

Your Welcome Email Sequence

Email 1 – Customized to your big freebie, not the smaller freebies

- Send 2 days after the freebie
- Welcome to your biz family
- Include some tips on how they can use the freebie
- Let them know what's coming next
- Tell them who you are
- Give them options to follow you online

Email 2 – Customized to the big freebie offer

- Send 2 days after Email 1
- Remind them about the freebie (because you know they've forgotten it)
- Identify ways that your audience struggles with the freebie and offer ways to help
- Let them know what they can expect from you moving forward

Email 3 – For everyone (Email 1 for those coming in from your smaller freebies)

- Start really nurturing by offering value—TONS of value
- Give them a free way to connect with you (free intro call)

Email 4 – Email 2 for those coming from your smaller freebies

- Tell a bit of your story and your values
- Tell them when they can come to you (what problems they might be having)
- Remind them of that free way to connect with you

Email 5 – Email 3 for those coming from your smaller freebies

- Keep giving more value
- Hint at a low-level, high contact service you want them to buy (just hint; don't ask)

Email 6 – Email 4 for those coming from your smaller freebies

- Remind them of some of the value you've given them
- Illustrate that you “get” their frustrations (you've been there...)
- Ask them to commit to your product or service, show the value and plug the urgency

Email 7 – Email 5 for those coming from your smaller freebies

- Give more value
- Tell them what to expect
- Ask for feedback