

When writing an email sequence you must begin with the outcome you want to create. Is it to tell the new subscriber more about your client/yourself? Is it to pitch them on a product or service? This is what you must decide on before you sit down to write up your email.

Use the following template to get started. As I've said over and over again, TEST TEST TEST. Find what works best for your clients. Also, remember to segment your list so that subscribers don't get emails that mean nothing to them.

**Example:**

They sign up for your welcome sequence and then at the end you pitch some product that they already have. Set up a tag/rule to move them off of the main sequence and put them onto a sequence that helps them maximize the course they have.

**Email 1:** Give them their lead magnet

Hey (insert name), welcome to (insert name). To get you started along your journey to (insert a specific outcome), go through (lead magnet).

Once you're done, reply with (some relatable word to your client's brand).

(insert sign off)

**Email 2:** Reply email (send a day after your first email)

By now you've at least looked over (insert lead magnet). Now, I'd like to know a little bit more about where you're at currently.

(insert relatable question)

(sign off)

**Email 3:** Next step email (send a day or two after)

With this email, you can either pitch them a paid product/service or send them to another platform such as YouTube. You can even send them an email that sends them off to your next sequence.

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I will be giving you more templates as you show me that you're using the information inside. If you ever have any questions, send me an email by replying to my emails.