Essential Email Sequences that Engage, Nurture, and Convert

Automate Your Emails from Welcome to Re-Engagement

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Student Course Book

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Introduction

Email marketing is a cornerstone of a successful business but gone are the days of generic, one-size-fits-all email messaging.

Small business owners face challenges in nurturing new leads, converting engaged subscribers, and retaining customers. Many struggle with what to include and when to send emails, often missing out on valuable opportunities to build profitable business relationships.

The key to achieving successful results is creating well-thought-out and strategically timed email sequences. With these, you can send your subscribers relevant messaging that fits with where they are on their customer journey. You can deliver valuable content and exclusive offers helping customers stay involved and invested in your brand.

And in this process, automation will become your greatest ally. You can use your email marketing platform to leverage automated sequences, saving you time.

In this course, you'll learn how to create segmented, automated email sequences tailored to the main stages in your customers' journey. You'll implement best-practice tips on how to write persuasive email copy and pick your essential metrics to measure your success.

By the end of this course, you'll be delivering targeted, relevant email sequences that build profitable business relationships with your audience to grow your business.

Here is your roadmap through the course:

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┌─────────────────┐     ┌─────────────────┐     ┌─────────────────┐
│  Analyze your   │ ──> │  Segment your   │ ──> │  Choose your    │
│ current email   │     │     lists       │     │    metrics      │
│   marketing     │     │                 │     │                 │
└─────────────────┘     └─────────────────┘     └─────────────────┘

┌─────────────────┐     ┌─────────────────┐     ┌─────────────────┐
│    Compose      │ ──> │  Create your    │ ──> │  Create your    │
│   compelling    │     │    welcome      │     │  lead nurture   │
│      copy       │     │   sequence      │     │    sequence     │
└─────────────────┘     └─────────────────┘     └─────────────────┘

┌─────────────────┐     ┌─────────────────┐     ┌─────────────────┐
│  Create your    │ ──> │  Create your    │ ──> │  Create your re-│
│ sales sequence  │     │   onboarding    │     │   engagement    │
│                 │     │   sequence      │     │ email sequence  │
└─────────────────┘     └─────────────────┘     └─────────────────┘
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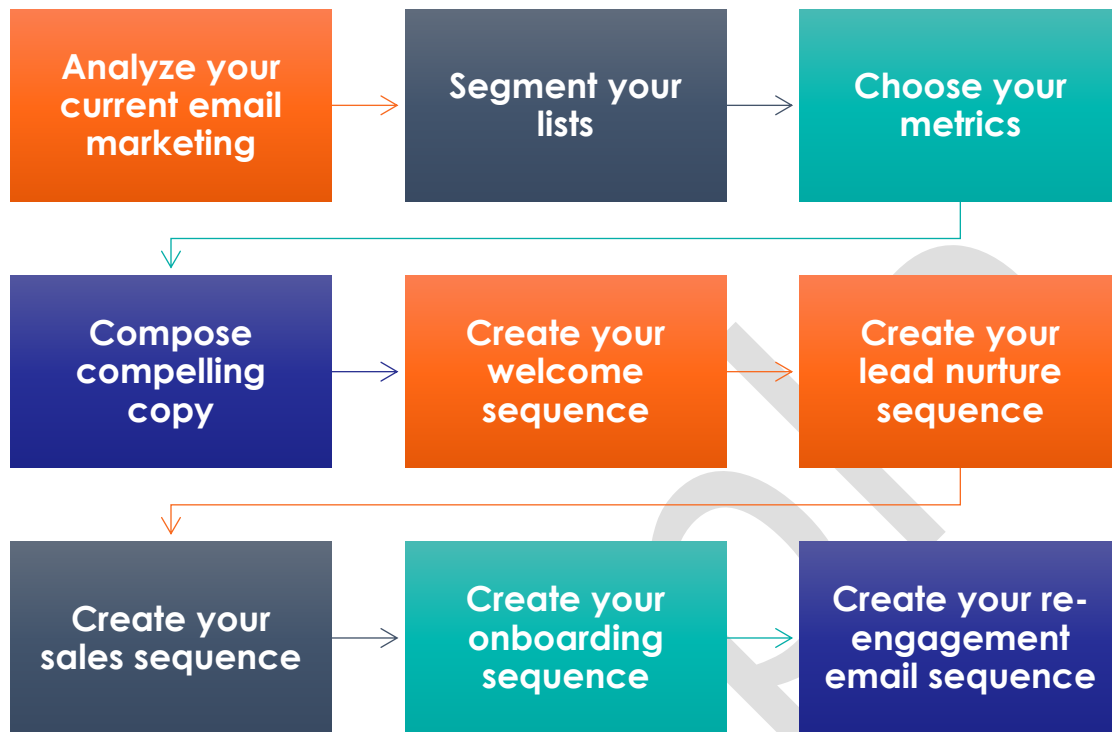
Learning Objectives:

