



FREQUENCY OF EMAILS: 21 - 28 days

INTRODUCTION

Your lead magnet delivery sequence is designed to deliver the lead magnet your subscribers opted in for, i.e. an ebook, a checklist, a video or any other download that's of value to your ideal customer. This sequence is designed to ensure they receive your lead magnet after opting in and greet them personally to create rapport.

WHERE SHOULD I PUT THESE EMAILS?

These emails should go into your CRM or email automation software. We use [Clixio.io](https://clixio.io) for all our clients' marketing needs. Visit the [Clixio website](https://clixio.io) for a free 14-day trial or reach out to us directly if you would like help with setting up your email sequences.

EMAIL TEMPLATES

Email #1	Lead Magnet Delivery
Timing	Immediately after opt-in
Subject:	Your free [LEAD MAGNET] is here!
Email Body:	Hi [Recipient's Name], I'm thrilled to share a resource with you that I believe can truly make a difference in your journey: my latest [type of lead magnet, e.g., eBook, video series], "[Title of Lead Magnet]." It's packed with insights and strategies gleaned from my years of experience on the stage, addressing [specific topic or issue]. Download your copy here: [Link to Lead Magnet]



	Whether you're looking to improve your [specific skill] or just want some inspiration for your next big challenge, "[Title of Lead Magnet]" is designed to help you achieve just that. Here's what you'll find inside: • [Key Topic or Benefit] • [Key Topic or Benefit] • [Key Topic or Benefit] I'd love to hear your thoughts after diving in! Your feedback not only means the world to me, but it also helps me tailor my future resources to better serve your needs. Feel free to hit reply and let me know what you think! Thank you for joining me on this journey. If you find value in the material, I'd be honored if you shared it with others who might also benefit. [Personal sign off] [Your Name]
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Email #2	Personal Welcome from business owner
Timing	1 hour after previous email
Subject:	Re: Your free [LEAD MAGNET] is here!
Email Body:	Hi [Recipient's Name], It's [Your Name] here, [Claim to Fame]. I just saw that you downloaded my [Type of Resource] and thought I'd quickly reach out to welcome you personally. Did you receive the email with your download? I just want to make sure it made it into your inbox and didn't accidentally land in spam or promotions, as these automated emails do sometimes.



	Can I ask why this download caught your attention, {{contact.first_name}}? What's your biggest challenge right now? I look forward to hearing from you. Warm wishes, [Your Name] [Insert Personal Email Signature]
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Email #3	Ask for Feedback
Subject:	[Recipient Name],
Timing:	1 week after previous email
Email Body:	Hi [Recipient Name], Last week, I sent you a copy of my [Type of Resource]. Did you find the content helpful? I'm just in the process of creating some more resources for my audience and want to make sure I tailor it to your specific needs. Are there any particular challenges you are currently facing when it comes to [Your Niche Topic]? Talk soon, [Your Name] [Insert Personal Email Signature]

When a subscriber completes this sequence, they should automatically be added to your nurture sequence to continue engagement.