



Your very own copy of The Warm Welcome!

Hey there! My name's Jacob Wilson, and I'm the CEO and founder here at **JD Wilson Copy and Content Strategy LLC**.

This version of the welcome sequence template has netted me over 60% opens, 10-15% replies, and the easiest way I've found to introduce new subscribers to your offers. The secret sauce here is to start building a genuine relationship with your customers right away.

The goal here is to take everything about you, your offers, and how you're helping your customers — and turn it into an easy-to-read, engaging sequence that is designed to generate revenue.

The way I see it, there are only two types of customers in the world: the ones ready to buy and the ones not ready to buy. And why send them on a convoluted content journey if they are ready to buy?



Email 1:

SUBJ: {{ subscriber.first_name }}—Welcome!!! Here's your discount, as promised.

PREHEADER: Our thank you to you, and a favor to ask...

Hey {{ subscriber.first_name }},

Thanks for subscribing to the Nulastin Newsletter!

My goal is to transform your life with the power of elastin replenishment.

The more I know about what brought you here, the more I can help.

So...

Just reply to this email with a single letter about what brought you here today.

(besides the obvious reasons of looking good and feeling good)

A =LASH & BROW

B = HAIR

C= SKIN

D= I WANT IT ALL (DUH!)

F = I JUST WANT THE DISCOUNT, AND THEN I'M OUT :)

(Honestly, we get this one all the time. No worries; no catches. scroll down for the 15% off and the unsubscribe link)

After you reply with your answer, a couple of things will happen:

1. I'll respond with specific suggestions for you.

(And yes, I ALWAYS reply)

2. I'll be able to learn more about what drives you so we can deliver the most value without wasting anyone's time.

I am super passionate about helping you find exactly what you need, and just like you, I don't want to waste my time sorting through too many options.

Thanks for Joining!

P.S.

Click this link for your introductory discount. {{link to your introductory offer}}.

{{sign off }}

Email 2:

SUBJ: 2/4: Relationship Goals

Preheader: (and some healthy boundaries too ...)

Now that we both know why you're here and what you want to hear from me...

I want to share a bit about how I've helped customers just like you.

I'm absolutely driven by my desire to improve the quality of life for others

I do this by staying 100% committed to giving real people real results, based on real science.

And I expect you to hold me to that commitment.

But first, how am I doing that?

First and foremost, check out our socials (if you haven't already) to see how I and my team are bringing the science to the masses:

[Facebook](#)

[Pinterest](#)

[Instagram](#)

[Youtube](#)

[Blog](#)

Of course, this email list gives you exclusive access to NULASTIN's latest updates, product releases, and new offers.

Now, back to that commitment...

If you ever feel like you're no longer getting that value from us, let me know (privately) and kindly unsubscribe. Go ahead—I'm giving you permission.

UNSUBSCRIBE [Add the link to Unsub here to keep the list clean and deliverability up]

But if you're in this for the long haul, and want to become a case study of everlasting youth, and have others ask you what *YOUR* secret is, then you're gonna want to whitelist us by adding us to your address book and you'll never miss a message from us again.

Tomorrow, I'm going to send you email number 3 of the first 4 you'll receive from me.

{{sign off }}

Email 3:

SUBJ: 3/4: Things are starting to get serious, {{subscriber.first_name }}

PREHEADER: (so, let's make sure we're in alignment)

Well, {{ subscriber.first_name }}...

In terms of this warm welcome sequence—it's already our third date.

And that means you probably deserve to know a little more about my story if we're going to keep this going for the long haul...

Let me take you back to a naive, more bushy-eyed version of myself from long ago.

I am an award-winning TV host and former professional athlete.

Having spent most of my life in the great outdoors, exposed to the elements, I searched and searched for a skin care regimen to keep me camera-ready.

Being a no-BS kinda gal, my criteria were ultra-specific: It has to be performance-based, results-oriented, and ethically derived.

That's not too much to ask, right?

Well, as it turns out, the solution was out there, but I had to create this company myself just to get the solution to market - because that's what entrepreneurs do.

Problem solved.

Flash-forward almost ten years, and here I am.

Starting a relationship with you.

My personal goal is to improve the quality of life for you and continue to deliver transformative solutions in skin & haircare.

And that's exactly how Nulastin became the industry leader it is today.

It's also why our products will always be 100% made in the USA, and I will never outsource any part of our process to sketchy businesses - foreign or domestic.

Last, but definitely not least, it's why this email newsletter means so damn much to me. It's the easiest way for me to bring you valuable and science-based insights without interference.

