

Email Sequence mission.

1'st Email : Introduction Email

SL: The Change of Your Chess Journey

Congrats on taking the best decision of your chess journey.

Here is the number of your advisor that is going to help you reach your dream chess rating.

[whatsapp link here.](#)

See you with a higher chess rating soon.

Ch.ss.team.

2'nd Email: Giving the customer an upsell to make them achieve their goal faster.
The upsell is given as a discount on the premium version of the program.

SL: You Are Improving Already!!

We've been seeing your progress and it is already fast.

But do NOT FORGET that your goal isn't achieved yet.

Do not give it up now.

We still have work to do and fun to have.

You have to keep moving and increase your chess rating.

Keep up the progress!

Here is a gift from us upon your massive progress.

[click here to receive the gift.](#)

Talk to you soon,

ch.ss.team

3rd Email: A pure value email that keeps the customer engaged with the brand.

SL: Your Missed Puzzle Piece!

You are doing completely great with your progress.

BUT; there is something you've been missing.

A thing that can complete your beautiful puzzle.

You need to know HOW to Communicate with your advisor.

You need to explain HOW and WHAT you want to improve.

By communicating the best way; you can unlock a lot of levels that you've never even think you could achieve.

We offer you a free quiz to know what is your best way to play.

[free quiz here.](#)

See you in a higher rating next week,

ch.ss.team