

THE 6 WINNING FOLLOW-UP

EMAIL SEQUENCES FOR YOUR LEAD



WORKBOOK

Email Sequences Workbook

No matter what niche you are in, and no matter what type of prospects you have to tackle, you are basically following the same customer journey. We're talking here about the awareness, consideration and decision stages of the client journey. One of the most important tactics spread over all three stages of this process is email marketing, or lead nurturing.

Having a lead nurture system in place is crucial to your success. As an integral part of an inbound marketing strategy, a lead nurture strategy can dramatically boost the number of wins you get and help you establish yourself as an authority in your niche.

Email Template 1: The Confirmation Email

DESCRIPTION: For purchased items, you have to send a receipt with a confirmation. For subscribing to a newsletter, you need to deliver a "Thank You" email automatically. Make this sequence short and on point.

Subject: Thanks, [FName] for subscribing/your purchase. Please confirm your email.

Body:

Hi, [Fname].

Welcome to our online community.

Please confirm your email by clicking the link below. This will allow us to make sure we send out your [item] immediately.

Confirming your email address will allow us to send you your access/requested information. If you do not want to receive any communication, please ignore this message.

CTA: Please confirm your email by clicking the link or you received your purchase.

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

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Email Template 2: Get Started

DESCRIPTION: After they confirm their email/subscription, send them a link to your best content. If they subscribed to gated asset, send them the link to that asset. This should go out immediately.

Subject: Hey, [FName]. Here is access to your purchase, blog post, free asset.

Body:

Thanks for signing up.

Here is your free eBook.

[title of book]

I'm glad you decided to join the many [*target audience*] in the [*industry*] community.

Periodically, I will send you helpful content and resources that will help you [*whatever you help them do*].

By downloading this ebook, you are on your way to [desired result].

Connect with me/us on social media at [social platform(s)].

If you have any questions, please don't hesitate to reach out to me anytime.

All the best with [desired result].

Best,

CTA: Download/Access your asset and connect with us on social media.

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

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Email Template 3: Did You Download/Access Yet?

DESCRIPTION: Send this email to all subscribers, both hot and cold leads. This is a “did you take action yet” type of email reminding them to access their purchase, download the asset or read the blog post. This is a perfect time to ask if they found something worth sharing, would they share their thoughts on your social media accounts too.

Subject: Hi, [FName]. Did you download your ebook/access your membership yet?

Body:

Hey, [FName],

[Your Name] here from [company].

I wanted to take a minute and thank you personally for downloading/purchasing [item].

If you had any problems accessing the material please contact us immediately at [contact]. We want to make sure you get access to the information you need to [problem].

If you found something worth sharing, please consider sharing your thoughts or ah-ha moment on our social media channel so we can help more people with [problem].

P.S. From time to time we'll send you updates and articles on the latest tips, tricks and techniques you can use to get incredible results with [problem]!

So keep your eyes peeled!

CTA: Communicate your feedback on our social media accounts.

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

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Email Template 4: Tips For Success!

DESCRIPTION: This is where you should split your emails. For those cold leads who have yet to open the email or download the asset, send them a kind reminder. Try to include a few highlights of the eBooks/whitepaper/asset they have subscribed for.

For those who have read the asset, offer them a list of “tips for success” that will help their businesses thrive. This is a “how to get the most out of “ type of email that allows you to establish your business as an authority in the eyes of your subscribers.

Subject 1: Hey, [FName]. Did you know [target market] can [action] with [tip from product]?

Subject 2: Hey, [FName]. Here are 3 tips [target market] do to immediately start seeing results with [topic].

Body 1:

Hey, [FName].

Make sure you read/check out this part. It is very important.

I know you're probably busy, but I wanted to point out something important you should NOT skip over or miss in [item].

On page (x) we show you how to [something worth pointing out].

This is important because [why].

We just wanted to make sure you didn't miss that because it's critical for your success with [problem].

Body 2:

Here's a tool / software / info, etc. that will help you get BENEFIT, BENEFIT, and BENEFIT!

It will help you with your higher conversions in three very specific ways:

1. It (FEATURE) so you can (BIG RESULT)
2. It eliminates BIG PROBLEM THEY HAVE
3. Most importantly, it saves you from (BIG EXPENSE / BIG FRUSTRATION / BIG EFFORT)

Enjoy!

CTA 1: Find out more by downloading/reading/accessing content here.

CTA 2: Let us know what success you may be seeing based on the advice.

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

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Email Template 5: Give Them A Bonus Gift!

DESCRIPTION: You should send the bonus gift to both types of subscribers. However, for cold leads, make sure to remind them to read the asset and to interact with you on social media. For hot leads who have read the asset, remind them that you care for their needs and that you have a solution for their problems. Do not state the solution yet, but give them a free gift that would help solve a part of their problem.

The whole idea in this phase is to entice them to take action in the next email by revealing some of your “capacity to fulfill their needs.

Subject: Good Day, [FName]. I have a gift for you. Enjoy!

Body:

Hey, [Fname].

[Your Name] here with a short new video just posted for you. There are some excellent [problem solving] nuggets in this one...

==> VIDEO LINK

In this quick clip you get the answer to the question...

"BIG QUESTION IT ANSWERS?"

In fact, you'll also discover

- Point one
- Point two
- Point three

All in one short video!

Watch it right now:

==> VIDEO LINK

To your continued success!

PS - Feel free to leave your comments about the video on our blog/social! Let's bring some clarity to [the topic].

PSS – We have a lot of experience helping [target] with [problem] and we are here to help if you just want to start seeing results sooner than later.

CTA: Access your free gift now and see results [time frame].

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.

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Email Template 6: Strike The Deal

DESCRIPTION: This is the moment we've been all waiting for. Present your solution in a "digestible" manner and make sure all of your customers understand what you have to offer. Send this email only to hot leads who have read the asset, interacted with you and got the bonus.

Subject: Hey, [FName]. Here is how we helped [past client] with [problem].

Body:

Hi, [FName].

This came in from a customer a little while back and I wanted to share it with you because we thought it might encourage you moving forward :-)

** Insert a

** CASE study OR

** RESULTS testimonial OR

** PRODUCT testimonial OR

** STORY about how a customer used the product

See, getting results in [problem] is simple when you just take action and believe it will work for you... and seeing what others have done really helps to give you that little extra oomph to make things happen!

We would LOVE to hear from you about how you're doing with the material in [item].

Drop us a line at [contact], and let us know :-), or reach out to us if you would like to see if we might be able to help you with [problem] and accomplish your goals.

Please click to schedule a free 15-minute call with me. Click the link to sign-up for a free 14-day trial.

Have a great day!

CTA: Schedule a consultation today, sign-up for your 14-day free trial

Signature: Your personal signature or signature of key person on team.

TIP: Always include a more general CTA here as part of your signature.



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