



Welcome Sequence (3 Emails)

Email 1: Welcome to Your Wellness Journey

Purpose: Build trust, deliver lead magnet.

Subject: Welcome to PinkWellnessROI!

Body:

Hi [FirstName],

Welcome to PinkWellnessROI! We're thrilled to support your wellness goals.

Download your free 7-Day Yoga Challenge: [Download Here](#)

Stay tuned for exclusive tips and offers!

Best,

PinkWellnessROI Team

[Download Now](#)

Email 2: Success Story

Purpose: Inspire action with social proof.

Subject: How Sarah Transformed Her Wellness

Body:

Hi [FirstName],

Meet Sarah, who boosted her energy with our supplements. After just 30 days, she felt more vibrant and focused.

Explore our products: [Shop Now](#)

Best,

PinkWellnessROI Team

Email 3: Exclusive Offer

Purpose: Drive first purchase.

Subject: Save 15% on Your First Order!

Body:

Hi [FirstName],

Enjoy 15% off with code WELCOME15. Shop now: [Shop Now](#)

Offer ends in 48 hours!

Best,

PinkWellnessROI Team

Nurture Sequence (5 Emails)

Email 4: Wellness Tip

Purpose: Educate and engage.

Subject: 3 Tips for a Healthier You

Body:

Hi [FirstName],

Try these wellness tips: 1) Hydrate daily, 2) Move 30 min/day, 3) Prioritize sleep.

Our products can help: [Shop Now](#)

Best,

PinkWellnessROI Team

Email 5: Product Highlight

Purpose: Showcase product benefits.

Subject: Why Choose Our Supplements?

Body:

Hi [FirstName],

Our supplements are organic and non-GMO. See why customers love them:

[Learn More](#)

Shop now: [Shop Now](#)

Best,

PinkWellnessROI Team

Email 6: Customer Testimonial

Purpose: Build trust with social proof.

Subject: What Our Customers Are Saying

Body:

Hi [FirstName],

“These supplements changed my life!” – Jane. Hear her story: [Read More](#)

Try them yourself: [Shop Now](#)

Best,

PinkWellnessROI Team

Email 7: Wellness Challenge

Purpose: Increase engagement.

Subject: Join Our 7-Day Wellness Challenge

Body:

Hi [FirstName],

Ready to feel amazing? Join our free 7-day challenge: [Join Now](#)

Get tips and product recommendations!

Best,

PinkWellnessROI Team

Email 8: Final Nurture Push

Purpose: Drive conversions.

Subject: Your Wellness Journey Starts Now

Body:

Hi [FirstName],

You're one step away from better health. Shop our supplements and save

10%: [Shop Now](#)

Don't miss out!

Best,

PinkWellnessROI Team

Abandoned Cart Sequence (2 Emails)

Email 9: Cart Reminder

Purpose: Recover lost sales.

Subject: Forgot Something in Your Cart?

Body:

Hi [FirstName],

Your supplements are waiting! Complete your order: [Finish Checkout](#)

Need help? Reply to this email.

Best,

PinkWellnessROI Team

Email 10: Last Chance Offer

Purpose: Create urgency.

Subject: Last Chance: 10% Off Your Cart

Body:

Hi [FirstName],

Your cart expires soon. Use code CART10 to save 10%: [Shop Now](#)

Don't miss out!

Best,

PinkWellnessROI Team

Upload Instructions:

1. Save each email section as a separate HTML file (e.g., welcome1.html, nurture4.html).
 2. In MailerLite, create a campaign, select Custom HTML Editor, and paste the HTML code.
 3. Set automation triggers (e.g., form submission, cart abandonment).
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