

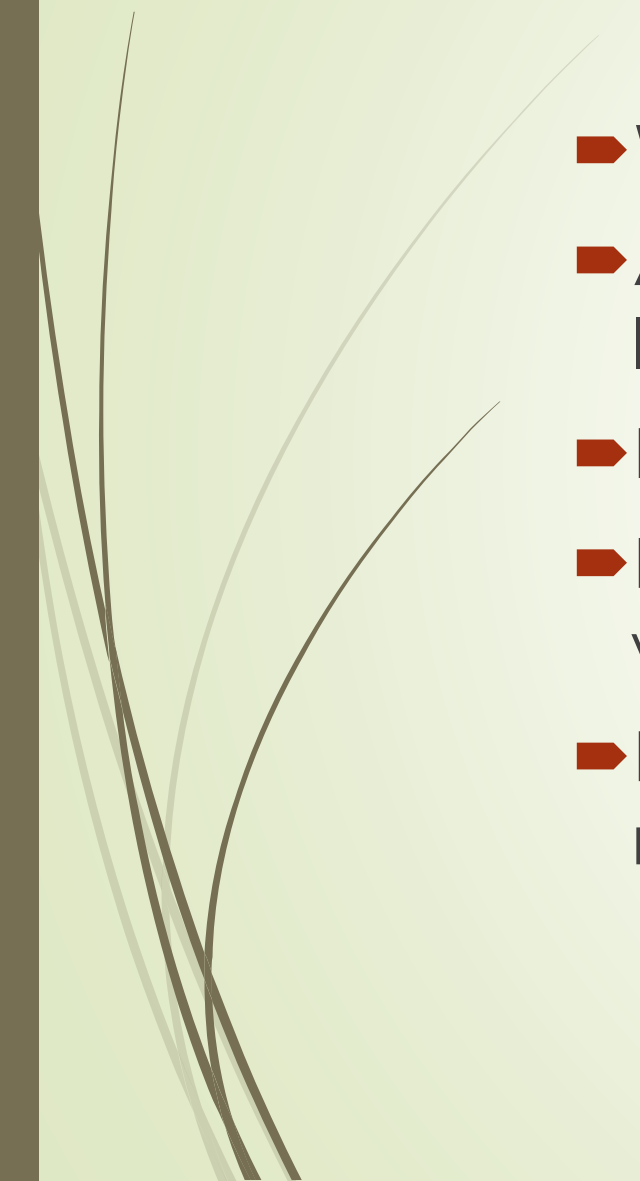


Nurture the Relationship Onboarding Email Sequence

Expand Your Reach Academy Training Module



There Are Several Choice Points

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- Who is your audience?
 - Are they people who enjoy spending time reading long emails?
 - Do they like to print things off and save them?
 - Do they appreciate short emails and a link if they want more info?
 - Do they spend time on the computer or with their mobile device?

