

Welcome Sequence (3 Emails)

The goal of this sequence is to build trust and rapport with your audience, provide value, and create engagement—without any hard selling. Focus on relationship-building and making them feel supported.

Email 1 (Already Sent):

- **Purpose:** Deliver the free program, set expectations, and tease what's to come.
- **Key Points:**
 - Deliver the free program and thank them for joining.
 - Set expectations for future emails (frequency, type of content).
 - Tease the upcoming value (e.g., specific tips, insights, or personal stories).

Email 2: Building the Connection

- **Purpose:** Build a personal connection by sharing a relatable story or journey.
- **Key Points:**
 - Share a personal story (from your client Ajmal) about his fitness journey, struggles, and how he overcame them.
 - Relate his story to the struggles the audience may be facing.
 - Reinforce that you're there to guide them, but this is *their* journey.
 - Keep the tone conversational and motivating.
 - No CTA, just end with a teaser for what's coming next (e.g., a key strategy Ajmal uses).

Email 3: Value and Relationship-Building

- **Purpose:** Provide valuable, actionable content that helps them immediately.
- **Key Points:**
 - Share 1-2 simple, actionable tips they can apply to their fitness journey right now.
 - Position it as an example of the kind of content they'll be receiving regularly.
 - Reassure them that small, consistent actions lead to big results.
 - No CTA—this is pure value and support.
 - Tease the next sequence, hinting that more guidance and support is on the way.

Post-Welcome Sequence (3 Emails)

This sequence transitions from relationship-building to gently introducing your personalized programs and coaching. It provides more value, with a soft introduction to the paid offerings and gradually moving toward a hard CTA.

Email 1: Value + Soft CTA

- **Purpose:** Continue providing value, but introduce the idea of working together.
- **Key Points:**

- Share another helpful tip or strategy (e.g., something from Ajmal's personal approach to fitness).
- Mention that while the free program is a great starting point, some people need more guidance.
- Soft CTA: Encourage them to check out Ajmal's coaching or personalized programs if they feel ready to take the next step.
- No urgency—just present it as an option if they're interested.

Email 2: Value + Hard Sell (Introduce Personalized Coaching)

- **Purpose:** Position the personalized programs and coaching as the best next step.
- **Key Points:**
 - Share a client success story that demonstrates the effectiveness of personalized coaching.
 - Show how coaching helped them overcome struggles the audience may relate to.
 - Highlight the benefits of working with Ajmal: accountability, tailored plans, expert guidance.
 - Hard CTA: Offer a direct link to sign up for a coaching consultation or personalized program.

Email 3: Urgency + Scarcity

- **Purpose:** Create urgency and encourage immediate action.
- **Key Points:**
 - Remind them of the benefits of personalized coaching or programs.
 - Highlight any limited spots, special pricing, or bonuses (e.g., "limited availability").
 - Create a sense of urgency—emphasize that taking action now will get them closer to their goals faster.
 - Hard CTA with urgency: Encourage them to book a call or sign up before spots fill up.

After the Sequences: Regular Newsletter

Once these two sequences are completed, subscribers move into your regular newsletter. This will be focused on maintaining engagement, providing value, and offering occasional sales pitches.

Ongoing Newsletter:

- **Frequency:** 2 emails per week
- **Content Mix:**
 - **Tips, stories, and insights** that continue to provide value (fitness tips, mindset strategies, personal stories).
 - Occasionally weave in subtle reminders of your paid offerings.
 - **Occasional selling**—roughly every 4-6 emails, include a soft or hard CTA related to your paid programs, depending on audience engagement and timing (e.g., New Year, summer body goals, etc.).

