



**EMAIL
TEMPLATE**

NURTURE SEQUENCE

Email Template

Freebie Welcome Email Campaign - Nurture Sequence

Time to make good on your promise ... remember this could be the first “transaction” this subscriber has ever had with you so make it count!

The “Freebie Welcome Mail” is all about making good on your promise and delivering the freebie that your subscriber requested. You also want to use this campaign to strongly encourage them to action your freebie.

#1 - Send Immediately Message

Subj: [ACCESS] The [TOPIC] [MEDIA] you requested

Subj: [FIRSTNAME] Download Your [TOPIC] [MEDIA] here

Subj: here's your download: [FREEBIE NAME]

Thanks for requesting access to [FREEBIE NAME] you can access it here:

[LINK TO FREEBIE DELIVERY PAGE]

[GRAPHIC OF REPORT COVER/VIDEO SCREENSHOT/ETC HYPERLINKED TO DELIVERY PAGE]

Inside you'll [RESTATE BENEFIT(S) FROM LANDING PAGE COPY].

OPTIONAL ACTION SNIPPET #1

This short [REPORT/VIDEO/ETC.] is LOADED with tons of great info but I want to make sure you don't miss these [X] big [TRICKS/HACKS/ETC.]...

[TRICK/HACK] #1 - “[TRICK/HACK TITLE]” Page #X or Minute X:XX

I've [BENEFIT YOU'VE EXPERIENCED] just by using this ONE simple [TRICK/HACK]...

[TRICK/HACK] #2 - “[TRICK/HACK TITLE]” Page #X or Minute X:XX

This [TRICK/HACK] is my favorite and my “go to” for [DESIRED END RESULT]

OPTIONAL ACTION SNIPPET #2

Plus you'll also learn...

- [BENEFIT BULLET #1]
- [BENEFIT BULLET #2]
- [BENEFIT BULLET #3]

... and much, MUCH more!

END OPTIONAL ACTION SNIPPETS

Go check it out now!

[LINK TO FREEBIE DELIVERY PAGE]

For even more shortcuts like this, check this out:

[LINK TO FREEBIE UPSELL]

Talk soon,

[ENTER YOUR NAME HERE]

[ENTER YOUR TITLE HERE]

[ENTER COMPANY WEBSITE HERE]

P.S. If you're new to **[ENTER YOUR NAME HERE]** I'll be sending you another email that you'll DEFINITELY want to read so keep an eye on your inbox. The subject line of my next email will be:

“Welcome to [ENTER YOUR NAME HERE]! Here's where to start...”



OPTIONAL P.P.S #1

P.P.S. I want to make sure that you received the **[FREEBIE NAME]** you requested!

Technology can be buggy sometimes so I'd really appreciate it if you would reply to this email and just say "RECEIVED"... or "Got it!"...

Just so I know for sure technology didn't somehow keep me from fulfilling my end of the deal. I'd really appreciate it!

OPTIONAL P.P.S #2

P.P.S. I'd love to hear what you think about my **[FREEBIE NAME]!**...

Can I ask a quick favor?

After you've had a chance to review the **[REPORT/VIDEO/ETC]** will you please take a second to let me know what you think? Also, if you have any questions this is a great place to get them answered.

Just post your thoughts or questions to my Facebook page or send me a tweet here:

Facebook:

[LINK TO COMPANY FACEBOOK PAGE]

Twitter:

[LINK TO COMPANY TWITTER PROFILE]



The Perfect Welcome Email Campaign - Nurture Sequence

Ever heard the old saying... “You only get one shot at a first impression!”?

That’s exactly what the welcome mail is... it’s your ONE and only shot to make a strong first impression, connect with your new subscriber and stand out in their mind (AND INBOX). So I think it’s safe to say that the welcome mail is one of the most important emails in your arsenal!

The job of the welcome mail is to introduce yourself and your company to your new subscriber, align yourself with them, set expectations for exactly what they will receive now that they’re “on your list”, restate the benefits of being a subscriber, get them to make small commitments, and open a conversation with them.