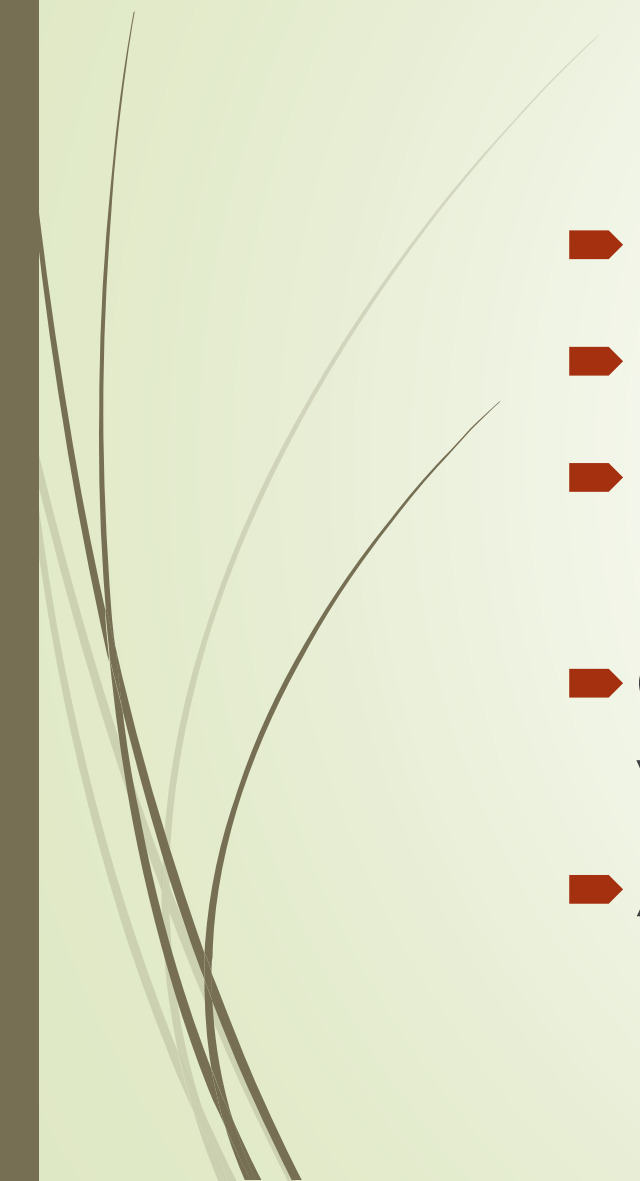


Strategies and Tips

- Write as though you are talking to them personally
- Add images, but don't over-do it
- Plain text may have better deliverability
- Use of a banner image (branding technique)
- Monitor opens in your auto responder system and test it
- Remember to be mobile ready, can preview a mobile design in most autoresponders

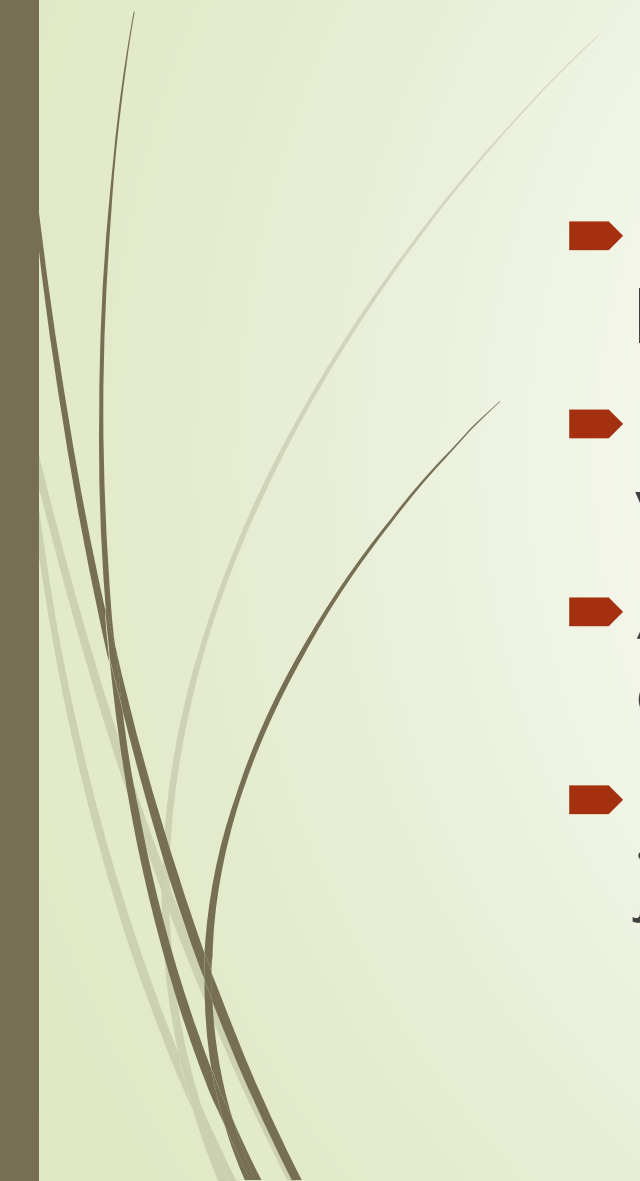


Email Recipe

- Keep it conversational
 - Deliver value in each email
 - Keep it short (unless your audience likes long messages)
 - CTA (to watch for another email, to whitelist your address, etc.)
 - Add social media links (trust factor)
- 



