



ROADMAP

Building A Profitable Email List

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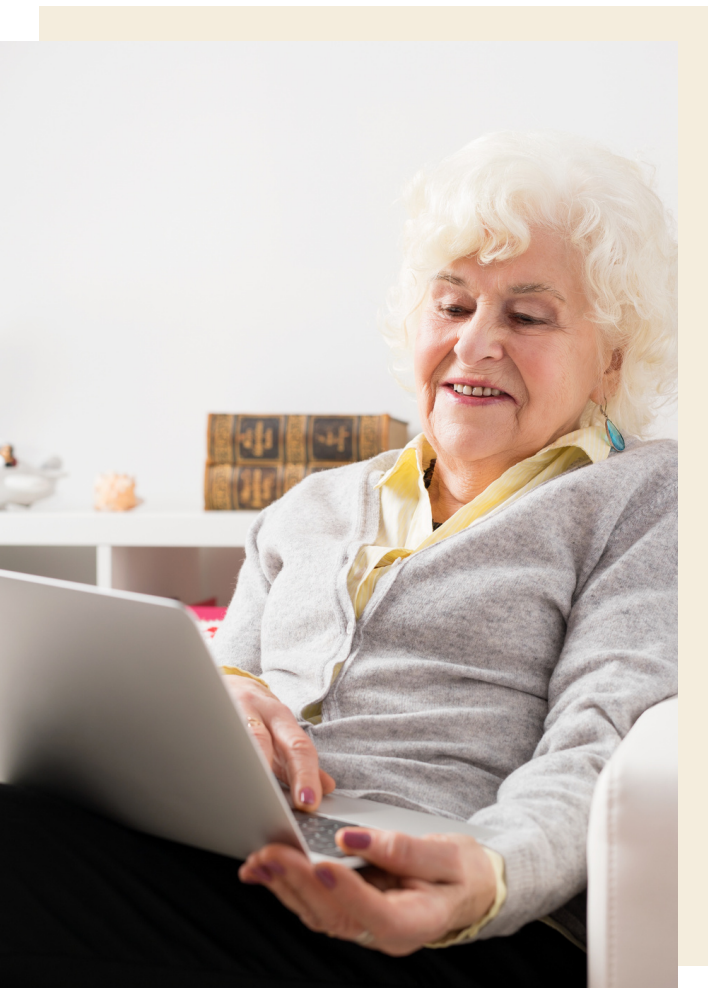
INTRODUCTION

Hey there!

I'm so glad you've decided to pick up this guide. I know firsthand how overwhelming and confusing it can feel to build your own email list from scratch.

When I first started my business, I had no clue where to even begin. I felt like an imposter and was scared of looking incompetent if my emails flopped. Maybe you can relate!

But what I've learned is that building an engaged, loyal email list is truly the cornerstone of growing a sustainable business online. It allows you to build real relationships, provide immense value, and promote your offers directly to subscribers who actually want to hear from you.



And it doesn't have to be nearly as complicated as you might think! I created this guide to take you step-by-step through the entire process, from crafting your very first opt-in form to writing emails that convert.

My aim is to keep things simple, actionable, and tailored specifically to women in their golden years, like you and me.

No fluffy theory—just the exact strategies, templates, and tools you need to start building your email list with confidence.

So let's dive in! I can't wait to show you how easy list building can be when you have the right framework. Buckle up!

1

THE MINDSET SHIFT FOR RAPID LIST GROWTH

Before we get into the technical nitty gritty, it's important to first cultivate the right mindset.

List building is a marathon, not a sprint, and keeping your mindset in check is crucial.

The biggest obstacle is simply believing in yourself enough to get started.

The doubts can be overwhelming, like a thick fog obscuring your vision.

But I'm here to tell you: you ABSOLUTELY can do this! I've been there, and I'm here to assure you that you have the potential within you.

Here are a few mindset tips I've found helpful:

- **Have compassion for yourself.** In the early days, I had to remind myself regularly that I was still learning. I gave myself permission to make mistakes and grow at my own pace. Perfectionism had often held me back, but I realized that it was the small, imperfect steps that eventually led to monumental leaps.
- **Focus on progress, not perfection.** It's easy to get overwhelmed by what you don't know or what you haven't tried yet. I've learned to celebrate each small win and milestone, no matter how insignificant they may seem at the time. These victories are the stepping stones to success.