This email is ALL about engagement...

Message #1 - Send Immediately (TO NEW SUBSCRIBERS ONLY)

Subj: Welcome to **[ENTER YOUR NAME HERE]**! Here’s where to start...


Hey... my name is **[ENTER YOUR NAME HERE]** and I’m the **[ENTER YOUR TITLE HERE]** of **[ENTER COMPANY NAME OR WEBSITE URL HERE]**. I wanted to take a second to say hello and welcome you to the family.

Seriously, on behalf of myself and the entire **[ENTER COMPANY NAME HERE]** team I want you to know that we’re truly excited and grateful that you decided to join us...

I know this is going to be an absolute game changer for **[INSERT TOPIC/DESIRED RESULT HERE]** no matter what stage you’re in.

Here’s what you can expect from us...

We’ll publish fresh **[INSERT TOPIC/KNOWN DESIRED END RESULT]** content to our blog **[INSERT NUMBER OF TIMES A WEEK YOU POST CONTENT]** (*on [ENTER THE DAYS OF THE WEEK YOU’LL BE EMAILING THE CONTENT TO YOUR SUBSCRIBER]*) then once it’s live we’ll send you an email with a short description of the new article, why we think it’s important for you and a link to read the full article.



We'll also send you emails about new expert **[ENTER COMPANY NAME HERE]** courses, software and other cool premium resources from time to time BUT only once we've vetted them.

Sound fair? GOOD!

Here's what you need to do now to get started...

STEP 1:

Whitelist and prioritize all emails from [ENTER COMPANY NAME OR WEBSITE URL HERE] and [ENTER YOUR NAME HERE].

This is important! Not only will you receive updates about new articles on the blog, you'll also receive notifications about new **[INSERT OTHER TYPES OF VALUABLE CONTENT THE SUBSCRIBER WILL RECEIVE VIA EMAIL].**

But if our emails aren't getting through to you, you will miss these important updates and you won't receive the full benefit of being a **[ENTER COMPANY NAME OR WEBSITE URL HERE]** subscriber.

So please take the following simple actions to make sure nothing slips through the cracks:

- 1) Follow the whitelisting instructions for your email provider at this page: **[LINK TO WHITELISTING INSTRUCTION PAGE ON YOUR SITE]**
- 2) If you are a Gmail user or you use any other web-based email that filters broadcasts away from your main inbox, be sure to "drag" any emails from **[ENTER COMPANY NAME OR WEBSITE URL HERE]** or "**[ENTER YOUR NAME HERE]**" into your Priority Inbox. (Again, you don't want to miss something.)
- 3) Create a special "**[ENTER COMPANY NAME OR WEBSITE URL HERE]**" folder where you can archive emails from **[YOUR NAME]** as well as "**[ENTER YOUR NAME HERE]**" AFTER you have read them. This is important...DO NOT setup filters to automatically direct our emails into these folders, or again, you are likely to miss something. Simply move them manually to the folder after the information in the email has been consumed.

STEP 2:

Take two-seconds and **join the [ENTER COMPANY NAME OR WEBSITE URL HERE] Facebook page**, as this will be our primary method of communication outside of email updates, and again you won't want to miss a thing:

Facebook:

[LINK TO COMPANY FACEBOOK PAGE]

Twitter:

[LINK TO COMPANY TWITTER PROFILE]

OPTIONAL: If you're willing to get a little more personal (and actually read and respond to the tweets) the addition of "bouncing" to both the company social media prosperities **AND** the founder or face of the company's social media prosperities will increase your reach, engagement and intimacy with your new subscriber.

You can also join my personal Facebook Page and follow me on Twitter by going to:

[LINK TO PERSONAL FACEBOOK PAGE]

[LINK TO PERSON TWITTER PROFILE]

(e: If you need to get in touch with my directly, Twitter is usually the fastest. Just drop a tweet to **[ENTER TWITTER HANDLE HERE]** and I'll do my best to respond.)

