

EMAIL MARKETING

WELCOME SERIES

GUIDE & EXERCISE

INTRODUCTION

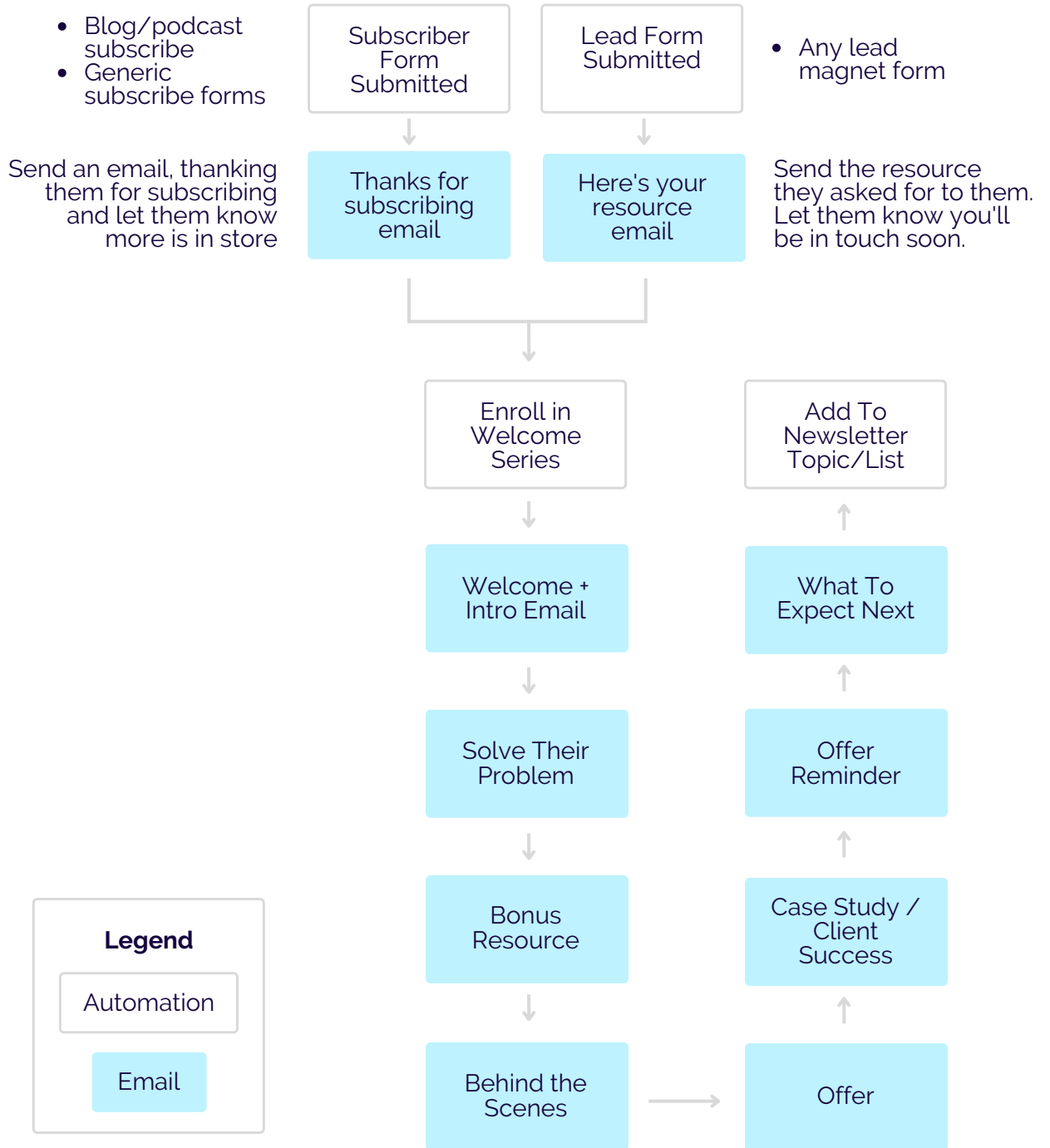
Having a welcome series is crucial to any lead nurturing process. It's your opportunity to not only deliver what your subscriber was interested in, but it's a chance to showcase who you are, what you do, the stories you have, the problems you solve, and what offers they have access to.

Your welcome series should be designed to propel your most qualified leads to raise their hand and ask for a sales call. It should also be designed to, yes, provide value first, but also teach people that you sell things here - There's nothing wrong with that.

Credit where credit's due: this is a strategy adopted and tweaked from that of [Bryan Harris at Growth University](#).