➢ Recognize the benefits of email sequences, segmentation, and metrics to optimize your email marketing strategy.

➢ Compose compelling subject lines and engaging email content to encourage people to open and act on your messages.

➢ Write a powerful and effective welcome email sequence for new sign-ups to build the foundations of a profitable connection with your audience.

➢ Craft a lead nurture email sequence to showcase your expertise and value to build trust and encourage your audience to take the next step to become your customer.

➢ Create a sales conversion email sequence that will entice your audience to buy your product or service.

➢ Write an onboarding email sequence to help your new client or customer get up to speed quickly and easily with your brand.

➢ Design a re-engagement email sequence to rebuild and revitalize fruitful business relationships with inactive leads, clients, and customers.

This course is broken into eight major modules with individual lessons, guiding you on how to use email sequences to build profitable business relationships.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Module 1 - How to Leverage the Power of Email Sequences

In this first module, you'll discover the importance and benefits of email marketing for your business, especially using email segmentation and sequences. You'll also identify key metrics to track to optimize your email sequences and continuously improve your return on investment.

➢ **Lesson 1: Which Email Sequences Are Essential?**

➢ **Lesson 2: Send Your Email Sequences to the Right People**

➢ **Lesson 3: How to Know if Your Emails Are Effective**

Lesson 1: Which Email Sequences Are Essential?

Leverage Your Email Marketing to the Fullest

An email sequence is a series of emails triggered by an action. It follows a logical flow to lead the reader toward a specific outcome.

By programming the emails in your email marketing platform, you automate the process.

There are immense benefits of email sequences to businesses which include:

Increased engagement with subscribers

Building relationships that endure over the long term

Lead generation and nurturing to guide leads through a sales funnel

Scalability and time efficiency from automating the process

Gathering data so you can track and analyze your email marketing results

- ➢ Increased engagement with subscribers

- ➢ Building relationships that endure over the long term

- ➢ Lead generation and nurturing to guide leads through a sales funnel

- ➢ Scalability and time efficiency from automating the process

- ➢ Gathering data so you can track and analyze your email marketing results.

Your Key Email Sequences

You can configure different email sequences for various purposes. You choose the sequence that fits your customers best.

