Welcome! I'm so glad you're here.

Hey there,

Let me extend a hearty "thank you" for signing up for my email list! I'm honored you've chosen me to help your small business thrive online! You might think that what you just did is nothing to get excited about, but the way I see it, you've just taken a powerful, decisive action.
You clicking the subscribe button means you have :

- Taken action that will transform how you think about marketing forever
- Taken steps that will help you grow a flourishing business
- Taken action that will directly impact your revenue and your lifestyle

Over the next few days, I'll be sending you the most helpful digital marketing advice on how you can upscale your business. I'm so excited to know you and offer you all my hard-won digital marketing advice. So, let's get started with my top 5 tips for upscaling your online business, which you access for free right here (link)

I hope you found the free e-book captivating. Do you see any of those tips as helpful? We would like to know if you have tried anyone and the outcomes.

Thanks again for putting your trust in us. We are excited to take control of the digital world together.

If you are excited about this journey, please consider sharing the landing page link (https://mailchi.mp/332018419696/digital-marketing-for-beginners with friends and family members.

Thanks again for being here!

Second Email

YOU ARE NOT ALONE

Hello (name of the audience)!

I hope you enjoyed yesterday's email and my mini introduction. I'm sure you liked those five tips on upscaling your business. I can't wait for you to rumble!

Before we start, I'd like to share a little secret with you… I guess you are eager to know what that is.

…. I find digital marketing difficult sometimes.

Yes, that's true. Hard to believe, I know. But, even though my business focuses on helping people's businesses thrive online. I sometimes tremble like a nervous puppy when I sit down to work.
As a business owner, this is dangerous because if we don't peek our heads out from behind the curtain and showcase what we can offer, who will? I allowed validations from colleagues, family, and friends to cloud my decisions at some point. Finally, realizing I had something valuable to share with the world did the trick. I stopped caring about what others might think.

I managed to build a five-figure-a-month business, working a few hours daily. A company that gave me the liberty to go on vacation when I please. A business that avails me the opportunity to have quality time with family members. I'm sharing this because NONE of it would have been a reality if I'd allowed the fear of not being a perfect grade-A digital marketer to hold me back.

Good things won't happen if you don't try them. So the best you can do for yourself and your business is sell yourself out there. The following email sequence highlights a step-by-step approach to killing that fear and marketing your business online.

Next time you feel the cold tingle of fear, please remember that ***YOU ARE NOT ALONE.***

See you soon for the first in a series of practical digital marketing tips and resources for increasing your conversion rates and confidence.