

Opt-in Email Nurture Sequence

Opt-in Goal: To give an ah-ha moment

Opt-in Email Sequence Goal: To get them to engage with your opt-in and begin to show them your personality and style

How to use these templates

- Replace the (____) with your own content relevant to your opt-in
 - Items highlighted in yellow mean that you should consider changing them to words that suite your personality and brand more
 - Examples are provided throughout to help give you options, use them as you like
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Email 1 Goal: Welcome (deliver content, what to expect, why you are good in this space)

Subject Line: Here is your (type of content) on (topic)

Example: Here is your free training on how I use Trello in my business

Hey [First Name],

(Write a few sentences telling them you are happy they are getting the training and why you think they will like it, or you can tell them about your style of teaching, or why this training is so important.)

Example: I am super excited that you got my training. I know that (training topic) can change your life. I just know it. I have tried to make the training as comprehensive as possible, but also simple and tactical. I usually take a very logical approach to things, so you will see that in how I (training topic). I hope you enjoy the training.

To help make getting to the training easy and seamless...here is what to do.

(give instructions on how they can get access to the content...a few examples are provided below)

Example 1: Simply click [HERE](#) to instantly download your workbook. Print it out, **and jump right in.** (hyperlink your workbook download to [HERE](#))

Example 2: Click [HERE](#) and get instant access to the video training. (hyperlink the page with the training on it to [HERE](#))

Example 3: (If you use Thinkific or another course tool) You were already automatically enrolled in the course, but we want to make sure you get there and start learning. [Click here to access the course](#)

If you run into any challenges, please just shoot us an email and we will help you get to where you need to go.

(close with a few sentences that calls out the fact that we download content we don't actually use or look at, and that the only way it can help is for them to use the recourse.)

Example: I totally get that things happen and life gets busy. I know there is more than one occasion where I downloaded a resource and then never looked at it or used it, but I am taking a guess that you are interested in (your topic) because you were willing to give me your email to get my training. The best way to get value from the training is to actually use it. So make sure you jump in and start using it now.

I can't wait to see what you think

(fun closing),
(your name)

(Give them an option to take action with you in a ps)

Example 1: (if you offered a low cost 'Easy Yes' on the thank you page)

Ps. If you purchased my (product), then you will get an email with access so keep a look out. If you didn't get a chance to get them, then you can [click here](#) for one extra chance...believe me the time it will save you is worth the (\$price).

Example 2: (if you want them to get on a call with you)

Ps. Sometimes an email just isn't enough and you want to talk to real person to help you move forward. I totally get it. You can schedule a 15-minute call with me [HERE](#). (add hyperlink to your calendar)

Email 2 Goal: Help Them engage with the content (story, top pain point, solution, tease next email, ps: connect & upsell)

Subject Line: Do you know (the topic) Yet?

Example: Do you know your Free to Paid Journey Yet?

Hey [First Name],

(remind them about the training they opted in for and that they should get it if they haven't already. Feel free to be a little funny or sarcastic here if that works for your personality.)

Example: So you have already hopped in and started working on your Free to Paid Journey workbook (if you didn't I'm squinting my eyes at you right now, not judging, but definitely giving you that look like you should jump in and get started. Download it here)

(now tell them a story or lesson to get them engaged and help them get started)

Example: (story)

I love the phrase 'you had me at Trello' It makes me think about how new tools are a lot like new relationships. Sometimes we fall in love quick and get all excited about how pretty and shiny it looks, then after time we realize it isn't everything we thought it was, or maybe it just isn't as good a match as we thought. And then there are those times, when the more we get to know that particular tool, the more we fall in love. And that is how I feel about Trello. If you aren't quite there yet don't fret, I am here as a sort of virtual matchmaker to help you two get to know each other better.

Example: (help them get started)

I know that it can be hard to get started to this is a quick exercise to help...

I want you to think about what processes you manage in your business.

Do you...

- Run a blog or podcast
- Have coaching clients
- Sell products on your site or other sites
- Create coursework on your site or other sites ...well you get the idea.

Each one of these has a process that is most likely repeatable and Trello can help you standardize, and in some ways automate, how you manage each of these elements of your business.

If you hop over and view the training you can see how I do this in my business, and if you have already seen the training, then I bet your wheels are already turning

(now tell them to dive in and that they can get extra help by getting on a call with you)

The best way to get results is to dive in and see what works and where you have questions. I provided are a great place to start, and once you get going I bet you will really see the results.

Oh and if you are having a hard time thinking through things let me know. I love to help get your ideas flowing...just schedule a 15-minute call and we can see how I can be helpful with moving you forward.

(closing)

(name)

ps. (tell them to keep a look out for your email tomorrow)

Email 2 Goal: Help Them engage with the content (story, top pain point, solution, tease next email, ps: connect & upsell) – you can make this one short or long both can work

Subject Line: Are you using (your tool)?

Example: Are you using any of those new tools?

(this is the short example)

Hey [First Name],

I just wanted to check in. After getting my (your opt-in) did you start (whatever you were teaching them)? I would love to hear what is working and what you might need a little more support with.

Just hit reply and let me know.

(name)

(This is a longer example)

Hey [First Name],

(mention something that you love, some kind of quirk or fun fact about you that makes you good at what you do)

Example: I love cartoons, Disney, and all things animated. And as you get to know me, you will find that I tend to make a lot of correlations and analogies...I just can't help myself. I see connections everywhere and I just have to share.

(now mention the resource they opted into)

Example: So you recently downloaded the (your opt-in) (if you didn't yet then download it here) and you jumped in and might have hit the ground running, or maybe you hit a few snags.

(now mention why we need this kind of training. What is it that is hard about looking this skill or tool?)

Example: The truth is that our value is something that we have to feel confident in at all times. Someone can tell you to double your prices, or just charge more, but unless you really feel like you are worth it, you won't change your prices easily...or you will change them and then never sell, or ask for the contract.

(tell them they are not the only one to feel that way)

Example: You are so not alone. We all have life experiences that shape who we are and how we think. Some of those experiences give us more confidence and some keep us from moving forward.

(now give them one thing they can do to help them move forward)

Example: If you are questioning your value or the value of what you offer or wondering why anyone would pay that... then I want you to sick back for a second and think about who loves

you. Yes, I want you to think about who loves you. Who looks at you with acceptance and joy. I bet your kids do, maybe your spouse, your parent, your close friends. If you take a look around and realize that love is a choice and those people are choosing to love you because you are worthy of love.

Being loved doesn't make you an expert at anything, but I do believe it gives you courage and confidence, and sometimes when it comes to charging the right amount for our services we need to sick back and gather confidence in our value by remembering that we are loved. I promise it's not as woo woo as you think. Brene Brown did a TED talk about vulnerability that talks about this very thing and it has been viewed close to 40 million times.

(you can be super tactical or get deep like I did, both can work.)

(tell them that you understand them)

I mention this, because I have been through it, and I know how important the mindset aspect of business and life can be.

(remind them to jump back in and do the work)

Example: So if you went through the workbook and found yourself a little bit nervous, then think about those who love you and see if it helps.

(fun closing)

Example: ok I am off to hug my kids,

(name)

(do a ps with a call to action)

ps. If you are finding that you are hesitant to make decisions about how to structure your programs let's hop on a 15-minute call and talk about it. [schedule one here.](#)