There is No One Way

- Different strategies for onboarding versus a launch
 - Either can lead to another free offer like a webinar, etc.
 - All new subscribers should begin with an onboarding process (welcome email)
 - Emails should be as interactive as possible, not just talking at them
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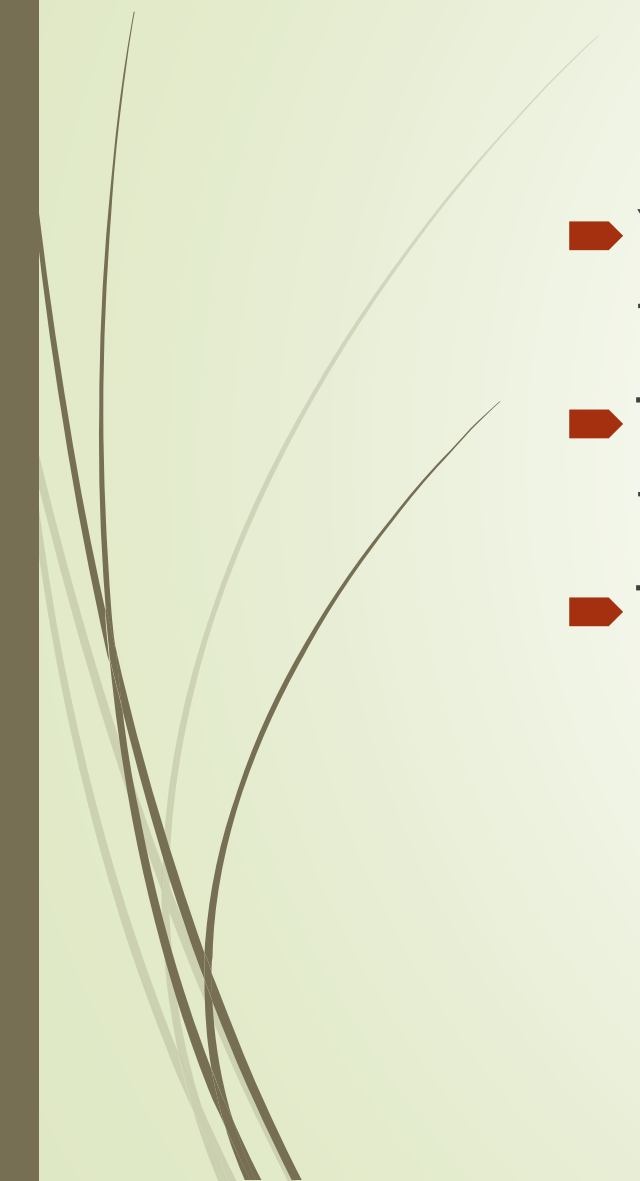


How Often?

- There are many schools of thought on this
- Send several emails or keep it minimal
- *I have tested both and for my audience, less is more*
- People have lives and are busy with other things
- It's rarer than a person stops everything and spends their time with just your stuff



Today's training: Minimal Approach

- You can break some of these up to lengthen the process
 - These are guidelines, there are many ways to do this.
 - Think about choice points:
 - Incorporate images or video
 - Avoid being too text heavy, you want some white space
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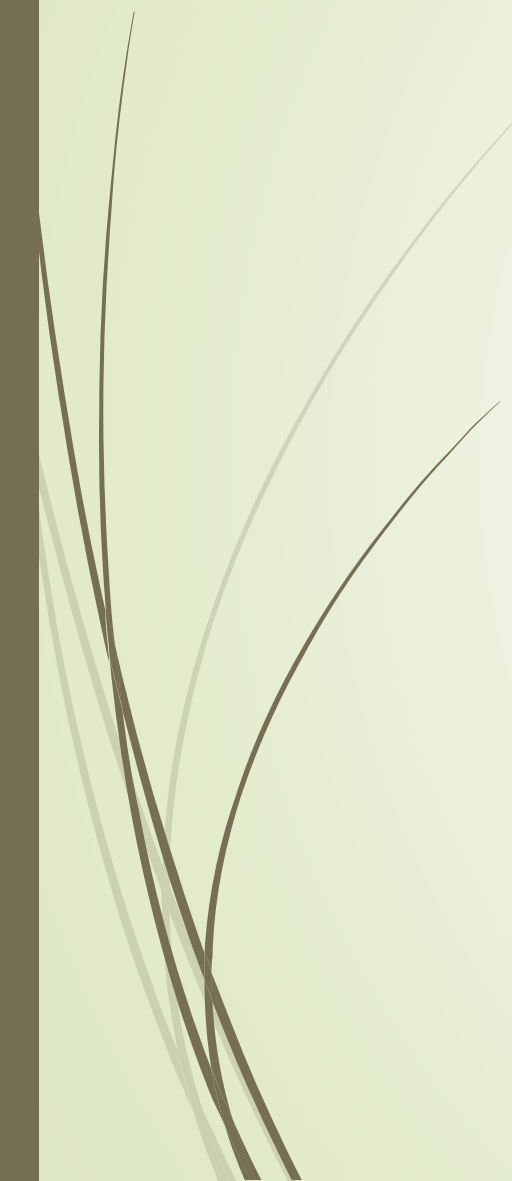