- **Silence the inner critic.** That mean inner voice, the one that tells you that you don't have what it takes, can be relentless. Tell it to *shush*. You are capable of far more than you realize, and I've found that self-belief is a muscle that grows stronger with each challenge you conquer.
- **Stop comparing yourself to others.** This is YOUR business, YOUR path. Go at your own pace and don't get derailed trying to mimic someone else's journey. It's easy to fall into the trap of comparing yourself to others, but I've discovered that it only leads to frustration and self-doubt.
- **Trust the process.** Building an engaged email list takes time and consistency. Trust the process, and those subscribers and sales will come!

Whenever you feel doubt creeping in, come back to these mindset tips. Getting your mindset right is half the battle when it comes to building a thriving email list!

TAKE ACTION

- Write down 3-5 fears or limiting beliefs you have around list building.
- Then rewrite them as affirmations. For example: "I'm scared I'll look incompetent" becomes "I'm learning as I go and getting better every day."
- Recite your affirmations when those pesky doubts pop up.

2

CRAFTING IRRESISTIBLE, OPEN-WORTHY EMAILS

Before you can start growing your email list, you need to set up some basic technical tools. Don't let this intimidate you!

As your coach, I've been right where you are, facing those initial hurdles that seem technical and overwhelming. I understand the frustration when you're not sure where to begin. That's why I'm here to guide you through it, just as others guided me.

Let's start with the basics.



1

EMAIL SERVICE PROVIDER

Selecting your email service provider is like choosing a lifeline for your email marketing journey. It's crucial to find one that suits your budget and needs, but let me share a little secret.

When I started, I was often overwhelmed by the choices. AWeber, ConvertKit, MailerLite, and MailChimp all seemed like excellent options, and they even offer free plans to get you started, then upgrade as your list grows.

What I've learned is that the key is not just about cost, great automation features built in, especially welcome sequences; they'll save you hours down the line.

My personal free getting started favorite is AWeber. It just works really well for beginners.

It just takes watching a few to set up video tutorials to set up your account and the settings. In the very beginning, you may fumble through the interface while learning how to manage the all-important lead capture forms and get them connected on my website.

Once you register and create your account, follow the instructions to verify your email sender reputation. This helps ensure your emails get delivered.

If you are in my Pathfinder membership program I provide you with a little more hand holding live and recorded video walk-throughs.

2

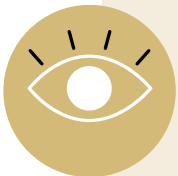
OPT-IN OFFERS

Creating an enticing opt-in offer is like weaving a little bit of magic into your email marketing. It's usually a lead magnet, something valuable you offer in exchange for an email address.

Think of it as an "ethical bribe." Take some time and ponder over what can truly capture your audience's attention.

After brainstorming and exploring ideas for potential lead magnets, I finally settled on one that resonated with my audience: "The 5 Golden Keys: Unlock a new kind of purpose, joy and fulfillment in your Golden Years". It provided real, actionable value on a specific topic.

These lead magnets are your ticket to reciprocity – offering irresistible free content in exchange for an email address. It's like saying, "I value our connection, and I'm here to help."



Take some time to **brainstorm** 2-3 potential lead magnet ideas. Choose one and **outline the content**. Trust your instincts; you know your audience best.

TYPE OF LEAD MAGNET	DESCRIPTION
Ebook	In-depth guides on relevant topics.
Checklist	Quick, actionable lists for success.
Templates	Pre-designed tools for productivity.
Webinar	Live or recorded educational sessions.

3

WELCOME SEQUENCE

The onboarding sequence when a new subscriber joins is critical. Deliver value instantly with a welcome email series.

I vividly recall how important this was in my journey. I wanted to make my subscribers feel valued and welcomed.

That's why I crafted a campaign that immediately delivered value. Back-to-back emails covering my best content, free resources, and I can add exclusive community perks any time.