Here's a brief explanation of the key sequences that'll benefit your business. You'll be setting them up later in the course when we'll go into more detail:
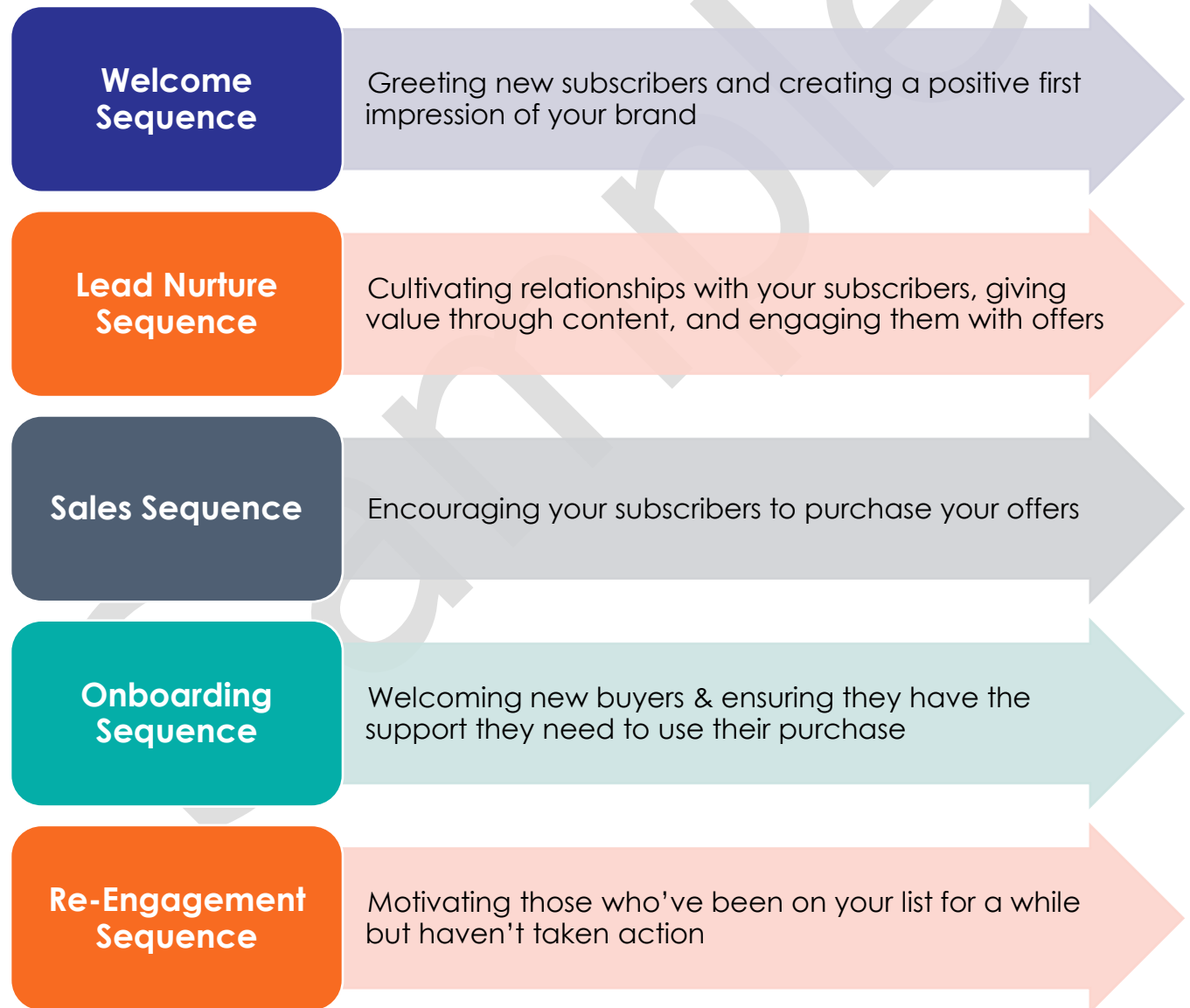
Welcome Sequence — Greeting new subscribers and creating a positive first impression of your brand

Lead Nurture Sequence — Cultivating relationships with your subscribers, giving value through content, and engaging them with offers

Sales Sequence — Encouraging your subscribers to purchase your offers

Onboarding Sequence — Welcoming new buyers & ensuring they have the support they need to use their purchase

Re-Engagement Sequence — Motivating those who've been on your list for a while but haven't taken action

➢ **Welcome Sequence**: Greeting new subscribers and creating a positive first impression of your brand.

➢ **Lead Nurture Sequence:** Cultivating relationships with your subscribers, giving value through content, and engaging them with your offers.

➢ **Sales Sequence**: Encouraging your subscribers to purchase your offers.

➢ **Onboarding Sequence**: Welcoming new buyers and ensuring they have the support and tools they need to get the best out of their purchase.

➢ **Re-Engagement Sequence**: Motivating those who've been on your list for a while but haven't taken action.

Set Yourself Up for Maximum Email Marketing Success

To maximize your marketing, you must take charge of your email systems.

You need to meet your leads and customers where they are in their customer journey. The Customer Lifecycle Marketing Model is beneficial as it demonstrates a model based on engagement which you'll achieve through targeted email sequences.

When To Use Different Email Sequences

This model is divided into three phases which revolve around a central hub of customer engagement:

Attract phase

➢ Raise awareness among potential customers about your brand and offers.

➢ Assist them to identify their needs.

ATTENTION:

This is only an excerpt from our full course **Essential Email Sequences that Engage, Nurture, and Convert.** The full, customizable course contains 8 major modules including lessons and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.