

Context: Day 0

Audience: New Leads (via Landing Page)

Timing: Automated Email Sequence (Upon Registration)

Schedule: 1 Day

Cadence: Mail immediately after registration

- **Primary Goal:** Delivering Garden Guide PDF (lead magnet).
- **Secondary Goal:** Get users to engage with email & increase awareness of the Lettuce Grow brand
- **Angle:** Deliver value and generate interest for future content/benefits. Encourage engagement and develop a good first impression so the prospect clicks on your next emails.

Send: Immediately After Registration

Meta Description: Here is the garden production guide you requested.

Subject Line Options:

[Contact Name], here is your Garden Production Guide

Your Garden Production Guide, [Contact Name].

Your Guide to Better Garden Production, [Contact Name].

Here's WHY Your Garden Could be Suffering.

Hi [Contact Name]!

We're Zooey Deschanel (Yes... the actress you know too well ;) and Jacob Pechenik, co-founders of LettuceGrow.com

We realized that we needed to change our broken food system, which is one of the reasons why we created our simple Garden Production Guide.

Thank you for signing up to the Lettuce Grow Newsletter!

[Get Your Garden Production Guide PDF](#) [insert pdf link]

Once you've got your garden producing fresh *Super Veggies*, you're going to need a recipe that will knock the socks off your family...

[Check out this Red Spinach Frittata video we made for you.](#)

You'll see how you can use your garden fruits & veggies to transform your kitchen into a 5 Star restaurant!

We're excited to help you elevate your gardening game to the next level.

Let's Get Growing,

Zooey and Jacob
Co-founders of LettuceGrow.com

P.S. Be on the lookout for an email with the subject line [insert subject line of next email]

It will give you important instructions that you **MUST** follow to make sure our gifts and emails don't get filtered into your spam folder. 😞

Why? Some email providers are very wary of emails from new senders, especially emails with links or attachments.

Which means...

You could miss out on valuable gardening information!

P.P.S. After reading your Garden Production Guide let us know...

1. Did you figure out why your garden isn't producing?
2. What level of gardener do you consider yourself? (Beginner, Amateur, Expert)

We appreciate hearing from you by email.

Could you hit reply and let us know? We're anxious to hear what you have to say!

Chat with you soon!