I personalized each message, making it feel like a warm, personal greeting. And here's the secret sauce – I set up automations so these emails went out automatically when someone subscribed.

First impressions indeed count, and this was my way of showing that I cared about my audience from the very beginning.



4

MAGNETIC EMAIL COPY

Email copywriting is indeed an art form. It's about creating an irresistible magnet that draws your readers in, compelling them to devour every word.

The Anatomy of an Engaging Email:

- **Curiosity-Sparking Subject Line:** This is your initial handshake. Make it firm, intriguing, and impossible to ignore.
- **Relatable Pain Points or Entertaining Stories:** Start your email with a relatable problem or an engaging story. Hook them from the very beginning.
- **Offer Solutions:** Transition into providing solutions. Whether it's a helpful tip, a valuable resource, or an exclusive offer – your email should be a toolbox for your subscribers.
- **Clear Call-to-Action:** Conclude with a specific call-to-action (CTA). Give them a clear path to follow, with a link ready to click.

Getting creative with your email copy and experimenting with different styles is crucial. The emails you love receiving can be your greatest teachers. Study them, dissect their formula, and make it your own.

NEXT STEPS

NOTES

TAKE ACTION

- Research or select AWeber as your email service provider.
- Brainstorm 2-3 lead magnet ideas.
- Pick a lead magnet that resonates, and outline it.
- Use your sample 5 day welcome sequence script, for your new subscribers.
- Choose headlines that entice your readers to open your emails.
- Study the four principals for creative and magnetic email copy.

3

GROWING YOUR LIST

Now for the fun part - driving targeted traffic to your opt-in forms to grow your list! As your coach, I understand the exhilaration and, at times, the frustration that comes with this phase.

I've walked this path, faced constant challenges, and emerged stronger each time. Now, I'm here to guide you through it.

Here are my favorite strategies for getting your opt-in forms in front of your ideal potential subscribers:

Leverage Social Media

Social media is a goldmine for creating awareness around your irresistible opt-in offer. Craft engaging posts that resonate with your ideal audience, showcasing your freebie while promising the transformative journey it offers.

Take it up a notch by running cost-effective social ads; they're like your megaphone to reach potential subscribers where they already spend time online.

Let your personality shine through! Ask a strategic question, share your backstory, and convey the transformation they'll experience by joining your list.

I recommend running conversion-based Facebook and Instagram ads pointed to your opt-in page. They can help you find and target your ideal audience directly.



Dive into creating captivating social media posts and eye-catching images that put your lead magnet in the spotlight. For an added boost, invest \$5 daily in a targeted ad campaign to expand your reach further.

Promote on Your Website

Consider your website a treasure chest of warm leads. Convert these visitors into subscribers by strategically placing lead capture forms and attention-grabbing banners throughout your site.

Think homepage popups, article callouts, and opt-ins seamlessly integrated into sidebars or navigation. Make them noticeable and easily visible above the fold, but not intrusive, so visitors won't miss them.

STEP 1: IDENTIFY HIGH-VISIBILITY AREAS

Begin by identifying key, high-visibility areas on your website where you can strategically place lead capture forms and attention-grabbing banners. These areas include:

- **Homepage:** Your homepage is prime real estate. Consider a well-designed popup or a visually appealing banner that immediately captures your visitor's attention.
- **Blog Posts:** Place inline opt-in forms within your blog posts, especially at the beginning or end of content where engagement is highest.
- **Sidebar:** An unobtrusive yet ever-present opt-in form in the sidebar can be highly effective.
- **Navigation Menu:** Add a dedicated "Join Our Community" or similar link in your website's navigation menu.

STEP 2: CREATE ENGAGING LEAD MAGNETS

Ensure you have compelling lead magnets ready to entice visitors.

These are free offers like an eBook, checklist, or video series that visitors can get in exchange for their email address.

They should align with your content and provide significant value to your target audience, and entice people to subscribe because they deliver immediate value.

Think quick tips or guides that help solve a problem for your niche.