Here's the flow 📌

LEAD CAPTURE TO WELCOME SERIES FLOW



THE CADENCE IN A NUTSHELL

- immediately* 1. Someone submitted a form
- immediately* 2. You thank them and acknowledge their submission
- 1 business day* 3. Enroll in Welcome Series
- 2 business days* 4. Send "Welcome + Intro" Email
- 3 business days* 5. Send "Solve Their Problem" Email
- 3 business days* 6. Send "Bonus Resource" Email
- 3 business days* 7. Send "Behind the Scenes" Email
- 3 business days* 8. Send "Offer" Email
- 1 business day* 9. Send "Case Study/Client Success" Email
- 2 business days* 10. Send "Offer Reminder" Email
- 1 business day* 11. Send "What to Expect Next" Email
- immediately* 12. Add to Newsletter List/Topic
(These are your bi-weekly emails. We'll talk more about this later.)

PRO TIPS BEFORE GETTING STARTED

- Wherever relevant, always try and get them to reply to you. Remember, relationships start out with baby steps. Rarely will someone go from the first few emails to buying from you so the easiest first step is to reply. Get them to engage with you!
- Many people send highly designed emails with images, graphics, etc. This is okay for your bi-weekly updates or promotional things. But, if you want to level up, just write these emails as basic HTML templates (like writing an email from your inbox). This makes the email feel much more personal and less automated (even though it is). People are much more likely to respond to emails that look like standard emails rather than highly designed ones.
- Set your sender address as your personal email. People are MUCH more likely to reply if it's coming from you and not some generic email address.
- Be HIGHLY conversational. Read every email you write out loud before sending it. If you wouldn't say it normally, don't send it in an email.

TEMPLATES & EXAMPLES

THANK YOU EMAIL

Whenever someone submits a form, you **always** want to acknowledge them and pre-empt them about what to expect next. This is a great time to build their impulse about what to expect in your welcome series.

Subject Line Ideas

- Here's your download 📁
- Welcome to our little slice of the internet 🍕
- This is going to be an awesome relationship 🥰
- Thank you for becoming a subscriber 🙌

Template

Hey {first name},

Just wanted to say a quick thank you for (becoming a subscriber/downloading {the lead magnet name}).

If lead magnet:

As promised, here's a link to download the resource.

Over the next couple of weeks, I'll be sharing a few more resources that can help {the problem you solve}.

In the meantime, reply and let me know - what's the biggest challenge you face when it comes to {a problem you help people solve}?

Your name

P. S. Stay tuned for upcoming emails. I have an offer only new subscribers can get.

This line is optional but if in your Offer Email, there's something exclusive that only subscribers can get, definitely mention it. This will build impulse.

WELCOME SERIES: WELCOME + INTRO

The main goal of the intro email is to build a personal connection with your new subscriber. This is the perfect time to be yourself and share some highlights about who you are. You'll notice the CTA again is to get them to reply and share more about themselves.

Subject Line Ideas

- How about some intros?
- I messed up yesterday...
- Who's {your name} anyway?
- Can't believe I forgot intros...

Template

Hey {first name},

I was so focused on (welcoming you as a subscriber/getting you the resource you downloaded) that I completely forgot about intros!

How about we start over?

Here are 3 things you probably don't know about me yet:

Thing 1: {insert here}

Where you're from is a good place to start. Maybe mention family, etc.

Thing 2: {insert here}

Your specialty/area of expertise. Include any awards you have received doing your work.

Thing 3: {insert here}

How you became passionate about what you do.

Here's what you can expect from me as a subscriber:

- *I'll occasionally send out updates about what's happening in the world of {what you specialize in}. This is meant to help you solve {a problem you solve}.*
- *I'm always behind these emails. I write every email personally, and you'll notice they even come from my personal email. If you reply, I'm on the other side!*

- *Anything else you want to mention*

The bottom line: I'm here to help you hit your goals.

With that in mind, reply and let me know -

Where are you at in your journey of solving {a problem you solve}?

Simply reply and I'll see if I can drum up some other resources for you!

Oh, and keep an eye out in your inbox over the next few days. We've got some goodies in store. 🎁

{your name}

WELCOME SERIES: SOLVE THEIR PROBLEM

What's the most common problem you solve for your clients? What's their biggest question? In this email, your goal is to help them solve that problem. You don't need to provide a resource in this email but rather tell a story that can help them conceptualize what needs to be done to solve the problem.

Subject Line Ideas

- This sound familiar?
- Can you relate?
- Let me know if you know what this is like...
- Have you experienced this before?

Template

Hey {first name},

Most {your target audience} can't stand {your audience's biggest pain point}.

I can't stand it either!

For the longest time, I thought this wasn't a solvable problem. Felt hard to even understand where to start.