Talk soon,

[ENTER YOUR NAME HERE]

[ENTER YOUR TITLE HERE]

[ENTER COMPANY WEBSITE HERE]

IMPORTANT: YOU HAVE TWO OPTIONS FOR YOUR "P.S."...

IF YOU'RE GOING TO DEPLOY A "BEST CONTENT" CAMPAIGN NEXT CHOOSE P.S. #1.

IF YOU'RE GOING TO DEPLOY A "GET TO KNOW ME" CAMPAIGN CHOOSE P.S. #2.

P.S. #1: “BEST CONTENT” P.S.

P.S. The next few days are gonna feel like Christmas...

Because as an added bonus for subscribing, I’m going to be sending you my “best of the best” [blog posts/articles/case studies/videos/tools/swipe file/etc.]

Tomorrow you’re going to get the first of the “big three”.

It’s about **[HINT AT BENEFIT AND END RESULT WITHOUT REVEALING THE EXACT TOPIC]**.

Stay tuned...it’s gonna be good.

P.S. #2: “GET TO KNOW ME” P.S.

P.S. Do you know the #1 reason/why **[INSERT A RIDDLE/REASON WHY/ETC]**?

EXAMPLE #1: Do you know the #1 reason to write a book?

EXAMPLE #2: Do you know why most real estate agents charge 3% commissions?

EXAMPLE #3: Do you know why 95% of all businesses fail?

...I bet it’s not what you think.

I’ll give you the answer tomorrow, but for now spend a little time thinking about what it could be. If you’re anything like me, you’ll get more benefit from the “thought experiment” than from the answer itself.

See you tomorrow...



OPTIONAL: If you're willing to get a little more personal (and actually read and respond to the emails) the P.P.S. below is a terrific way to increase engagement with your new subscriber AND find out exactly why they joined your list... what their biggest pain point is right now.

P.P.S. If you have a second, I'd love to know:

Why did you subscribe to **[ENTER COMPANY NAME OR WEBSITE URL HERE]**?...

What can we do to help you solve your biggest problem right now?

Just reply to this email or shoot me a quick email at:

[ENTER YOUR COMPANY EMAIL ADDRESS HERE]



Your “Best Content” Email Campaign – Nurture Sequence

The following campaign is designed for use in the Nurture Sequence as a way to welcome new subscribers and expose them to your best content. This series is especially ideal for bloggers or anyone who has evergreen content they want to showcase.

Also, since these emails are very personal in nature, they should be signed and “voiced” by a real person...NOT a brand.

NOTE: Since this series is designed to be stacked with a “Perfect Welcome Mail,” it’s best if the welcome mail that precedes this series can include a P.S. (or P.P.S.) that alludes to the fact that they’re getting some of your best content.

Here’s an example P.S. you can swipe.

P.S. The next few days are gonna feel like Christmas...

Because as an added bonus for subscribing, I’m going to be sending you my “best of the best” **[blog posts/articles/case studies/videos/tools/swipe file/etc.]**

Tomorrow you’re going to get the first of the “big three”.

It’s about **[HINT AT BENEFIT AND END RESULT WITHOUT REVEALING THE EXACT TOPIC]**.

Stay tuned...it’s gonna be good.

Message #1 – Sent 1 Day After Welcome Mail

Subj: Free Gift (1 of 3)

Subj: Here’s your free gift (as promised)

Subj: I’m keeping my promise

I promised yesterday that I would send you one of our three most popular [blog posts/articles/case studies/videos/tools/etc.]...

...but before I do that I want to introduce myself.

[INSERT PERSONAL PIC. IT CAN BE YOU WITH YOUR FAMILY OR YOU AT THE OFFICE WITH YOUR TEAM...WHATEVER IS APPROPRIATE. JUST MAKE SURE IT'S FUN AND SHOWS YOUR PERSONALITY]

That's a picture of me with **[DESCRIBE PIC AND WHY IT'S SIGNIFICANT]**

EXAMPLE #1: That's a picture of me with my family at our beach house. Purchasing this beach house was truly a dream come true, and now that you're a subscriber I want to help make your dream come true.