STEP 3: DESIGN BANNERS AND OPT-IN FORMS

Design visually appealing banners and opt-in forms that seamlessly blend with your website's aesthetics while standing out enough to attract attention.

Ensure they are mobile-responsive for a seamless experience across all devices.

STEP 4: CRAFT PERSUASIVE COPY

Write persuasive copy that clearly communicates the value of your lead magnet. Explain how it will benefit your visitors and what transformation they can expect.



STEP 5: IMPLEMENT USER-FRIENDLY OPT-IN TECHNOLOGY

Select an opt-in tool or plugin that integrates seamlessly with your website.

Popular options include plugins for WordPress and built in leadpages if you are using Optimized Press. AWeber also has some leadpages you can set up.

STEP 6: TEST AND OPTIMIZE

Periodically test different placements, designs, and copy variations to optimize your opt-in forms for maximum conversions.

.Tools like A/B testing can be invaluable for this.

STEP 7: MONITOR ANALYTICS

Use website analytics tools (e.g., Google Analytics) to track the performance of your opt-in forms.

Monitor conversion rates and adjust your strategy based on data.

STEP 8: CONSIDER EXIT-INTENT POPUPS

Consider using exit-intent popups, which appear when a visitor is about to leave your site.

These can be highly effective in capturing leads who might otherwise slip away.

WRITE VALUABLE CONTENT

Content marketing and email marketing are a dynamic duo. Convert your readers into subscribers by strategically mentioning your opt-in offer within your blog posts, videos, and other content tailored to your niche.

CHOOSE YOUR OPT-IN OFFER

- What value can your audience gain from your lead magnet, and how does it align with their needs and interests?

IDENTIFY CONTENT FOR INTEGRATION

- Identify at least five existing or upcoming pieces of content (e.g., blog posts, videos, podcasts) where you can seamlessly integrate your opt-in offer. These should be pieces that are relevant to the lead magnet.
- Which existing or upcoming pieces of content are most suitable for integrating your opt-in offer, and why?

CREATE CUSTOMIZED CALLS-TO-ACTION (CTAS)

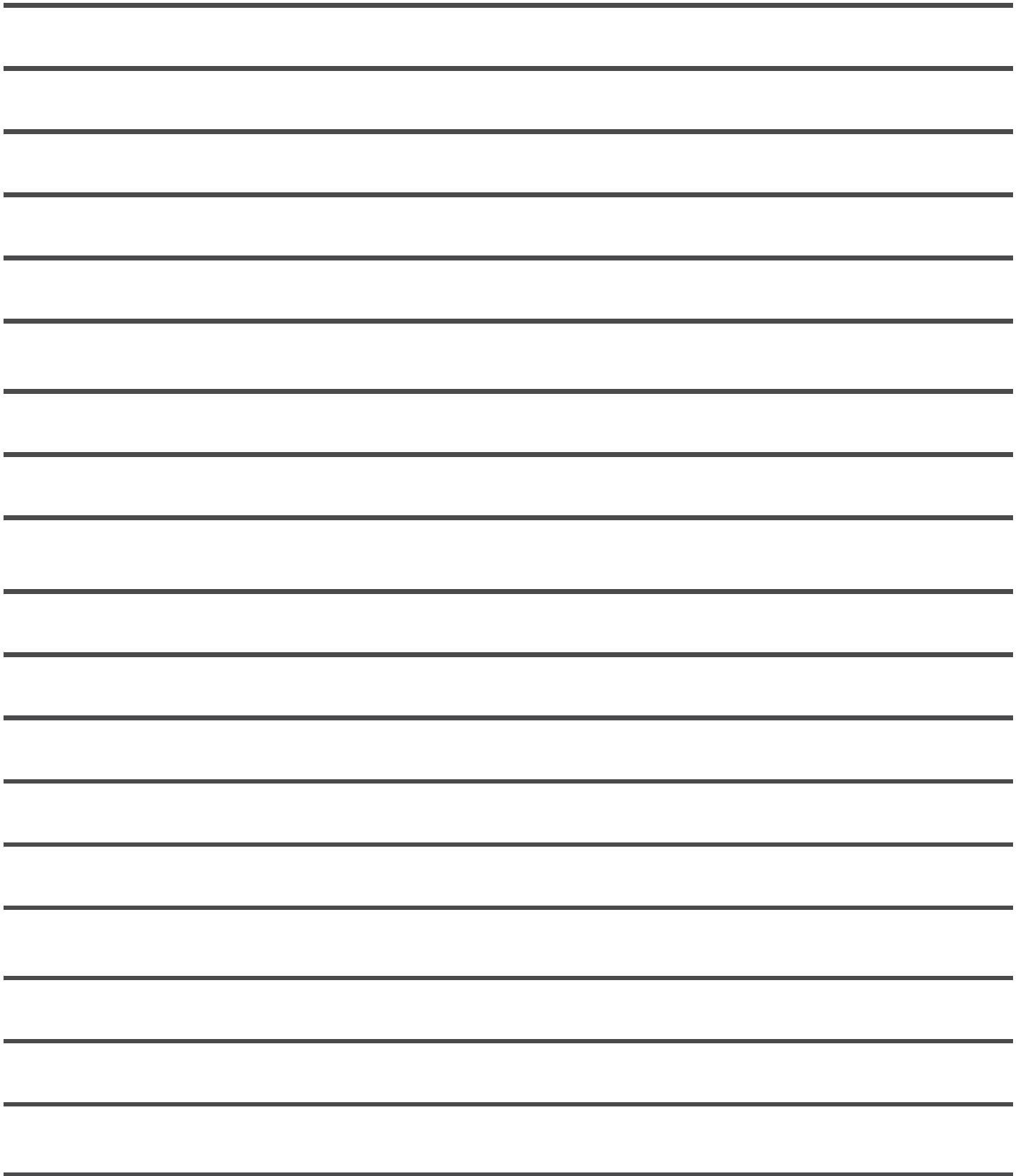
- Craft unique and compelling CTAs tailored to each piece of content. The CTA should entice readers/viewers/listeners to access the lead magnet. How can you craft CTAs that resonate with the tone and context of each specific piece of content?