If you've felt the same, know you're not alone.

Turns out, though, that this is definitely a solvable problem. And in this email, I'll show you 2 steps you can take to head down the path of solving this problem once and for all.

Step 1: {insert one concrete action step they can take. Walk them through the step and why it works}

Step 2: {insert another concrete action step they can take. Walk them through the step and why it works}

Those steps seem pretty achievable, right?

They are! I've seen over and over again what happens when these 2 things have been mastered.

So reply and let me know - what have you tried to solve {your audience's biggest pain point}?

{your name}

WELCOME SERIES: BONUS RESOURCE

Do you know what keeps people coming back for more? Value! The goal of this email is to share a resource you have that they weren't expecting. Do you have any cool assessments, guides, blogs, or podcasts you can share that build on solving the problem you helped solve in the last email? This is where to share it!

Subject Line Ideas

- Bonus resource 📁
- A little surprise for you...
- Our most impactful resource
- Didn't see this coming, did you?

Template

Hey {first name},

Over the last couple of emails, we've been talking about how to solve {the audience's biggest pain point} once and for all.

Hopefully, this is another step in the right direction.

One of our most impactful resources is {your resource name}.

In it, you'll learn:

3-5 bullets on the value they'll take away from the guide/resource/content

Here's a link to access that.

If you have any questions as you're going through it, simply reply and I'll guide you through.

After you're done, reply and let me know - what would your organization look like if you were no longer worried about {your audience's biggest pain point}?

{your name}

WELCOME SERIES: BEHIND THE SCENES

One of the best ways to talk about the ways you work with your clients without being outwardly promotional is to talk about an experience you've had while doing the work you do. This is called the "Behind the Scenes" email. You're sharing something that happens behind the scenes. Something like a client story, a story where you were on stage or working with a client and learned something - really anything that both highlights the work you do AND provides value, like a learning experience you had.

Subject Line Ideas

- Something I learned recently
- A peek behind the curtain...
- This experience changed me
- Thought you'd find this relatable
- {describe a breakthrough you had}

Read more on the next page →

Template

Hey {first name},

{State the problem/ask if they've experienced this problem before}.

In fact, there's this one time... {share your story}.

This was an important part of my life because... {why this story matters}

I learned that... {what you learned}

So, I'm curious - have you experienced something similar? What's your story?

Reply and let me know. I know we're not all alone in this.

{your name}

WELCOME SERIES: OFFER EMAIL

At this point in the cadence, you have delivered some VALUE. You've done little to no promotion about what you do and now is the time to talk about that. The goal of this email is to put an offer in front of your readers and get them to take action.

The offer you select depends on what your goals are. Do you want to book conversations about speaking? Do you want to sell a course? Do you want to get someone into your coaching program? You get to pick!

Here are some common offers:

- Schedule a strategy session with me - the most common
- Take this assessment for X dollars and we'll talk about the result
- X dollars off this course/program

Subject Line Ideas

- Your upcoming events
- Only for our email subscribers 🎁
- A little something extra for you...
- Want to chat?

Template

Hey {first name},

Over the last few emails, we've been talking about how to solve {your audience's biggest pain point}.

I hope the resources I've shared so far have been valuable to you.

Given that all I do is help my clients solve that problem, I thought this might also be relevant...

For any of our subscribers, I offer a free strategy session to talk for (30/60) minutes about how we can solve this problem for your organization.

We can talk about options around speaking, training, or consulting {feel free to interchange what you do here} so we can help your organization achieve {the outcomes you produce for your clients}.

Are you open to that?

Simply reply and let me know. If so, I'll send over a link to get something scheduled.

{your name}

Note: Depending on your offer, you'll change that bottom section up a bit.

WELCOME SERIES: CASE STUDY/CLIENT SUCCESS

As you probably already have guessed, this email is all about sharing a case study or client success story you have.

Of course, keep your client anonymous but still share a story about the problems they started with, the process you went through to help them, and the outcomes they experienced.

Ideally, this case study reinforces the offer you made in the previous email.

Subject Line Ideas

- How one of my clients [the outcome they achieved]
- What happens when you follow [name of your framework/method/process]
- Outcomes you can expect
- Magic happens when we partner together...

Template

Hey {first name},

Wanted to share a story about what one of my clients went through before, during, and after working with me.

Before we got started, their biggest pain point was...

They tried these things in the past to overcome the problem:

- [insert 3-5 things they tried]

I remember at one point, they were feeling like solving this was an impossible task.

Fair enough! It's not always easy to read the label of the bottle you're in, you know?

Once we started working together, I guided them through my {framework/method/process name}.