EXAMPLE #2: That's a picture of me with the team at a recent office party. As you can see, we like to mix business with pleasure, because at the end of the day we love what we do! (And we're pretty dang good at it.) I look forward to putting this same passion and enthusiasm to work for you!

Ok, now that we're not strangers anymore...check this out:

[LINK TO "BEST CONTENT" #1]

This is the **[blog post/article/case study/video/swipe file/tool/etc]** I promised to send you.

You're gonna love it. It's about **[HINT AT BENEFIT AND END RESULT WITHOUT REVEALING THE EXACT TOPIC]**.

Go [watch/read/download] it now, because there's more coming your way tomorrow...

Talk soon,
[YOUR NAME]

P.S. Ok, so I changed my mind...

Since I like to always under-promise and over-deliver, I'm going to go ahead and give you your second gift today instead of having to wait until tomorrow.

(See, it pays to read these messages from beginning to END.) :)

Here you go:
[LINK TO "BEST CONTENT" 2 OF 3]

Tomorrow your third gift will hit your inbox, so keep an eye out for this subject line: **[INSERT SUBJECT LINE FOR NEXT EMAIL]**

Message #2 - Send 2 Days After Welcome Mail

Subj: Free Gift (3 of 3)

Subj: Here's your 3rd gift

Subj: Gift #3...as promised

Yesterday, you received:

Gift #1: **[TITLE AND DESCRIPTION]**

Gift #2: **[TITLE AND DESCRIPTION]**

...along with a silly picture of me **[DESCRIPTION OF PICTURE FROM EMAIL #1]**.

So if you missed those, you might want to do a quick search in your inbox for this subject line: **[INSERT SUBJECT LINE FOR BEST OF EMAIL #1]**

Go ahead and do it now. I'll wait. :)

Now that you're caught back up, you need to check this out:

[LINK TO "BEST CONTENT" 3 OF 3]

I truly saved the best for last.

You're about to access **[DESCRIBE THE BENEFIT OF CONTENT]**.


This is without a doubt the most popular [blog post/article/case study/video/swipe file/tool/etc] I've ever released, and so I know you'll love it too.

So what are you waiting for?

Go [read/watch/download] it now!

Talk soon,

[YOUR NAME]



P.S. Like what you've seen in these last few messages?

Then good news!

[Every week/ Twice a week/ Every month] I send out more content just like this, so there's even more good stuff coming your way.

You can also see more of my archived content here:

[LINK TO ARCHIVES PAGE OR PILLAR POST PAGE ON BLOG IF YOU HAVE IT]

But here's the BIGGIE...

You need to make sure you whitelist my email address: **[INSERT SEND FROM ADDRESS]**

...and mark all my mails as "Important" if you're using Gmail.

Also, make sure you're following me on Facebook and Twitter because I also announce new content updates on those platforms, and again I don't want you to miss out.

Join me on Facebook here: **[LINK TO FACEBOOK PAGE]**

Follow me on Twitter here: **[LINK TO TWITTER PROFILE]**

“How Can I Help?” Email Campaign – Nurture Sequence

The following campaign is designed for use in the Nurture Sequence as a way to further engage with your subscribers...to find out exactly WHY they ultimately decided to subscribe to your list, what their biggest pain point is. If executed correctly this simple campaign can give you the insight on exactly how to become invaluable to your new subscriber.

Also, since these emails are very personal in nature, they should be signed and “voiced” by a real person...NOT a brand.

NOTE: Since this series is designed to be stacked with a “Perfect Welcome Mail,” it’s best if the welcome mail does NOT include the “how can I help?” P.P.S. message

Message #1 – Sent 1

Subj. thanks for joining us...

Subj. hey **[FIRSTNAME]**, got a sec?

Subj. quick question...

Hey **[FIRSTNAME]**,

I noticed you subscribed to **[ENTER COMPANY NAME OR WEBSITE URL HERE]** yesterday and I just wanted to personally reach out and say “hi”.