INTEGRATE CTAS WITHIN CONTENT

In each piece of content, strategically place the customized CTA. Here are specific guidelines for different content types:

- **Blog Posts:** Insert CTAs within the introduction, at natural breakpoints in the content (e.g., after a section relevant to the lead magnet), and at the end. Use eye-catching buttons, text links, or inline content upgrades.
- **Videos:** Include verbal mentions of the opt-in offer within the video content. Add visual elements such as text overlays, pop-ups, or clickable links in the video description or as on-screen graphics.
- **Podcasts:** Mention the lead magnet during the episode and provide clear instructions on how to access it. Include a link to the opt-in offer in the podcast show notes.

Where exactly within your content will you place CTAs to maximize engagement and conversions?



PROMOTE YOUR CONTENT

- Which channels and strategies will you use to promote content featuring your opt-in offer?

ENGAGE WITH YOUR AUDIENCE

- Actively engage with your audience who interacts with the content and the opt-in offer. Respond to comments, answer questions, and nurture the relationship.
- In what ways will you actively engage with your audience who interacts with the content and opt-in offers?

ANALYZING AND REFINING

- Based on performance data, what adjustments will you make to your content integration strategy to improve results?

RUN CONTESTS AND GIVEAWAYS

Contests are a tried and true way to grow your list. However, don't merely ask people to join without enticing them. Consider giving away products, services, or offerings from you or sponsors relevant to your audience.

Collect emails for contest entries. Just make sure you comply with email and contest laws in your country. These contests and giveaways not only capture emails but also create excitement and engagement among your audience. Make sure to align the prizes with your niche and the interests of your target audience for the best results.

"Ultimate Productivity Makeover" Contest

Prize: A 30-60 minute productivity coaching session, a year's subscription to top productivity apps, or a signed productivity planner.

"Adventure Seeker's Dream" Giveaway

Prize: A weekend getaway package to an adventurous destination, including travel, accommodations, and guided activities.

"Home Chef Challenge" Cooking Contest

Prize: An exclusive, online cooking class with you, a gourmet kitchenware set, or a signed cookbook.