And if you want to hear the full story, give it a listen here.

[Hear the Whole Story!](#) [[INSERT Link to video of you telling your story. if you don't have one, create one. It's well worth it.]]

{{ snippet.p-s }}

Email 4:

SUBJ: 4/4: You're Welcome!

PREHEADER: Sorry, I just couldn't help myself...

If you didn't guess from the subject line, this is the last one in your warm welcome sequence.

And that means from here on out, you're only going to get the regular content I share, like:

- Inspirational real-life stories of life-changing transformation
- And exciting scientific breakthroughs from our lab and others around the world.

If you haven't already noticed—the topics are mostly centered on my passion for how recombinant DNA can and does change lives.

And, like I mentioned at the beginning of all this, I view you as a part of my family.

Odds are, you might even hear from me more than my family members do.

And as someone I trust and want to see succeed, I want to make sure you're finding your own glow and drawing others in with your radiance.

Because that's how our brand grows.

People see the transformation, and then they ask.

I believe I can tell you all about the science and technical details, but when you see the results, and your friends and family start noticing too,

Well, that's a win for all of us, I'd say.

The proof is in the pudding.

I'm a lead-by-example kind of person, and By supporting your body's natural ability to stimulate elastin, you too can delay the look of aging, and look and feel your best - at any age.

Can't wait for you to feel that feeling for yourself.

And since you stuck with me this long, I want to reward you with a little freebie.

(And if it's your first order, we'll still honor that 15% discount too.)

[Click Here](#) to get a free travel-size moisturizer with your next order.

{{ snippet.p-s }}

Simple Funnel Automation Map

SOCIAL MEDIA OPT-IN

Link to hidden cloned opt-in pages on site for each social channel.

Segment Tags:

Organic Social [INSERT CHANNEL HERE]

+

Strategy Tags
(customer avatar)

SEO WEBSITE OPT-IN

Segment Tags:

SEO Organic

+

SPLIT TEST DATA

+

Etc.

+

Etc.

PAID ADS OPT-IN

Segment Tags:

[SOCIAL CHANNEL]

campaign info

demographics

psychographics

+

Etc.

+

Etc.



ADD "WELCOME SERIES"
SEGMENT TAG
(excludes from batch blasts)



WARM
WELCOME
SEQUENCE
(4 emails in 4 Days)



REMOVE
"WELCOME SERIES"
SEGMENT TAG
(include in batch blasts)

Research Notes

USP:

NULASTIN® is on a mission to transform people's lives with the innovative power of elastin replenishment.

We celebrate generational beauty and the universal experience of aging, coming into your own, and accepting and loving the real you.

Dr. Ensley, our formulator, has 30 publications in peer-reviewed scientific literature. We have five issued U.S. patents and one patent pending on our active ingredients:

We are proudly 100% made in the USA

----- Clinical TRIALS

A 12-week clinical study was performed by applying a topical placement of the LASH Follicle Fortifying Serum on the upper eyelash, one brush stroke medial to lateral twice per day (morning and evening). Participants saw up to a 61% improvement in the appearance of lash length and up to a 120% increase in the appearance of lash density.

An 18-week clinical evaluation for HAIR was performed and 92% of the subjects saw an improvement in the appearance of hair growth while 80% saw their thin/bald spot get smaller. The HAIR treatment is an elegant formula with the same clinically evaluated ingredients found in the LASH & BROW serums. To develop these trusted products, we used our naturally derived, naturally sourced ingredients, including patented DNA proteins. For the scalp treatment, we blended in two key additions: Hyaluronic Acid (HA)

and Provitamin B5. HA acts as a cushion to promote collagen and elasticity, and is a super magnet for moisture. Pantothenic acid also prevents moisture loss, deeply penetrating the hair and helping to nourish the scalp.

A 12-week clinical study was completed using the SKIN formulation. The appearance of skin smoothness, fine lines, and wrinkles was evaluated using digital photography, profilometry, self-assessment, and an outside panel of examiners. Results were spectacular.

Up to 75% of the subjects noticed overall improvement and the skin showed a 49% visible reduction in roughness.

97% experienced a more youthful appearance.

95% loved that their skin was not left feeling greasy and the moisturizer could easily be applied under makeup.

92% saw a reduction in the appearance of fine lines.

There were no adverse events or side effects.

Over 10,000 individuals have used our SKIN formulation as part of ongoing consumer evaluations.

Our pledge is to always use ethics in research and publication.