

Email Welcome Sequence Outline

The emails a new subscriber or lead should get, and what each one needs to accomplish.

Email 1: Immediate

Purpose: Confirm they're in, set expectations. Keep it short. Thank them, tell them what's coming, give one small next step.

Email 2: Day 2–3

Purpose: Deliver real value, no pitch. Share something genuinely useful; a tip, a resource, an insight related to why they signed up.

Email 3: Day 5–7

Purpose: Build credibility. Share proof: a case study, a result, a story about a real client or outcome.

Email 4: Day 9–12

Purpose: Address a common objection. Answer the question most people have before they're ready to buy.

Email 5: Day 14+

Purpose: Clear call to action. Invite them to the next real step; a call, a demo, a specific offer.

Sequence Principles

- ☐ Every email should be useful on its own, not just a step toward a pitch
- ☐ Watch open and click rates; if people drop off at a specific email, it needs work
- ☐ Don't be afraid of personality; a human-sounding sequence converts better