In a nutshell, we:

- 3-5 things you did to diagnose and solve the problem. This is the perfect place to mention you coming to speak, train, consult, etc. Explain how you delivered!

They started to see results immediately. And after a while, they came back and said, [Insert what your client said about the process and any results that happened].

*I don't tell you this story to gloat about the results we get for our clients. I share it because I **truly** want you to believe that it's possible to solve this problem in your organization as well.*

In my last email, I offered a free strategy session to see how we could partner up to work on this together.

Are you open to that?

Let me know and if so, I'll send over a link to schedule some time together.

{your name}

P. S. Not sure if a strategy session is the right move? Reply and let me know what's stopping you from taking me up on this.

Note: Depending on your offer, you'll change that bottom section up a bit.

WELCOME SERIES: OFFER REMINDER

This is basically the "last call" email to get someone to take you up on the offer you made a couple of emails back. This is the last email you'll send before the final email in the series where you're sharing with them what to expect from you next and breaking down how you communicate with your list.

Subject Line Ideas

- Last call on {offer name}
- {offer name}? (ie Strategy Session?)
- One more time

Template

Hey {first name},

Thought I'd try one last time to see if you're interested in taking me up on {offer name}. Here's what you get if you decide to move forward with it:

- Outline 3-5 things they can expect from taking you up on the offer. What will they learn? What will you talk about if it's a strategy session? How will you provide value?

So, what do you say?

Simply reply and let me know either way. :)

{your name}

P. S. If now's not the right time to have a strategy session (or other offer), that's okay! I'm here to help you meet your goals, regardless.

WELCOME SERIES: WHAT TO EXPECT NEXT

The goal of this email is to explain how they can expect to hear from you from here on out. Ideally, you're sending an email out to your list 1-2 times per month. Let them know about that and what they can expect! Good relationships are all about communication.

Subject Line Ideas

- Where we're going from here
- What to expect next
- Now what?
- What's in store for you

Template

Hey {first name},

Over the last couple of weeks, we've been talking about how to solve {your audience's biggest pain point}.

I wanted to provide as much value as possible at the onset so you have everything you need to start tackling that problem head-on.

Now that we've covered those bases, I thought it would be relevant to share how you can expect to hear from me going forward.

Every month, I send out {X number} of emails designed to help you hit your goals.

At any point, if you have any questions whatsoever, just know I'm on the other end. So reply! Keep me in the loop. :)

It's my goal to help organizations make {the biggest pain point of your audience} disappear forever.

So, if in the future, that's something you'd like to discuss, just let me know.

Otherwise, keep an eye out for my future emails and resources. I hope there's more value in being a subscriber here than anywhere you've subscribed before.

Talk soon!

{your name}

P. S. {Got your own PS line? Add it here}

WATERTIGHT SELLING EXERCISE

QUICK REMINDER: THE CADENCE

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Start writing your templates!

