

Email-Sequence For Tiny House

This document is focused on creating a **full Email campaign for Tiny Houses...**

Once we have captured the contact information, the next step is to keep potential customers engaged and provide them with information about Tiny Houses.

The aim of this is to nurture the relationship with potential customers and keep them interested in buying a Tiny House.

The task is broken down into several Email sequences:

Welcome Sequence:

This is the first email after capturing the contact information, here we want to **introduce Tiny Houses** and deliver the “lead magnet” they signed up for. We’ll also want to tease the content they will be getting in the next email to keep things interesting and ensure their return for the next time.

Email 1:

This is a pure value email that gives the reader new knowledge about their roadblocks, and what needs to happen to reach their dream state. Here You can either reveal the answer or have them discover it on a dedicated page/video etc. outside of the email.

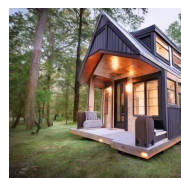
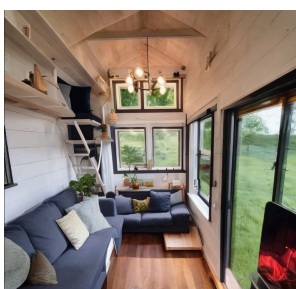
Email 2:

Is usually focused 100% on driving the newly educated and excited reader to go to the sales page.

Email 3:

Is usually to help them get over the edge.

PS: *Even if the reader doesn't buy the next product they should be “bought” into the brand and trained to enjoy opening the emails.*



Welcome-Sequence:

(Here we want to introduce your brand and at the end we will tease the next email, to keep it more engaging.)

Side Note: -

SL: Welcome to the Tiny House Community

Dear [name]

We are happy to see a new “minimalist” in our community, you are now a cut above your peers when it comes to Tiny Living.

The fact that you’ve joined might seem small but it’s certainly a huge step towards a more intentional, fulfilled, and peaceful life in nature. If you’re considering a Tiny House, be prepared for new experiences and tons of memories.

Living a more intentional, fulfilled, and peaceful life by downsizing to a Tiny House.

Inside our Community, you will obtain more **private information, special discounts, and free knowledge** every week!

But let’s not rush anything, let me keep my promise first

Here is the free guide with everything you need to know about Tiny Houses

[eBook Tiny Spaces - Huge Living](#)

-Tinyhouse.yes

Email Sequence

SL: **Tiny House - Big Future**

Luxury has to be big, it has to be exaggerated, with huge doors, multiple jacuzzis, and a garden bigger than a football field.

What if I told you the opposite, that you could live even better in a Tiny House ...

And that almost EVERY person alive would be happier and more fulfilled by downsizing their home to the most important thing.

Everyone has heard the saying “less is more”, and it’s absolutely true.

You will experience a truly intentional living because ...

Everything around you has its use, NOTHING is unnecessary.

By removing all of the unnecessary distractions from your home...

You’ll discover the true beauty of the nature surrounding you.

You’ll smell the fresh air and woody scent instead of the dirty industrial dust or any kind of emission.

Imagine yourself on a wholesome winter night sitting on a rocking chair ...

Drinking a tasty hot punch with your partner while enjoying your wonderful outside view of mother nature.

Tiny Cabins are more enjoyable, intentional, simple, and efficient, it’s just nice to live in.

What kind of tiny house are you dreaming of?

[Click here to design your dream Tiny House](#)

Email#2

SL: Tiny Cabins - The Next Big Thing

Are you considering a tiny house but feeling overwhelmed by all the roadblocks?

From zoning regulations to financial constraints, it's normal to have concerns about the process...

But don't let these challenges hold you back from living in a gorgeous-looking home!

Imagine starting your day with the warmth of the sun on your skin and a stunning view of nature,

relaxing in the cool shade of lush green grass, allowing yourself to take a break, and closing your eyes...

If it's a woody, green, and calm environment in the forest ...

Or a friendly and happy community with other Tiny House neighbors.

You get to choose your own environment, and now you even get to choose, build and custom design your Tiny House ...

Build your gorgeous, and comfortable house EXACTLY the way to want it to be.

If you can't wait to discover more about the incredible world of tiny houses ...

[Discover or Design your own gorgeous-looking Tiny House](#)

Email#3

SL: How To Save Our Planet ...

Ordinary houses, car emissions, wasteful material usage,

These things and people with NO duty to our planet have destroyed and exploited our planet in the past 40 years.

Forests are being cut down, the air is being polluted, and oceans are flooded with garbage so much, that our beaches are littered with plastic bottles.

It's not just about the home you live in ...

It's about saving our planet and being more aware of your impact on the environment.

Somebody has to take action, and WE CARE about our beautiful earth.

By living in a Tiny House you have about 10 times lower energy consumption than in a normal house.

We have reduced energy consumption, a smaller carbon footprint, and minimum material usage.

WE CARE, so take action now and be an active good force for our planet.

Discover new Tiny Houses in every shape or form you please, or design it yourself.

[Click here to find or design your dream Tiny House!](#)

Email#4

SL: Tiny Houses = Tiny Costs

Are you sick of traditional forms of housing?

Mortgages, Rents, Paperwork, these things will become foreign to you.

That's why small Homes are winning in popularity, Every. Single. Day...

Tiny Houses are much cheaper to build or buy than traditional houses and have way lower ongoing expenses such as:

- Lower Utility Bills
- Crush Your Energy Costs
- Freedom from Debt - Say Goodbye to Mortgages
- Significantly Lower Property Taxes

Living in a Tiny House means living with ABSOLUTE peace of mind.

Now, you even have the ability to customize your home ...

Making it gorgeous and cute on the outside, and warm and comfy on the inside.

You will collect new experiences, explore new adventures, and do new activities, that went lost in the modern housing culture.

This is the modern superpower of living.

[Click here to find and design your gorgeous dream Tiny House!](#)

SL: **Why the richest Man lives in a Tiny House?**

There is a reason why Elon Musk, one of the world's most innovative thinkers, lives in a tiny house.

It's not just about the minimalist lifestyle; it's about a series of other things.