Day 1- Welcome Email

- Don't put everything in here, just a brief introduction
- This is sent after they sign up and get your freebie (either immediately or at a time you designate)
- Add a note about making marking your email as a safe sender or whitelisting the address
- Ask them if they received your freebie, (add the link again)
- Tell them what they can expect



Day 1 – What to Expect (same email)

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- “Welcome! You’ll receive two more emails from me over the next five days, and then you can expect to hear from me on a [frequency] basis with [general content of your on-going emails].”
 - 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]

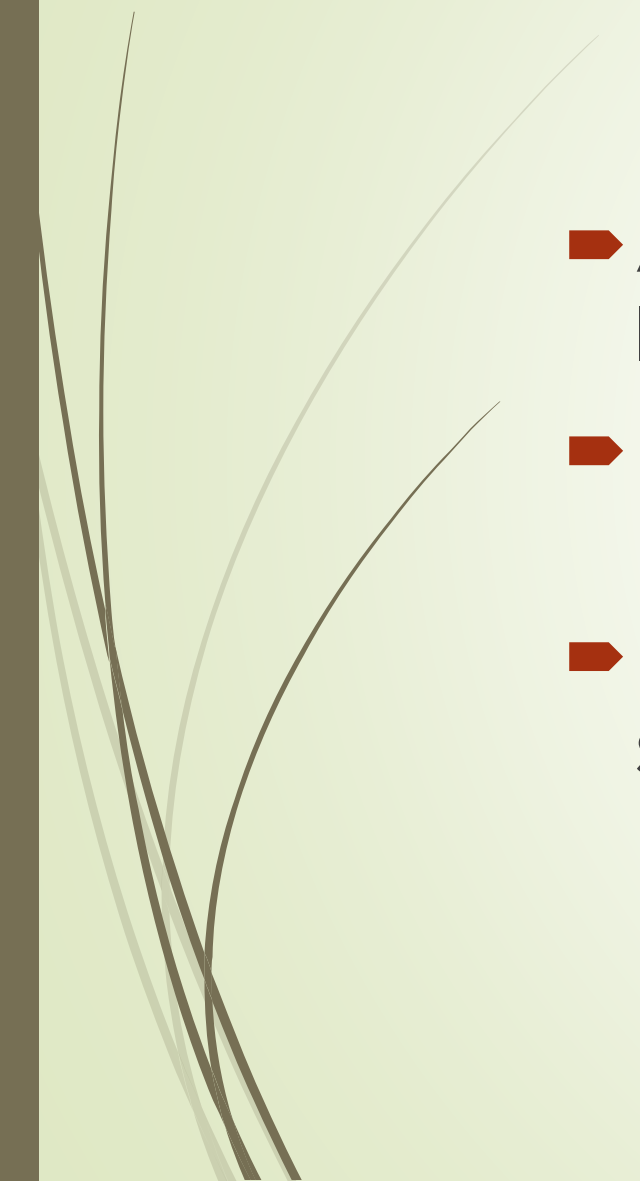


Day 3-4: About You

