



Email List Builder Lab Workbook

Session 4

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WELCOME SEQUENCE PLAN

EMAIL 1/WELCOME EMAIL - IMMEDIATELY:

EMAIL 2/DISCOVERY EMAIL - _____ DAYS LATER:

EMAIL 3/NURTURE EMAIL + HINT AT PITCH - _____ DAYS LATER:

EMAIL 4/NURTURE EMAIL + PITCH - _____ DAYS LATER:

EMAIL 5/PITCH/NEXT STEPS EMAIL - _____ DAYS LATER:



NURTURE/BROADCAST EMAIL PLAN 90 DAYS

HOW OFTEN WILL I EMAIL?

WHAT DAYS?

HOW WILL I GET THE WRITING DONE? WHO/WHEN?

HOW WILL I GET THE EMAIL AND SENDING DONE? WHO/WHEN?



CONTENT IDEAS FOR BROADCAST EMAILS - 90 DAYS

1- _____

2- _____

3- _____

4- _____

5- _____

6- _____

7- _____

8- _____

9- _____

10- _____

11- _____

12- _____

MAY 2026

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

JUNE 2026

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

JULY 2026

July 2026 Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1



WHAT ARE THE THREE PLACES YOU ARE GOING TO FOCUS ON GETTING YOUR LEAD MAGNET IN FRONT OF YOUR AUDIENCE OVER THE NEXT 90 DAYS (MAY)

1

2

3



WHAT ARE THE THREE PLACES YOU ARE GOING TO FOCUS ON GETTING YOUR LEAD MAGNET IN FRONT OF YOUR AUDIENCE OVER THE NEXT 48 DAYS (JUNE)

- 1** _____

- 2** _____

- 3** _____



WHAT ARE THE THREE PLACES YOU ARE GOING TO FOCUS ON GETTING YOUR LEAD MAGNET IN FRONT OF YOUR AUDIENCE OVER THE NEXT 48 DAYS (JULY)

1

2

3



The Big Picture: Your Full Email System

By this point, you are building a complete opt-in ecosystem, not just a form.

Here's the flow you're creating:

- Landing page with opt-in form
- Thank you / success page
- Subscriber added to your email list (group/tag)
- Welcome email delivered
- Nurture sequence begins
- Ongoing relationship through regular emails

The goal is not just collecting emails...
It's building a relationship that leads to action.

The Welcome Email (Your Most Valuable Email)

This is NOT just a receipt.
It's your first impression + relationship builder.



6-Part Welcome Email Framework:

1 - Warm, human thank you

→ “I’m really glad you’re here”

2 - Deliver the lead magnet clearly

→ No confusion. Make it obvious + clickable

3 - What this says about you” (Identity)

→ Affirm them

→ “This tells me you’re someone who...”

4 - Bridge: Pain → Possibility

→ Show transformation

→ “Right now you may feel... but this will help you...”

5 - What happens next

→ Set expectations for upcoming emails

6 - Simple CTA (reply or engage)

→ “Hit reply and tell me...”

Key Insight:

This email is your chance to say:

“I see you. You’re in the right place.”



Your Nurture Sequence (3–7 Emails)

Think of this as a guided journey, not random emails.

Suggested Flow:

- Welcome Email (deliver + connect)
- Discovery Email (learn about them)
- Next Steps Email (engagement)
- Offer Email (introduce product/service)
- Reminder / Urgency Email

Simple Rule:

Serve → Serve → Serve → Ask

Using AI (Smartly)

You don't have to start from scratch.

Try prompts like:

“Write a welcome email for someone who just downloaded [lead magnet]”

“Create a 5-email nurture sequence based on this audience...”

Then edit to match your voice.



Ongoing Nurture Emails (After the Sequence)

This is where most people drop off—but this is where the magic happens.

Think Relationship, Not Marketing:

You wouldn't meet someone once and ask them to marry you later

Same with your audience → build Know, Like, Trust

Recommended Rhythm:

Ideal: 1 email per week

Minimum: 1 email per month

MOST IMPORTANT: Be consistent

Content Ideas for Ongoing Emails

You don't have to guess—use these:

- Answer common questions
- Share client stories or examples
- Teach one small concept
- Share behind-the-scenes insights
- Highlight one feature or step
- Tell personal stories that connect



Pro Tip:

Use content pillars (rotate topics weekly):

Week 1: Teaching

Week 2: Story

Week 3: Case Study

Week 4: Personal insight

Email Best Practices

Limit to 1 main link per email

Keep 1-2 images max

Focus on one message per email

Encourage replies (huge for engagement + deliverability)

Getting Eyes on Your Lead Magnet

Once it's built... share it!

Start with these:

Website (header, footer, blog posts)

Social media profiles

Link in bio (use tools like Linktree)

Facebook/LinkedIn posts

Email signature

Groups & communities



Momentum Strategy:

Instead of doing everything at once:
Pick 3 promotion methods per month
Build gradually over 90 days

Your Homework (Final Session)

1. Build Your Welcome Sequence

At least 3–5 emails

Map out timing (every 2–3 days)

2. Decide Your Ongoing Email Plan

Weekly or monthly?

What day?

What format?

3. Plan the Next 90 Days

12 weekly emails OR 3 monthly emails

Brainstorm topics ahead of time

4. Promote Your Lead Magnet

Choose 3 places to start



Final Takeaway

***You didn't just build a lead magnet...
You built a relationship system.***