SO...

Hi! ;)

Welcome to the group!

If you have a second, I’d love to know:

Why did you subscribe to **[ENTER COMPANY NAME OR WEBSITE URL HERE]**?...

What can I do to help you solve your biggest problem right now?

Just reply to this email or shoot me a quick email at:

[ENTER YOUR COMPANY EMAIL ADDRESS HERE]

Thanks for joining us, I'm really glad you're here.

[ENTER YOUR NAME HERE]

[ENTER YOUR TITLE HERE]

[ENTER COMPANY WEBSITE HERE]

P.S. I'm ALWAYS on **[FACEBOOK, TWITTER, ETC.]**... So if you have any questions or feedback for me personally, just send me a message on there and I'll do my best to answer it.

Oh, guess we have to be "connected" first huh?

[LINK TO PERSONAL FACEBOOK PAGE]

[LINK TO PERSON TWITTER PROFILE]

P.P.S. Brownie points (and a special social media shout out) if you're willing to answer this question...

"What's ONE thing that we could do better?"

Message #2 - Sent 1

Subj. How can I help you?

Subj. How can I help you?

How can I help you **make [ENTER PROSPECT NAME OR COMPANY NAME HERE] [ENTER BIG PICTURE DESIRED END RESULT HERE]?**

Just reply to this email or shoot me a quick email at:

[ENTER YOUR COMPANY EMAIL ADDRESS HERE]

I really hope I can help!

[ENTER YOUR NAME HERE]

[ENTER YOUR TITLE HERE]

[ENTER COMPANY WEBSITE HERE]

“Get to Know Me” Campaign – Nurture Sequence

The following campaign is designed for use in the Nurture Sequence as a way to welcome new subscribers and bond them to you and your brand. Unlike the “Your Best Content” email series, this one is less about content and more about personality, so if your business doesn’t lend itself as well to content (i.e. ecommerce, software and some services), then you might find this is a better way to go.

Also, a “Your Best Content” Campaign can be stacked after a “Get to Know Me” Campaign if you decide you want to extend your Nurture Sequence beyond the recommended three days.

Finally, since these emails are very personal in nature, they should be signed and “voiced” by a real person...NOT a brand.

NOTE: Since this series is designed to be stacked with a “Perfect Welcome Mail,” it’s best if the welcome mail that precedes this series can include a P.S. (or P.P.S.) that alludes to the fact that they’re getting some of your best content.

Here’s an example P.S. you can swipe.

P.S. Do you know the #1 reason/why **[INSERT A RIDDLE/REASON WHY/ETC]**?

EXAMPLE #1: Do you know the #1 reason to write a book?

EXAMPLE #2: Do you know why most real estate agents charge 3% commissions?

EXAMPLE #3: Do you know why 95% of all businesses fail?

...I bet it’s not what you think.

I’ll give you the answer tomorrow, but for now spend a little time thinking about what it could be. If you’re anything like me, you’ll get more benefit from the “thought experiment” than from the answer itself.

See you tomorrow...

Message #1 - Sent 1 Day After Welcome Mail

Subj: Congratulations!

Subj: It starts today

Subj: Lesson 1: **[INSERT TITLE]**

Well, I guess congrats are in order...

Yesterday you took the first step to **[INSERT KNOWN DESIRED BENEFIT OR END RESULT]** by subscribing to my newsletter, and here you are...TWO DAYS IN A ROW...digging in again.

And that's a big deal!

You see, a lot of people talk about **[WHATEVER THEY'RE DOING - i.e. writing a book, losing weight, growing their business, etc]...**

...but here you are, actually DOING IT!

It's just a first step, but something is always better than nothing (which is exactly what most people do), so I commend you for taking that first step and for allowing me to guide you on this journey.

As you're about to see, it's going to be a wild and fun ride.

Over the next few days, I am going to share stories that will inspire you, give tips that will amaze you, and even show a couple of examples that just might SHOCK YOU. (If you're easily offended, I'm going to apologize in advance.)

