

Email *Welcome Sequences*



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What is an email sequence?

An email sequence is an automatically sent series of emails. It can be a series of transactional emails, such as a confirmation email, invoice, and login/download email, an onboarding email for someone who has purchased a product or service, or a “nurturing” sequence for new subscribers. This is a fantastic way to “warm up” leads.

Why do I need one?

Two words: Follow up.

Many business owners are challenged when it comes to following up with leads.

They tend to rely exclusively on social media to generate leads, and either hustle like crazy to keep new followers, friends, or contacts from falling into the cracks, or drop the ball and make no effort to keep in contact, either due to lack of a good system or burnout.

The problem is, although social media can be a good way to gain followers and “cold” leads, it’s not the best way for keeping in contact with and following up with leads consistently and reliably. We don’t really have as much control over our social media accounts as we may think, and it’s not a great idea to build an entire business on a platform we don’t own.

Another great reason to have an email sequence is that it works behind the scenes for you. It’s one of your best “set and forget” marketing tools.

The quiz as a lead magnet

One of my favorite ways to segment subscribers is via a quiz. This is a perfect way to send very specific emails to a specific group or cohort (in this case, a “type” or “personality”) This makes for a more personalized and relevant experience for the subscriber.

The landing page for this quiz is basic and the CTA is the button inviting the subscriber to take the quiz.



What is Your Marketing Superpower?

Take the short quiz to discover your unique strengths so that you can attract MORE of YOUR ideal clients.

Subscribe to get your full results, delivered to your inbox.

Start Quiz

After they take the quiz, they will be directed to a results page. From here, they can decide to opt in and see their results in detail.

The results page is like a "teaser:" it provides just enough information to get the potential subscriber intrigued and curious to find out more.. about the most interesting topic ever: Themselves!

Get your complete results as a free gift for subscribing .

THE VISIONARY

You are already a natural at planning and will do well with building your marketing strategy/funnel, as long as you don't fall into the "I'll do everything myself" trap when your business starts to grow.

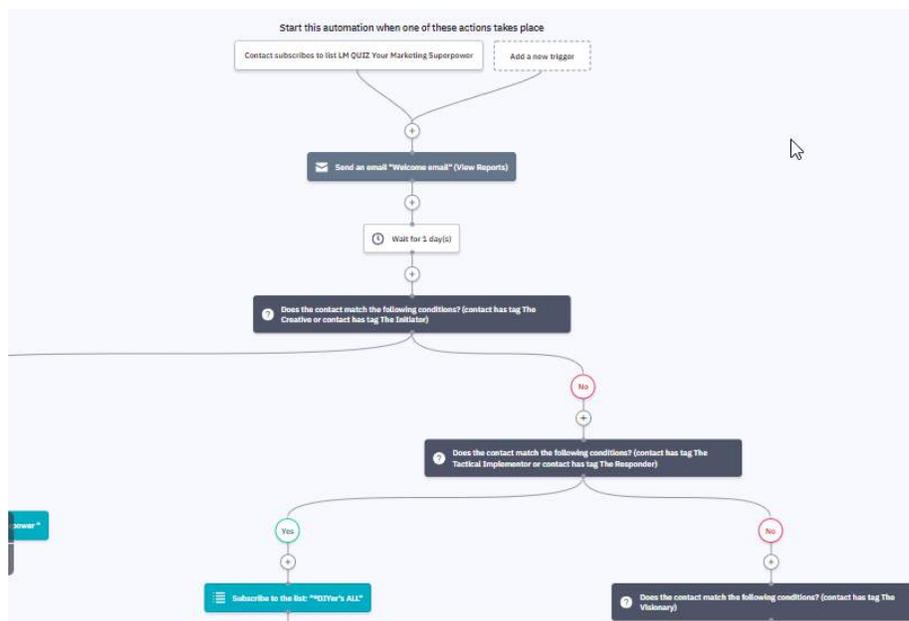
Name:

Email:

Send my full results!

Once this form is filled out, the quiz taker is subscribed to a list, assigned a tag, and entered into an email AUTOMATION.

Behind the scenes we can see the visual representation of this automation, which looks like a flow chart.



A “trigger” kicks off a series of welcoming emails, which are automatically sent to the subscriber. In this case, the triggering event is signing up to a master list, which is easily set up in Active Campaign.

Everyone who subscribes to this list receives a welcome email, then the paths split. This next part of the automation is designed so that depending on the result of the quiz, the subscriber will be subscribed to a specific list. (DIY, Beginner, or Savvy.)

This is a little more complex than just a simple series of emails. It relies on conditional logic, or YES/NO paths to guide the right emails to the right people at the right time.

Pretty cool! This is the MAGIC of having an email system that has the flexibility to make every email relevant and personalized.

I'm not going to go into detail about how this automation works. Just think of it as a path in a flowchart.

All new subscribers get an immediate welcome email with a link to download a more in-depth analysis of their results. Some quizzes only give a freebie based on their result. I chose to offer all the results in one downloadable report.

The next emails happen after the paths split. I have a series of 4-5 emails for EACH one of the cohorts, (Beginner, DIY, and Savvy.) They are generally sent around 2-3 days apart.

The emails are designed to nurture, or take the subscriber on a journey, which isn't rushed.

In these emails I provide tips and free resources from my (bursting at the seams) content library. Beginners will get introduced to the world of marketing, and feel empowered. DIYers tend to feel more overwhelmed, so the goal is to help them find a clear path from A to B. My marketing and "tech" savvy folks may be more interested in new trends, how to streamline their systems, or how to outsource.