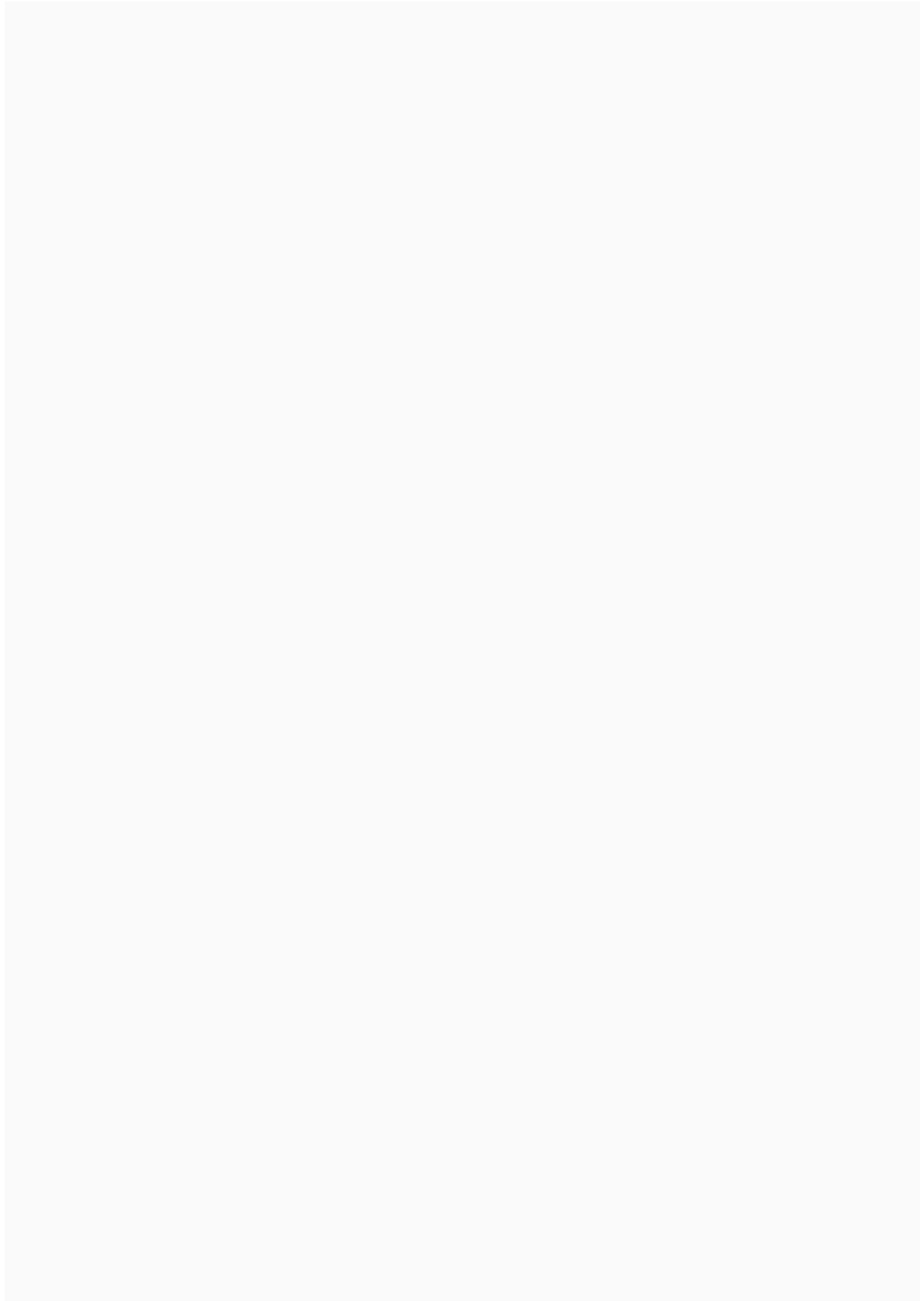


THANK YOU EMAIL

Subject:

WELCOME SERIES: WELCOME + INTRO