For example, do you know the #1 reason/why **[INSERT A RIDDLE/REASON WHY/ETC]?**

This is the question I posed yesterday...

...did you come up with an answer?

I'm going to tell you what it is, but first I need something from you.

I NEED YOUR ATTENTION!

I'm sure you get a lot of emails every single day. Am I right?

Well I need you to make sure you READ MY EMAILS.

You've already given me your email address. That has value! Please allow me to return 10x that value (minimum!) back to you.

Here's how it's going to work...

Every week/month [however often you send out content] I'm going to send you a lesson/case study/report.

When you see one of these messages hit your inbox, open it and read it.

Each lesson will be between 500 and 1500 words, so you should easily be able to consume them and complete any assignments in 10 or 15 minutes (or less).

And when you think about it, that's a pretty small commitment when you consider what's at stake: **YOU...[INSERT DESIRED END RESULT - i.e YOU...a best-selling author, YOU...slim, trim and healthy, YOU...the owner of a rapidly-growing company, etc.]**

The nitty-gritty starts tomorrow...stay tuned. :)

Talk soon,
[YOUR NAME]

P.S. Oops...I almost forgot...so what's the answer to the riddle I posed yesterday.

So what is the #1 reason/why **[INSERT A RIDDLE/REASON WHY/ETC]?**

[EXPLAIN THE ANSWER AND WHY IT MATTERS TO THEM. BE SURE YOU'RE TELLING THEM SOMETHING THEY DON'T ALREADY KNOW...IDEALLY SOMETHING THAT WILL EVOKE AN EMOTIONAL RESPONSE. ALSO, THIS IS A GREAT OPPORTUNITY TO SHOW WHAT YOU'RE FOR, OR BETTER YET WHAT YOU'RE AGAINST. SO HAVE FUN WITH IT AND DON'T BE AFRAID TO GET A LITTLE PERSONAL AND AIR SOME DIRTY LAUNDRY.]

P.P.S. A few days ago I stumbled across this video:

[LINK TO INSPIRING YOUTUBE VIDEO...DOESN'T HAVE TO BE DIRECTLY RELATED TO YOUR BUSINESS OR PRODUCT BUT THAT'S IDEAL]

If you want inspiration...this is it!

Tune in tomorrow and I'll tell you what I like most about this video, and why I had you watch it.

Message #2 – Send 2 Days After Welcome Mail

Subj: Did you see this video?

Subj: It starts today

Subj: Lesson 2: **[INSERT TITLE]**

Did you have a chance to watch this video yet?

[LINK TO YOUTUBE VIDEO FROM EMAIL #1]

I hope so, because it has everything to do with **[INSERT CORE BENEFIT/DESIRED END RESULT OF YOUR SUBSCRIBER]**.

...which is exactly why I asked you to watch.

But here's what I really want you to take from this video:

[DESCRIBE THE KEY LESSONS/TAKEAWAYS YOU WANT YOUR READER TO GET]

Like I said in my last message, this really is a journey, but it's a journey worth taking.

I'm glad that you chose to have me along for the ride, because it's going to be fun. :)

Talk soon,

[YOUR NAME]

P.S. Like what you've seen in these last few messages?

Then good news!


[Every week/ Twice a week/ Every month] I send out more content just like this, so there's even more good stuff coming your way.

You can also see more of my archived content here:

[LINK TO ARCHIVES PAGE OR PILLAR POST PAGE ON BLOG IF YOU HAVE IT]

But here's the BIGGIE...

You need to make sure you whitelist my email address: **[INSERT SEND FROM ADDRESS]**



...and mark all my mails as “Important” if you’re using Gmail.

Also, make sure you’re following me on Facebook and Twitter because I also announce new content updates on those platforms, and again I don’t want you to miss out.

Join me on Facebook here: **[LINK TO FACEBOOK PAGE]**

Follow me on Twitter here: **[LINK TO TWITTER PROFILE]**