The CTA at the end of each of these emails is also different:

Beginners are guided to a free consultation.

DIYers have an option of signing up for the Future Proof Your Practice Toolkit.

Savvy Marketers have an opportunity to either take something off their plate, or an invitation to collaborate, perhaps as a guest on a podcast.

The entire process has evolved over time as I learn more about my ideal client avatar, the client/patient journey, and the fast-changing world of entrepreneurship, marketing, technology, and software.

I also make it a point to learn from my followers, leads, potential clients, and clients. None of this process happens in a vacuum. It didn't for my business and my process, and it will be the same for you.

I also keep track of 2 things:

1. KPI's, or key performance indicators. Open rates tell me more about the subject line (with new iOs updates, even these numbers have become less accurate) but CLICKS give me direct feedback on how an email is performing.

Some of these emails have performed well, and others I'm still tweaking, one small piece at a time.

3. The PROCESS. If you are a DIYer, I recommend documenting every step in the process of creating a campaign like this. Even with systems and platforms like Kartra that guide you through each step, there's still a learning curve.

Another reason to document: If (when!) you decide to outsource, you will want to have every step in this process clearly defined.

If you prefer, you can also have me show you how, and provide you with the exact steps I take, complete with visual, step-by-step instructions and support.

Ready to see the emails that got opens and clicks? Here's a sampling:

The Emails

All results, Email 1:

Hi %FIRSTNAME%!

As promised, here is your [free gift](#) that tells you more about how you can leverage your marketing superpower, so that you can not only run your business the way YOU want to, but end the struggle against yourself and finally enjoy your work.

I just want to say Thank YOU in my own way for taking the time to subscribe to Tech and Wine.

This "newsletter" exists to be of service to you, as I'm always coming up with something new. Much of it is free, and some you can only get via these emails.

I send these on a weekly basis, and they are designed to provide you with tips, trends, insights, and opportunities that you may not have time to research yourself or even find anywhere else.

There WILL be some mention of my paid products when it makes sense, as an option in these emails. Sometimes part of the value is directing you to ALL the resources available to you.

Bottom line.. I'm glad to have you here!

It is true, I love giving to my "inner circle" which you are now a part of!

Remember, you can unsubscribe at any time. I would miss you, but there's no hard feelings, and the door is always open.

A handwritten signature in cursive script that reads "Julie".

[Download Your Free Gift](#)

If the subscriber has been tagged DIYer, they will get the following email next:

DIYer Email 2:

Hi %FIRSTNAME%!

Keeping up with marketing trends may not be high on your priority list, and I don't blame you.

However, following trends isn't about being "trendy" or "cool" just for the sake of it. It's about finding a good match for what you are naturally gifted at or the resources you already have at your disposal.

For example, if you are already making videos and love teaching, guiding, and speaking, virtual events may be a good fit for you.

If you find that you are spending too much time on social media or stressing about paid ads, maybe it would be worth it to start focusing on the people who are (yes, literally, right now) searching for your services instead. These are the people who are ready to buy! Translation: SEO ain't anywhere near dead, and it doesn't cost anything to start cultivating your "searchability."

You may also be hearing some buzzwords, or that "this or that" is "dead" or the next "Must have thingie." What's worth paying attention to and what is just fluff?

That's why I wrote [this blog](#) so that you can see at a glance.. the important trends this year for wellness professionals and coaches.

It's about knowing what's out there and what works for YOU. I'll be talking more about the key for wellness professionals/marketing DIYer's who want to make this all work: A plan, a strategy, a roadmap, a journey.. whatever you want to call it, in upcoming emails.

Enjoy!

Julie

L.ac, Marketing Specialist, Digital Nomad and Dog Lover

If the subscriber has been tagged "Beginner," they will get the following email next:

Beginner Email 2:

Hi %FIRSTNAME%!

Every business owner needs SOME kind of strategy or plan for marketing and growth. Yet few wellness professionals actually have one.

In this [guide/checklist](#), I'm going to be showing you an overview, in the form of a fun visual.. of what 90% of marketing strategies and systems actually ARE, at their core. (no gimmicks, no big secrets)

Even when marketing gurus say this is "my proven system that got me over 1 million in revenue last year and will also work for you." Blah, blah. blah.

I've seen enough of those landing pages and videos. They all have some of the same elements in common, with a few tweaks, philosophies, and "trade secrets" thrown in for good measure. There really IS no "big secret." *It's about what resonates and what works for YOU and your business.*

Kinda like Coca Cola, Pepsi, and all the other choices we have when it comes down to what is basically a sugary beverage.

Knowing that you are a creative person.. and that marketing probably isn't your favorite subject..

I think you'll appreciate this [no B.S. overview of the journey](#) that you and your clients and patients experience when you have a strategy in place. And it's a much more positive experience for everyone than relying on random tactics.

You can [download your Client/Patient Journey/Roadmap here.](#)

Next.. I'm going to show you how you can TOTALLY cheat, blow off, and forget about some of the tasks you thought you HAD to do.. that's coming in a few days.

Savvy marketers Email 2:

Hi %FIRSTNAME%!

In the past few years, you may have discovered how valuable your intellectual property can be. Whether it's a blog, a video, a podcast or audio recording.. or even a post, they start to add up and become an asset that you can leverage.

But it can be VERY time consuming.

Here's my full training for [creating your own content library the EASY way.](#)

Enjoy!

Julie

L.ac, Marketing Specialist, Digital Nomad and Dog Lover