Subject:



WELCOME SERIES: SOLVE THEIR PROBLEM

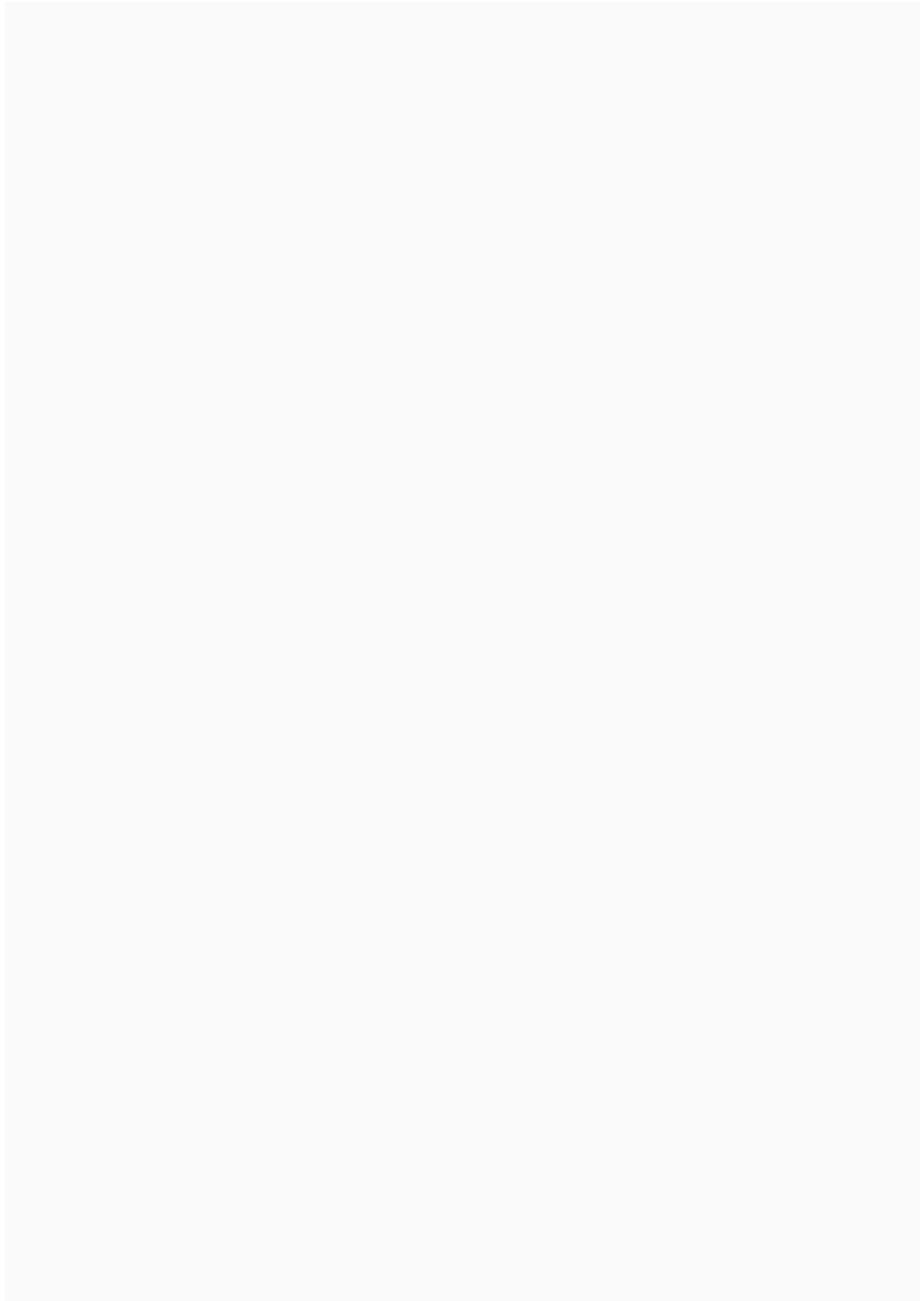
Subject:

WELCOME SERIES: BONUS RESOURCE

Subject:

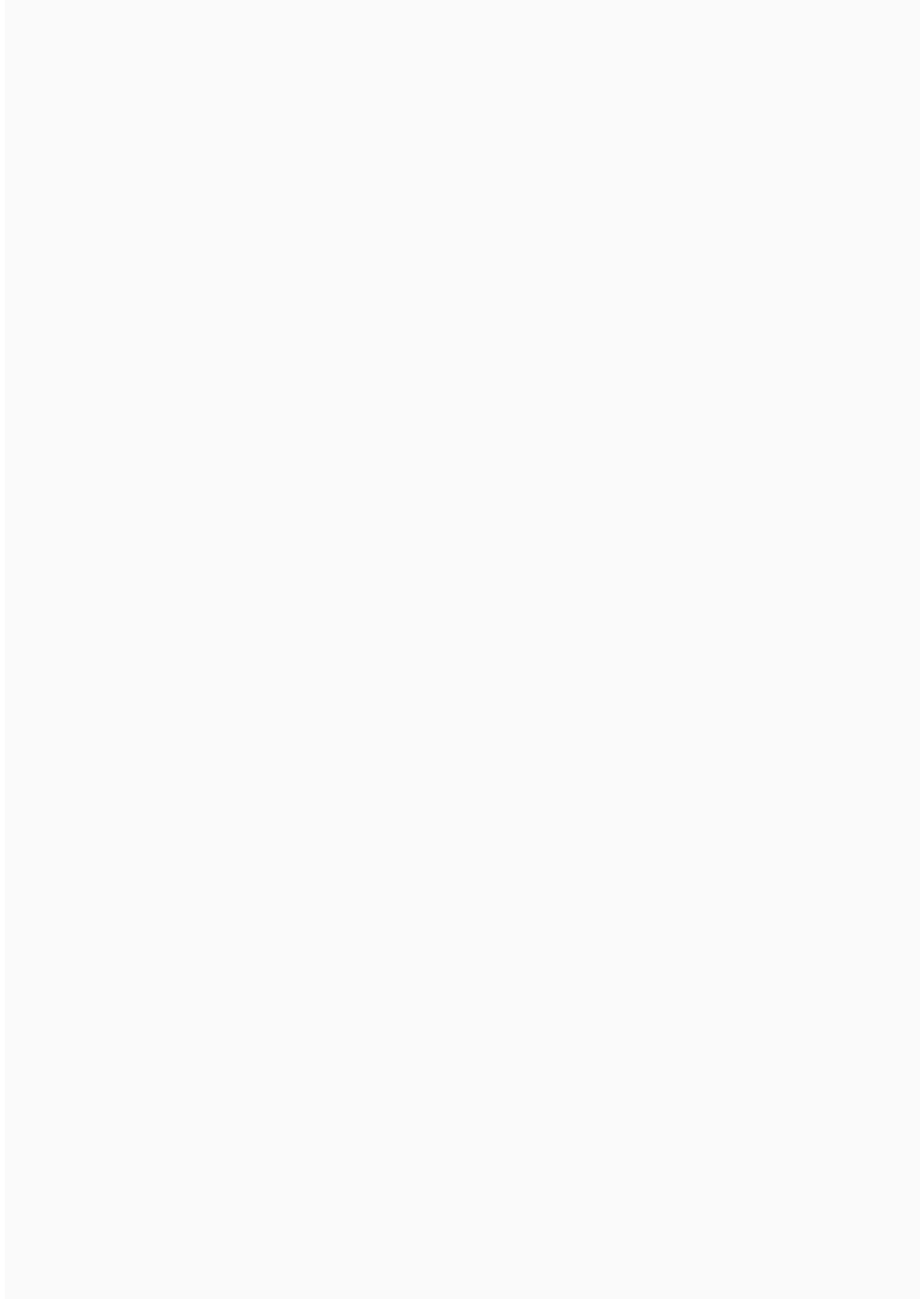
WELCOME SERIES: BEHIND THE SCENES

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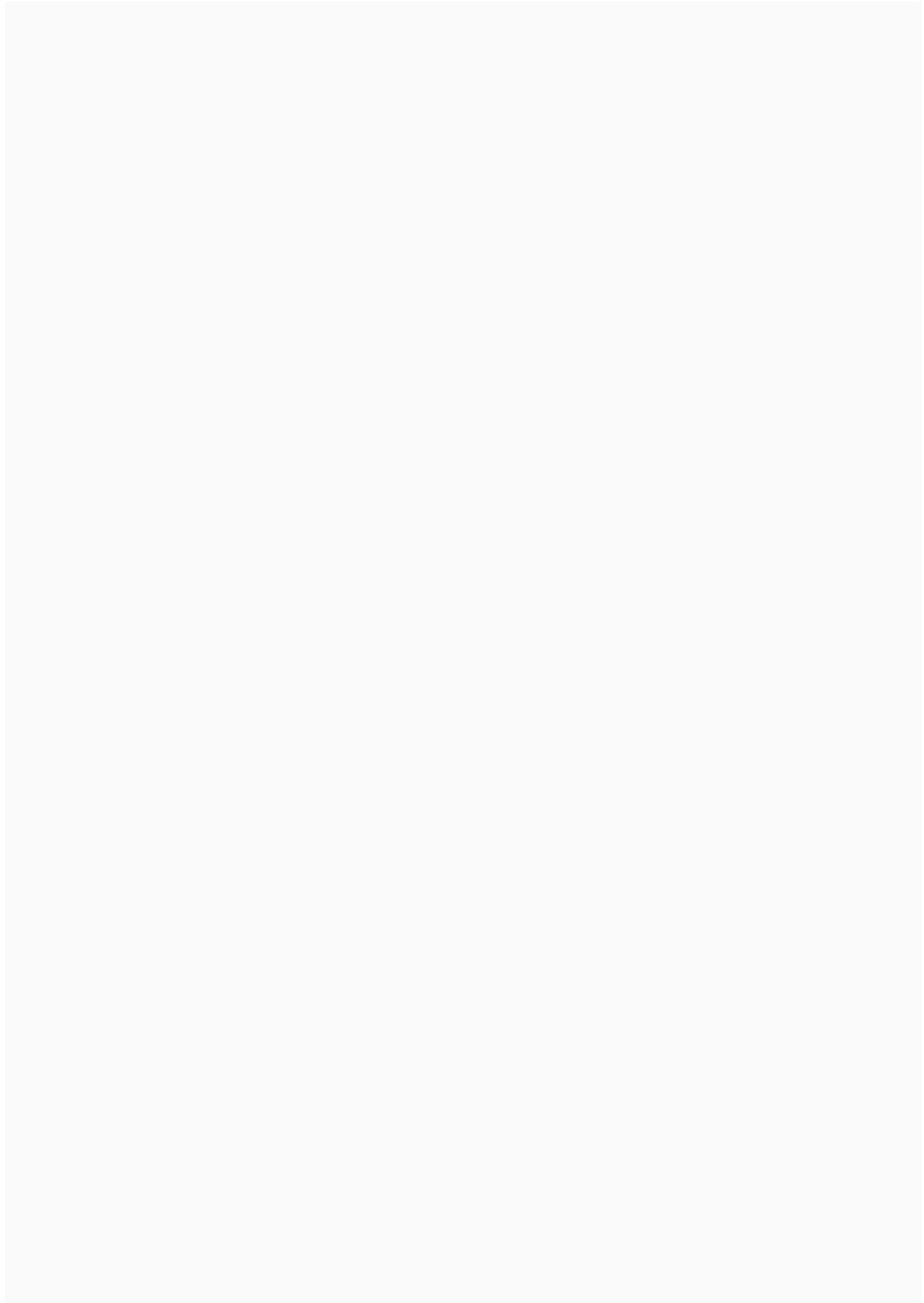
WELCOME SERIES: OFFER