"Creative DIY Master" Contest

Prize: A personalized DIY crafting workshop, a premium craft supply kit, and a featured spot on your website.

"Fitness Transformation Challenge" Giveaway

Prize: A month's worth of personal training sessions, a fitness tracker, and a subscription to a healthy meal delivery service.

"Tech Enthusiast's Paradise" Contest

Prize: The latest tech gadgets, including a smartphone, smartwatch, and wireless earbuds, plus a tech support package.

"Book Lover's Escape" Giveaway

Prize: A weekend retreat to a cozy cabin in the woods, a library of bestselling books, or a private reading session.

"Pampering Paradise" Spa Contest

Prize: A spa weekend at a luxury resort, complete with massages, facials, and access to exclusive spa amenities.

"Green Thumb Challenge" Gardening Contest

Prize: A private gardening consultation with a horticulture expert, a year's supply of plants and gardening tools, and a featured garden tour.

4

ENGAGING YOUR EMAIL SUBSCRIBERS

Congratulations on your growing email list – that's a significant achievement! However, now it's time to roll up your sleeves and dive into the exciting world of keeping your subscribers genuinely engaged.

DELIVER VALUE CONSISTENTLY

Think of your email as a cherished magazine subscription. Your readers should eagerly anticipate your emails, knowing that each one holds a valuable treasure trove of information.

HAVE REAL CONVERSATIONS

Imagine your subscribers as friends you're catching up with over a cup of coffee. Your emails should feel like a conversation, not a stilted sales pitch. Write like you talk. Don't be afraid to be casual, use humor, ask questions, or get vulnerable.

GET PERSONAL

Share your experiences, stories, wins, and even failures – let your subscribers into your world. Celebrate subscriber milestones. Ask for input. Show your human side!

MAKE IT ALL ABOUT THEM

Picture your email arriving in their inbox, and their eyes lighting up with anticipation. Your subscribers should feel like they've stumbled upon a hidden gem with each email you send. Achieving this level of excitement is the ultimate goal.

MAKE STRATEGIC OFFERS

Of course you'll want to promote your offers, courses, and services in your emails too. Just do so selectively and thoughtfully, without letting it dominate your messaging. Place offers where relevant and provide genuine value.

SET UP AUTOMATIONS

Set up autoresponder emails when someone joins your list, like your initial welcome series from Chapter 2. You can also have automated follow up sequences after someone buys from you. This frees you up to focus on creating content!

AUTORESPONDER FLOWS

Autorepsonders are your secret agents, silently working to keep your subscribers engaged. Craft sequences that provide continuous value while gently guiding your subscribers through their journey with you.



EDUCATION SERIES

Drip-feed essential concepts and knowledge over time, allowing them to digest and apply what they've learned.

WELCOME SERIES

Roll out the red carpet with a warm welcome. Share your finest content and set the stage for what's to come.



03



ASCENSION SERIES

Gradually introduce paid offerings once trust is firmly established. It's a natural progression.

BUILD GENUINE RELATIONSHIPS

At the core of engaging emails lies the art of cultivating authentic, human-to-human relationships. This is where patience and consistency shine.

Tips for Building Meaningful Connections:

- **Share Your Journey:** Don't be afraid to share both your successes and your setbacks. Vulnerability breeds trust.
- **Celebrate Milestones:** Recognize and celebrate your subscribers' milestones. Whether it's their birthdays, anniversaries, or achievements related to your content, acknowledge their special moments.
- **Seek Input:** Ask for their opinions and suggestions. Show that you value their insights.
- **Express Gratitude:** A simple "thank you" can go a long way in making your subscribers feel appreciated.
- **Tell Stories:** Stories are the glue that binds us all. Share relatable narratives that resonate with your audience.
- **Avoid Monologues:** Remember, it's not all about you. Engage your subscribers by asking questions and encouraging them to share their thoughts.

“

Building your email list is like tending to a garden; with each nurturing email, you sow the seeds of connection and watch your community bloom. - Author Unknown

OVERDELIVER WITH GENEROUS VALUE

What sets your emails apart? What unique benefits do your subscribers gain from being a part of your list? This is the secret sauce that keeps them engaged for the long haul.

