

Onboarding Emails: Chris La Porte Portfolio

Onboarding emails can make or break a relationship a brand has with a potential customer. Not only do they need to start building trust, they also need to convert a sale (typically.)

Below are just a few examples of some of my best-converting onboarding funnels. Two are for author Jerry Jenkins, and the other is for Leverage Brands itself.

Jerry Jenkins — Fiction Quiz Result Onboarding

Let's start with the most successful.

Jerry Jenkins has a wide portfolio of products, but his fiction course, Your Novel Blueprint, is by far his biggest revenue generator. At a \$1997 price point, typical marketing logic dictates it should not be front and center in an initial onboarding sequence.

But after running A/B tests, the results don't lie. After overhauling Jerry's onboarding in September of 2022, I've produced \$191,716 in revenue to date (and increasing every day) in his onboarding, led by Your Novel Blueprint sales.

[You can see the copy itself by clicking here.](#)

Leverage Brands — How to Sell Digital Products Onboarding

Sometimes, I get to write and lead my team of writers at Leverage Brands to utilize their personalities to make emails seem much more personal. And it helps create an even deeper sense that this is just two people talking to each other.

Nurturing is a huge part of the success of an onboarding funnel, prepping leads for sales later. And this onboarding proves that small sales at the end are a great way to get conversions early.

[You can click here to see.](#)

Jerry Jenkins — 5 Days to Better Writing

Onboarding doesn't have to take weeks and weeks. We discovered that time was a huge issue for writers trying to finish their novels. So, I decided to make a quick mini course that acted as both an onboarding funnel and a lead magnet at the same time.

The content was so good that the sales push didn't have to hit very hard. This allows new leads to avoid that overwhelmed feeling and not be annoyed by too many sales emails. And it still converts! I've only been able to run this onboarding for 3 months, and we've already seen 73 sales.

[Check out the onboarding funnel \(and lead magnet of sorts\) here.](#)