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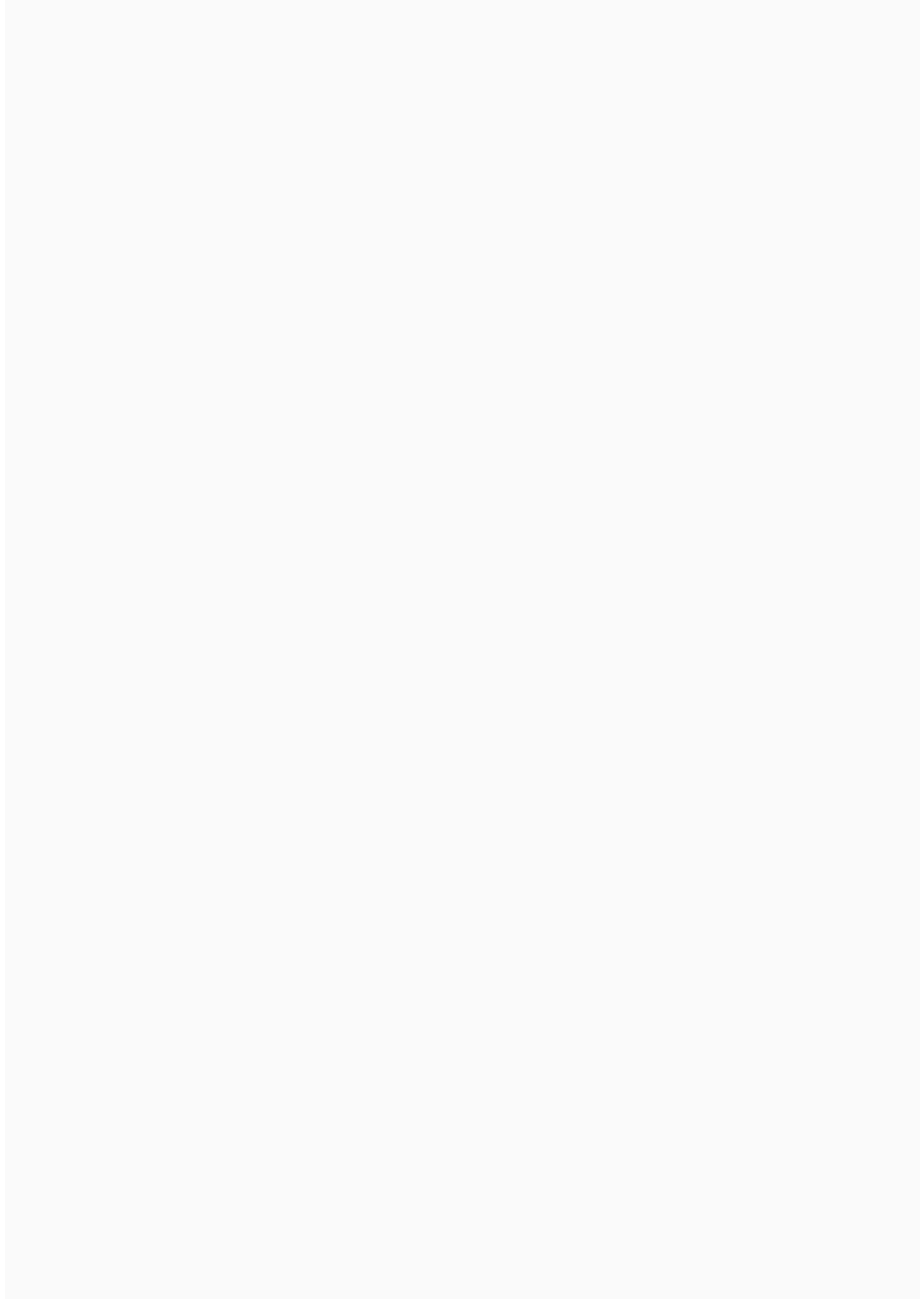
WELCOME SERIES: CASE STUDY/CLIENT SUCCESS

Subject:

A large, empty rectangular box with a light gray background, intended for the main content of the case study or client success story.

WELCOME SERIES: OFFER REMINDER

Subject:



WELCOME SERIES: WHAT TO EXPECT NEXT

Subject:

Questions or Comments?

Contact us at
hello@speakerflow.com
and let us know what you
think!

SPEAKERFLOW
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