Exceed Expectations:

- **Offer Exclusive Resources:** Provide incredible resources, training, access, and perks for free, simply because they're on your list. Surprise them with unexpected gifts and valuable content.
- **Create a Sense of Community:** Building a sense of belonging within your email community will keep your subscribers coming back for more.
- **Reciprocity Matters:** Remember, giving value builds reciprocity. When the time comes to make paid offers, your subscribers will be far more likely to invest in what you have to offer.

Action Step: Put on your thinking cap and brainstorm unconventional freebies, exclusive training sessions, or insider community access that's reserved exclusively for your list members.

There you have it - my best tips for crafting emails that truly engage your subscribers and get results!

It may take some trial and error to find your unique voice and style. But stick with it, and keep providing value. Focus on nurturing rich engagement, and soon, your emails will become treasured additions to inboxes everywhere.

Keep the flame of connection alive, and your list will thrive. Never stop nurturing your list!

FINAL WORDS

I hope this guide has helped demystify the process of building a money making email list for your business!

Just remember: start small, focus on serving others, and don't forget about mindset. Consistency and persistence are key.

You have so much value to share with the world - and an email list will help you spread your message wider than ever before.



Check each task once completed.

	Set up your email service provider and core tools if you haven't already. This technical foundation is essential.
	Craft your first opt-in offer and landing page. Start by determining the lead magnet or freebie you'll provide in exchange for emails.
	Drive your first 100 targeted subscribers by promoting your opt-in offer through content, social media, paid ads, and any other relevant channels.
	Set up your onboarding email sequences, including a welcome series. This will orient new subscribers and deliver value from the start.
	Send your first broadcast email. Consider doing an informal introduction, asking for feedback, or sharing a useful tip.
	Track email metrics like open rate, click rate, and unsubscribe rate. Study what content resonates best with your audience.
	Spend the first few months focused on providing value and building relationships. Don't worry about promotions or sales yet.
	As your list grows, segment subscribers and customize content. Send targeted emails tailored to their interests and needs.
	Promote your first offer! Once you have established trust and reciprocity, start strategically marketing your paid products or services.

Thank-you!

I hope you enjoyed this Roadmap, **Building A Profitable Email List**. If you have any questions, please don't hesitate to reach out using the contact information below.

I wish you the absolute best on your future endeavors!

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I'm on a mission to empower wise women to achieve financial freedom and create your Legacy by sharing your unique wisdom with the world. My From Wisdom to Web in 6 weeks, The Golden Pathway course guides you through tech challenges and helps you design a passion-based, purpose-driven, prosperity roadmap to amplify your message in this digital age.

BONUS CONTENT

LEAD MAGNET TEMPLATE

Here is a template to make your own simple lead magnet PDF:

[Lead Magnet Title]

[Introduction]

[Tip/strategy #1]

[Tip/strategy #2]

[Tip/strategy #3]

[Call to action to subscribe]

Here are a few examples to demonstrate how to use the lead magnet template:

EXAMPLE 1

The Introvert's Guide to Networking Confidently

Do you dread going to crowded networking events? As an introvert myself, I totally get it. Networking can feel intimidating and draining. But it doesn't have to be!

In this guide, I'll share 3 tips to help you navigate networking confidently and authentically as an introvert:

Tip #1: Focus on quality conversations, not quantity of contacts. Don't pressure yourself to talk to as many people as possible. Instead, aim for a few meaningful interactions.

Tip #2: Arrive early and stand near the door. You'll have more quiet time to ease in before the event gets too busy.

Tip #3: Have an "exit strategy" planned so you can politely dip out when you start feeling drained. Don't overextend yourself.

Want more tips like these? Sign up below to join my email list!

[Opt-in form]

LEAD MAGNET TEMPLATE

EXAMPLE 2

5 No-Equipment Exercises for Beginners

Looking for ways to exercise at home without fancy equipment? I've got you covered.

Try adding these 5 simple strength exercises into your routine:

Tip #1: Wall pushups

Tip #2: Lunges

Tip #3: Planks

Tip #4: Squats

Tip #5: Calf raises

Interested in a full beginner-friendly workout routine you can do at home? Enter your email below for instant access to my free guide!