- Tell them about you “allow me to introduce myself...” (don’t go on and on, but show that you have credibility here)
 - Remind them what they 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 or add a testimonial
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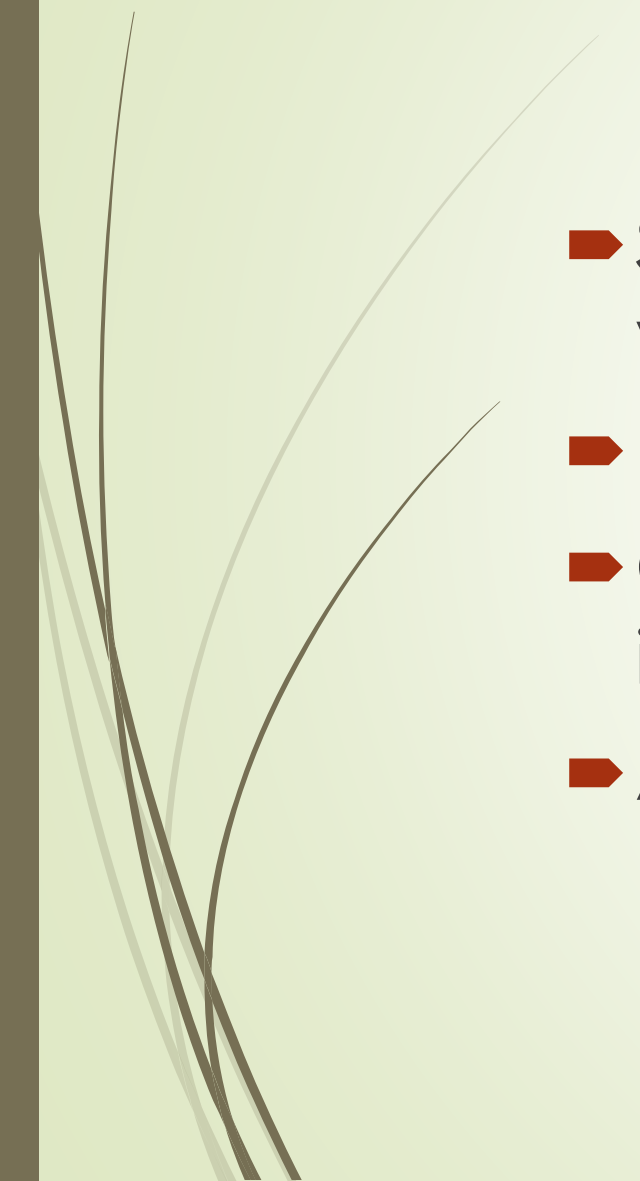


Day 3-4: (same email)

- 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)
 - PS: What's coming next (can add what you will send them next and to watch their email)
- 



Day 7-10: Add Value and Social Proof

- Share additional information that pertains to your goal
 - Length of email depends on your audience
 - Can add it to the email or add a link with more information
 - Add testimonials, reviews, social proof
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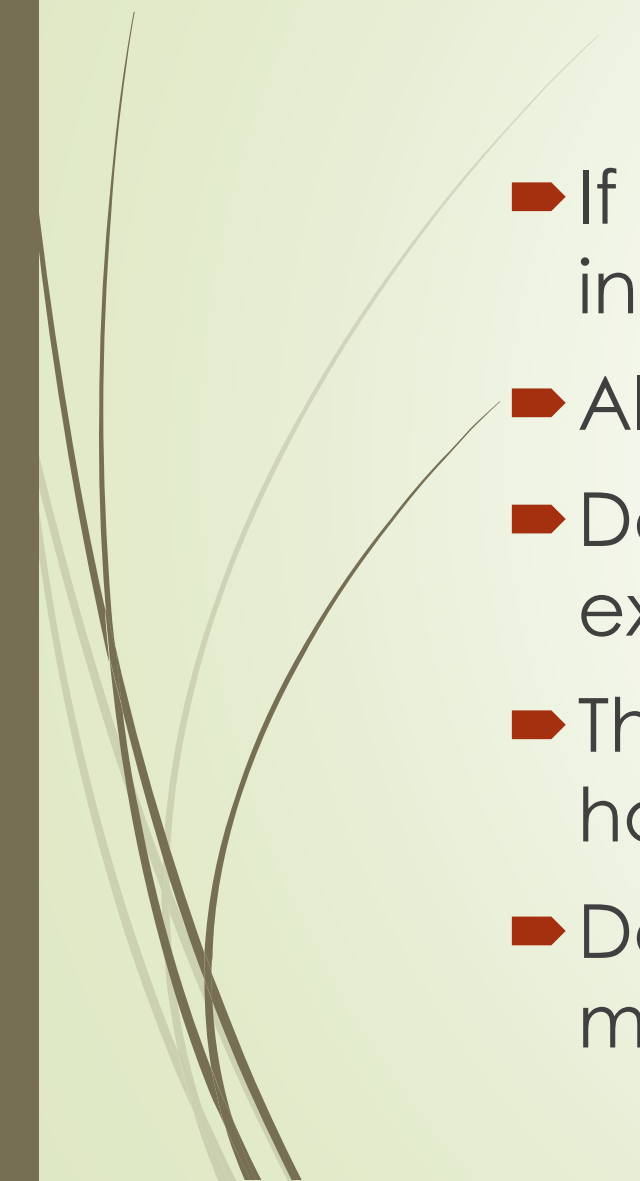


