

New Email Sequence

Look at the landing page for a complete understanding of the email sequence and the avatar.

<https://docs.google.com/document/d/1cj6G5q65UJXoSrJK1e5rZc5S0ZTGCUUxfhOhNrthOK/edit?usp=sharing>

Welcome email after subscribing. Email 1:(The goal is basically to welcome them and give them a first touch of the world with the tease that there is something more to discover)

Dear [Name],

Welcome to our ancient community, where the heart of Norse and Pagan mythology beats strong. We are glad you have joined us on this journey.

We believe that jewelry is more than just a piece of adornment. It is a way to connect with our ancestors and the divine, carrying their stories close to our hearts.

Our jewelry is [meticulously forged](#) and handcrafted in the traditional ways, ensuring an authentic one-to-one connection with Norse and Pagan mythology.

Did you ever feel like you were disconnected from your heritage and personal style? Our jewelry is the bridge that connects **you** with your inner self again.

As part of our Community, we would like to offer you a 15% discount on your first order.

Use your personal code "ANCIENT" at checkout within the next 24 hours.

We are excited to have you join us on this journey.

Sincerely,
The Lufolk Team

PS: Stay tuned for the next few days. Our journey has just begun.

Email 2: The story aims to discover your products and the attention behind the jewelry. It tells the story of how you transformed your thoughts and beliefs into something you can give the world and create a “ better place “) It's not primarily for selling something. It was more to create a bond between the customer and you and find similarities.

SL: Crafting Legacy: Forging Connections Through Time

"Together, but Always Alone"

Among the sea of faces, a profound sense of solitude enveloped me.

I was alone.

Alone in mind.

In a world where connections thrive, conversations flourish, and shared beliefs find companionship,

I stood apart.

Everyone seems to have friends with whom they can delve into thoughts, beliefs, and matters of faith.

But my path was different.

My passion lies in the ancient traditions of Pagan Mythology.

Conversations about my Path often met the same response:

"Isn't this ancient history?"

"Vikings are just a movie. Grow up!"

And yes, at some point, they are correct,

Vikings don't live in today's society.

We do not have to go to raids with swords and axes anymore

Yet, within these tales lies a spark of wisdom, philosophies, and beliefs that stand upon the ages.

Values like honor, loyalty, wisdom, inner strength, and respect.

Values that are mostly forgotten in modern society

And so, I followed this path to remember where we came from

and

Who we are.

The heartbeat of ancient times reminds us of the virtues that have stood the test of time.

In a world that's often fast-paced and ever-changing, there's solace in grounding ourselves in these timeless principles.

My burning desire was to unveil this unseen world to others, to breathe life into these pearls of wisdom and share them.

But how?

Books and speeches seemed inadequate.

I looked for an approach that echoed the ancient ways.

Blacksmithing

The art of infusing formless metal with life, meaning, and purpose. A medium that resonates with the echoes of time, much like the teachings it carries.

Piece by piece, I took up the hammer and forge, weaving stories into every creation. Just as our ancestors once did, I infuse each piece with its own unique narrative.

A living connection to a distant past.

In crafting these artifacts, I aspire not just to sell jewelry, but to bridge a gap. To forge a bond between you and the spirit of ages past.

Together, we are going on this journey of rediscovery.

Embrace this voyage, for it's more than nostalgia — it's a tribute to the enduring lessons that guide us.

Warm regards,
Philip"

PS: If you want to learn more about Pagan and Norse mythology get in touch with our personal Blog [[link to blog](#)]

Email 3: (The Idea of this Email is to create curiosity in the reader's mind and set the final bridge from the “beliefs” to the product)

SL: Find your inner strength

Hi [Name],

Do you ever feel like you need a little extra strength to get through the day? Like you need something to remind you of who you are and what you're capable of?

If so, you're not alone. Many people feel this way. But there's a secret to inner strength that our ancestors knew:

It's all about **belief**.

When you believe in something, it gives you the strength to overcome any obstacle. It gives you the courage to stand up for what you believe in and gives you the hope to keep going, even when things seem hopeless.

Our ancestors believed in the power of nature, the importance of community, and the strength of the human spirit. And they manifested these beliefs in the objects they created.

The jewelry they wore was more than just a piece of adornment. It was a reminder of their beliefs and a source of strength.

That's why we created Lufolk jewelry. We believe that jewelry can be a powerful tool for self-expression and empowerment.

Our jewelry is inspired by Norse and Pagan mythology, which is full of stories about the power of belief.

We believe these stories can help us connect with our inner strength and live our lives with purpose and courage.

Best,
The Lufolk Team

PS: Stay excited Tomorrow, something great awaits you!

Email 4:(The Idea of this email is to give the reader the desire to be a part of a community now. A community of kindred spirits. And give them a Final clear CTA on what they have to do to become a “full member” of this family)

Hi [Name],

You're no longer alone. You're now part of a family.

The LUFOLK Tribe stands strong beside you through every journey you undertake.

At LUFOLK, we've forged a community united by the power of shared belief. Together, we uplift, share stories, and ignite the spark that leads us toward our best lives.

Our hand-forged jewelry serves as more than an accessory; it's a touchstone connecting us to our heritage and infusing us with the presence of our ancestors.

Stepping into the realm of LUFOLK is an awakening, a realization of the dream you've held close.

The dream of connecting with kindred spirits who share your passion for the wisdom and beauty of ancient traditions.

In this community, we are more than individuals; we are threads woven together by the tapestry of our shared values.

With every hand-forged piece of jewelry, we embrace not only an accessory but a piece of our ancestry, carrying the whispers of generations before us.

The power to touch the past and shape the future sets our jewelry apart.

So rise up, stand tall for yourself and those who have faith in you, and claim your piece of ancient heritage—your reminder of **who you are**. [Link to shop]

Best,
Philip, Founder of LUFOLK

PS: If you have a special wish or an idea for your unique piece of jewelry, let me know, and I'll craft it exclusively for you. [Link to custom orders]

