

5 Autoresponders Every Business Needs

1. The Welcome Sequence

- Trigger: New Subscriber
- Action: Send them to the "Check Your Inbox" page.
- Email: Please Confirm Subscription
- Email: Welcome! – Here's a free gift.
- Action: End Sequence

2. The Nurture Sequence

- Trigger: Subscription Confirmed
- Action: Delay 1 day
- Email: Pure Content #1
- Action: Delay 1 day
- Email: Pure Content #2
- (And so on...)

3. The Subscriber Cull Sequence

- Trigger: No Email Opens for [X] Months
- Email: Do you still want to be on our list?
- IF: No Response >> Delay 3 days.
- Email: Last chance.
- IF: No Response >> Cancel Subscription
- Action: End Sequence

4. The Abandoned Cart Sequence

- Trigger: Cart has been active for 6 hours without checkout.
- Email: Reminder
- Delay: 12 hours
- IF No Checkout >> Email: Last chance
- Delay: 30 minutes
- IF No Checkout >> Close cart
- Action: End Sequence.

3. The Evergreen Launch Sequence

- Trigger: Link clicked in Nurture Sequence that indicates interest.
- **Emails: The Pre-Launch Sequence**
(Cart Opens)
- **Emails: The Launch Sequence**
(Cart Closes)
- Email: We're no longer taking orders.
- Action: End Sequence

- IF
- Trigger: Product is bought during launch
- THEN
- Action: End Sequence
- Action: Begin **The Onboarding Sequence**

[Click here to learn more about launches.](#)