Day 14: CTA

- Surprise gift (another freebie)
- This can be a free strategy or discover call with you
- Invite them to a free webinar or challenge
- This is a small “yes”
- Remind them to connect with you at any time

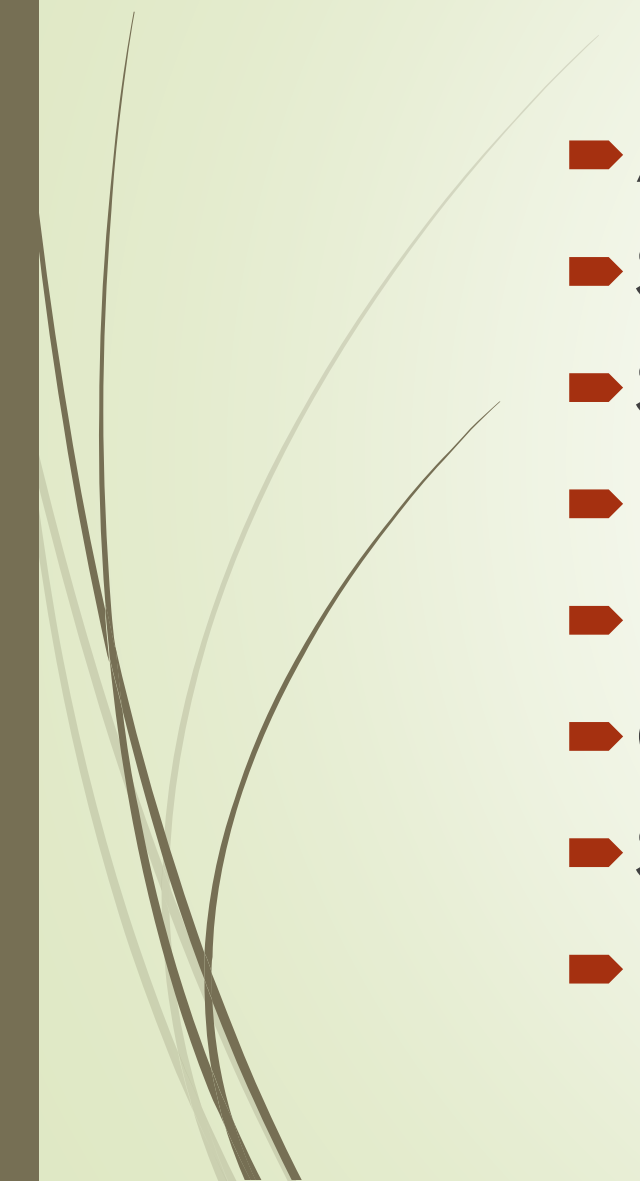


Additional Notes:

- If you want to offer them a webinar earlier, can incorporate this into the onboarding sooner
 - Always do a welcome email
 - Day 3-4: tell them about you, what they can expect and invite them to the webinar
 - The email sequence is different depending on how they enter your subscriber list.
 - Decide whether to keep new subscribers off your main list (newsletter) until the series is complete.
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Subject Line Tips

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- 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



Example of Whitelisting

- To ensure delivery add *_your email address_* to your email address book
- Contact us at *_your support email_* with any questions
- Watch your email for *_X_* and make sure to whitelist this address.
- **[CLICK HERE](#)** for a pdf with directions based on our email service.