

LEAD MAGNET LAUNCHPAD Session 6

- **Developing Your Welcome Sequence
and Weekly Content Plan**



THE WELCOME/DELIVERY/CONFIRMATION EMAIL

Delivers the promised offer (LEAD MAGNET) to them.

Is sent automatically whenever someone completes the form.

Includes a link to the Lead Magnet - Google Drive Link

Make this email fun and engaging. This is your chance to wow them.

Next steps/how to connect with you.

What This Says About You Email

Connect with them. Let them know you see them and understand where they are on their journey.



START SIMPLE, GET FANCY LATER

Plan to use the Welcome Sequence to take people on a journey.

3-5 emails delivered within the first 2 weeks they subscribe.

Focus on one at a time.

WHAT'S IN A WELCOME SEQUENCE

1

Welcome email - provide more information about your business or product. Use them to explain the benefits of your service, introduce your brand story, and provide next steps. Consider including a coupon if your welcome series is for an e-commerce store.

2

Discovery email - to find out what topics the recipient is interested in. Add a link to your preference center so subscribers can choose the types of content they like. This will automatically segment subscribers so you can send them relevant emails.

3

Next steps email - encourage users to interact with your business. Just choose the actions that deepen the customer relationship.

4

Coupon or offer email - to increase your conversion rate. Send one early in the email series while the recipient's interest is high, and later on to convert people who are still engaging but haven't yet committed to buy.

5

End of trial reminder - send a reminder if your welcome sequence was part of a free trial or limited-time offer. Let your recipients know the trial is about to end, tell them what to expect going forward, and provide an opportunity to buy before it's too late.

WHAT'S IN A WELCOME SEQUENCE

- 1** NURTURE
- 2** NURTURE
- 3** NURTURE - HINT AT PITCH
- 4** NURTURE - PITCH
- 5** PITCH

ASKING AI FOR HELP

1

Can you help me write a welcome email to people who have just opted in to my 5 Steps to start building your email list lead magnet. My ideal audience is entrepreneurs, podcasters and authors who are building or growing their businesses. I want them to get valuable info from me and see me as a resource to help them with their marketing.

2

Can you help me write email #2 in my sequence - a discovery email to learn more about them and where they are on their journey to market their business?

3

Great. Now I need a third email that offers them next step opportunities to work with me.

WHAT A WELCOME SEQUENCE LOOKS LIKE

[CLICK HERE FOR HOW TO](#)





A WORD ABOUT EMAIL SEQUENCES:

Particularly if you have a long-tail email sequence after opt-in, it is often advised to put new subscribers on your main list AFTER they've finished the initial sequence.

Imagine if you had 3 opt-ins and I come to your page excited and opt in to all 3, which puts me into 3 nurture sequences PLUS your weekly email. I could get overloaded very fast.

The key is to stay top of mind, to nurture and serve, but not to wear them out with too many emails.

NURTURE EMAILS

How often will you nurture your list? Once a week is ideal, particularly if you don't have an extended welcome sequence.

Take the opportunity to make the relationship a two-way street. Ask them what content they want. This will help you with your content as well. It will also give you an opportunity to start segmenting your audience.

Graphics vs no graphics

of links

Be personable - help them get to know you better. Make this the VIP Pass or the backstage pass.

I have clients whose weekly/monthly e-mails feed their social media and vice versa.

Consistency. Consistency. Consistency.

A FEW IDEAS:

Send them an alert each time you publish a new blog or podcast (guest blogs and podcasts as well).

Ask for their feedback and ideas.

Share new resources - books you're reading, tools you're finding helpful, new insights you've learned.

Give them first look at new resources you develop (they don't have to opt in again.)

Offer them discounts and rewards.

Share success stories.

Answer questions your audience is asking.

Give them a behind the scenes look.

Let them know when you go live in your group or on your page.

Acknowledge their pain and their desires.

Content around holidays and the time of year.

You can share offers - but remember to Give. Give. Give. Ask.

Make some key decisions about what you're going to send to your audience for the next 90 days.

How often (once a week for 90 days is 12 emails)

What days?

Set up a calendar (Google Doc, etc.)

What will it look like?

How will you get it done?



RECOMMENDATIONS:

Plan to send one email per week .

Focus on serving first before you sell.

Serve 90% of the time.

Serve, Serve, Serve, Sell.

IDEAS FOR THE NEXT FOUR WEEKS:

Share or link to something you've created that they can enjoy.

Encourage and reach out to make your audience feel understood.

Ask a question or include a survey to get to know them better.

Round up some of your favorite things - podcasts, books, products.

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				NURTURE EMAIL		
				NURTURE EMAIL		
				NURTURE EMAIL		
		SALES EMAIL		SALES EMAIL		SALES EMAIL
		SALES EMAIL		NURTURE EMAIL		

QUARTERLY FOCUS:

Month 1: Nurture

Month 2: nurture

Month 3: selling

ADDITIONAL RESOURCES:

- Survey Monkey and WuFoo for survey
- Trello to manage your emails



OVER THE NEXT WEEK:

- **Finish your lead magnet**
- **Set up your opt-in/landing page**
- **Get your welcome email set up and automatically sending**
 - **Create your nurture plan for the next 90 days**
 - **Track your progress in Part 2 of the workbook**