

SET IT
— & —
FORGET IT

WELCOME SEQUENCE

Cheat Sheet



What is the Welcome Sequence?

Your welcome sequence is the first set of emails a new subscriber receives. It can be simple, or super complex depending on how many moving parts there are in your business (offerings, type of clients, etc). It should include 5-10 emails spread out over roughly 2 weeks.

WHY THIS IS IMPORTANT:

- » It gives you a chance to slowly get your new subscribers used to hearing from you and seeing your name in their inbox. This means they're less likely to forget and delete.
- » It shows them they're not just an email address on a list to you and you actually want to help them through your newsletter.
- » It puts you in more personal contact with them so a connection is created.
- » It sets their expectations to what you are all about and what they're going to get from you.

The 6 types of Welcome Sequence emails:

Welcome & Freebie Delivery
What to Expect email
How Can I Help email
Best Resources email
Come Hang With Me on Social email
Sales Email



Welcome Sequence CHEAT SHEET

The *Welcome & Freebie Delivery* Email

PURPOSE: Welcome subscribers to your community and deliver your freebie

WHAT TO INCLUDE:

- » Welcome message
- » Thank you for subscribing
- » Link to download freebie

SCRIPT EXAMPLE:

Hi [First Name],

I'm so happy you joined the fun! Looking to go pro with your website?

The Website Planning Toolkit is where you need to start! Click here to download it.

I'm so thankful you have let me into your inbox and I hope to provide you with the tips and tricks to grow your online presence, fast!

I'd love you to come say hello on social:

Twitter: LINK

Facebook: LINK

I look forward to connecting!

Cheers,

Leah



The “What To Expect” Email

PURPOSE: Get them excited about who you are and how you can help them, set the expectations on what and when they can expect to hear from you.

WHAT TO INCLUDE:

- » About you (and how it relates to them)
- » What you believe in
- » What kinds of things you’ll be emailing about
- » How often they can expect to hear from you

SCRIPT EXAMPLE:

Hey {Name},

Since you recently signed up to hear more from me, I want to tell you a little bit about why you’re here and what you can expect from me.

I believe in X {insert what you believe about your service} and I want to help you get X { insert the results you help people receive }.

Every Monday you can expect an email from me with my latest blog post or piece of advice to help you get those results.

Leah



The “How Can I Help” Email

PURPOSE: Get them to reply to you so you can create a more personal connection by helping them one-on-one with a small problem.

WHAT TO INCLUDE:

- » Mention of the freebie they received
- » Ask a question or offer a small free service (review, consult, etc)

SCRIPT EXAMPLE #1:

Hi [First Name],

You recently signed up to grab the {insert the freebie you gave them} I made for you. Did it help you {insert the results the freebie gives}?

I just wanted to pop in your inbox and ask if there is anything I can help you with when it comes to X {your general expertise related to the freebie}. Are you currently struggling with anything that I might be able to help you with through a quick email?

If so, just hit reply to this email and let me know! I'm happy to take a few minutes and see if I have the answer for you.

- Leah

SCRIPT EXAMPLE #2:

Hey [First Name],

One of the biggest problems people have when it comes to their {insert your service} is not knowing what, if anything they need to improve. So if you are unsure of how you can make X better, I'd love to offer you a free {insert what you're giving for free - review, consult etc}.

{Insert mention of what this free X entails and how you'll do it}

After working with my clients, they typically see {insert results you give your clients}. I'd love to help you get that too.

Interested?

Just {hit reply/use this link to schedule/etc} and I'll get on it!

- Leah



The “Best Resources” Email

PURPOSE: Introduce them to the type of content you create, show your expertise and get them to your website.

WHAT TO INCLUDE:

- » Mention of how much content you have on what topics
- » Links to your best or most popular posts around those topics

SCRIPT EXAMPLE:

Hey {Name},

I've got a lot of past blog posts on my blog and sometimes it can be hard to find all the good stuff. As a new member of my community, I want to share with you some of my most popular posts. These blog posts will help you x, x, and x {insert what they'll help the reader do overall}.

Title: Link

Title: Link

Title: Link

Enjoy!

Leah



The “Come Hang Out On Social” Email

PURPOSE: Connect with them outside of your newsletter in a more personal way.

WHAT TO INCLUDE:

- » Why you want to hang out with them on social
- » Links to social media profiles you’d like to connect with them on

SCRIPT EXAMPLE:

Hey [First Name],

It’s me again, {Insert Name}, {insert your title}!

I’m so happy you’ve joined my community and are excited to learn more about how you can improve {insert what you help improve}!

But I’d love to get to know you, instead of you just receiving emails from me.

Are you on social media? Let me follow you!

You can find me on Twitter, Facebook, and Instagram.

Come say hello!

- Leah



Welcome Sequence CHEAT SHEET

The "Sales" Email

PURPOSE: Tell them about your services, what problems you help solve & how they can work with you.

WHAT TO INCLUDE:

- » Mention of them being interested in what you have to offer because they signed up to your list
- » The services you offer
- » Call-to-action on next steps if they are ready to hire you

SCRIPT EXAMPLE:

Hey [First Name],

How are you this lovely morning (or night, I guess it depends on when you open your email!)?

Since you recently signed up for my {insert name of your freebie} and newsletter, I'm guessing you are interested in learning more about how I can help you.

So I just wanted to take a quick second to jump in your inbox and tell you about the services I offer to help you grow your business online.

Name of Service: *Blurb about service + Link*

Name of Service: *Blurb about service + Link*

Have a lovely week and feel free to reach out if you'd like to setup a consult call for any of these services!

- Leah

About The Author

Hi, I'm Leah.

I'm a web designer and founder of [The Freelance To Freedom Project](#).

I'm crazy multi-passionate and a recovering multi-tasker. Running a business in one thing – running two, a whole 'nother story.

But I can't help myself – so I had to put strategies in place to ensure I was spending my time on the right things and opening up my schedule to allow for my multi-passionate tendencies. The strategies I've developed, like this Welcome Sequence, ensure I can set it and forget it with my email marketing – so I could spend more time on the business activities I truly love while bringing in new clients on a consistent basis.



Come say hi on [Twitter!](#)

