients, etc. Help them get to know you better and understand why you do what you do.

NOW you want to tell them how they can work with you: What are your services? How much do they cost? How can they learn more information about them? This is a soft sell opportunity.

-Your signature

EMAIL 5- Recap what they've learned over the past five emails, what to expect from regular emails, special offer for email list

Subject Line:

Snippet:

Hi {Name},

Time to recap what you've learned together over the past few days and how often they can expect to hear from you moving forward.

If possible, give a special offer to your email list like a 10% discount or a free bonus when they book a certain package.

-Your signature