

Nurture the Relationship – The Onboarding Sequence

Day 1 – Welcome email – don't put everything in here, just a brief introduction, etc.

- After they sign up and get your freebie (either immediately or at a time you designate) that day or the next day (depending if they got the freebie in the thank you email)
- Add a note about making safe sender or whitelisting
- Did you get it (send link again)
- “Welcome! You'll receive two more emails from us over the next five days, and then you can expect to hear from us on a [frequency] basis with [general content of your on-going emails].
- set expectations”
- You can unsubscribe at any time by clicking on the link at the bottom of every email we send.
- Snapshot of you (your tag line) and what they can expect (example: tips about ____ and will also get your newsletter)
- Contact info, reply to this message tell them you answer every email personally
- Visit us at [website/physical location]

Day 3 -4

- Tell them about you “allow me to introduce myself...” (don't go on and on, but show that you have credibility here)
- You can expect (how often you will send a message, what kinds of information/messages you will send)
- Give them a (small) bit of content here, maybe a tip
- Ask them for feedback on the freebie, you'd love to know what they thought
- I'd love to hear about you, their problem, pain point, about them in general
- Add a way to connect (website, email, reply to this message tell them you answer every email personally)
- PS: What's coming next (can add what you will send them next and to watch their email)

Day 7-10

- Share additional information that pertains to your goal (length of email and if you should use a link depends on your audience)
- Can add testimonials, reviews

Day 14

- 5 Surprise gift (another freebie) can be a free call with you, this is the CTA,

- Remind them what they will be getting from you
- Remind them to connect at any time

* Decide whether to keep new subscribers off your main list until the onboarding series is complete.

Extra notes:

If you want to offer them a webinar, earlier, can use sequence but incorporate the invitation to the webinar earlier in the onboarding process.

Example: Day 3-4: tell them about you and they can expect and an invitation to the webinar next week

The webinar sequence is different if they are signing up for content that is “pre-webinar” such as a quiz, survey or other pre-qualifying tool. A welcome email is recommended in any email sequence.

Email subject line tips:

- Ask a question
- Single word
- Scarcity (time is running out)
- Use “you”
- Use numbers (30 days, 3 steps, etc.)
- Curiosity (a little known fact...)
- Surprise (What cats teach us about ...)
- Under 50 characters, use CAPS sparingly

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