[Opt-in form]

EMAIL SUBJECT LINE IDEAS

Here are some example email subject line ideas for welcome, nurture, inspire and educate emails:

WELCOME EMAILS

- Welcome to the [List Name] Community!
- Thanks for Joining! Here's What to Expect
- Welcome Aboard [First Name]!
- We're So Glad You're Here! What to Do Next
- Welcome to the Family!

NURTURE EMAILS

- Checking In! How's It Going?
- We Appreciate You!
- Got a Quick Question For You...
- Do You Have a Moment to Chat?
- Just Wanting to Say Hi!

INSPIRE EMAILS

- Find the Courage to Begin
- You've Got This!
- Small Steps Lead to Big Dreams
- How to Stay Motivated When You Feel Like Giving Up
- You're Stronger Than You Know

Educate Emails

- [Number] Tips to Improve [Skill]
- The Beginner's Guide to [Topic]
- Everything You Need to Know About [Subject]
- Have You Heard About [Concept]?
- Could This Quick [Strategy] Change Your [Business]?

WELCOME EMAIL SEQUENCE

Here is an example 5-day welcome email sequence script for after delivering a freebie to build excitement, and share your best content:

DAY 1 - WELCOME!

Subject Line: Your Freebie is Here!

Hey there! I'm so excited to deliver the [name of freebie/lead magnet] you signed up for. You can access it by clicking here [link]. Enjoy!

This freebie contains my top [number] tips to help you [main benefit of freebie]. I know how challenging [pain point] can be when you're just getting started...but with these strategies, you'll be on the right path in no time!

Over the next 5 days, I'll be sending you some quick emails to help you get the most out of this freebie, break down any concepts, and make sure you have the right tools in place to find success. Sound good?

For now, start reading through the tips and let me know if you have any immediate questions! I'm so glad you're here. Talk soon!

[Your Name]

DAY 2 - IMPLEMENTATION

Subject: Let's Take Action!

Happy [Day of Week] [Name]!

I hope you've been able to start checking out the [freebie name] I sent you. Remember, the key is taking action on what you learn.

WELCOME EMAIL SEQUENCE

So here are a few key steps I recommend to start implementing Tip #1 from the freebie:

[List 2-3 action steps they can take to implement the first tip/strategy from freebie]

Don't overthink it, just start small! Even taking one step today will get you closer to [main benefit].

Let me know how it goes or if you need any help! I'm here to support you every step of the way.

[Your Name]

DAY 3 - TROUBLESHOOTING

Subject: Need Help? I've Got You!

Hi [Name]!

I know when trying something new like the strategies in the [freebie name], it can be challenging at first. I want to help anticipate any issues that might come up for you...

Here are some common problems people run into with Tip #2:

[List 2-3 common issues]

Here's how to troubleshoot:

[Explain solution for each common issue]

Please reach out if you're experiencing anything I didn't cover! I'm happy to help problem solve together. You've got this!

[Your Name]

WELCOME EMAIL SEQUENCE

DAY 4 - ENCOURAGEMENT

Subject: Keep Up the Great Work!

[Name], you're doing so well! I'm excited to hear you're already seeing [insert early progress or result] from applying the tips in [freebie name]. Amazing!

I know at this point, the newness has worn off a bit. This is where most people start to plateau or lose momentum. But don't stop now!

Here are a few words of encouragement to keep you motivated:

[2-3 sentences of motivational support]

You've got all the tools and knowledge you need to succeed. Keep showing up day after day, and you'll be amazed at the progress you can make. I believe in you!

Let me know if there's any other way I can help keep you on track. You've got this!

[Your Name]

DAY 5 - UPSELL

Subject: Want to Take It to the Next Level?

Hi [Name]!

I hope you've found the [freebie name] helpful so far. You should be proud of the progress you've made in just a few days!

To take your skills and results to the NEXT level, I highly recommend my [name of paid program/course].

WELCOME EMAIL SEQUENCE

This will build on everything you've learned, with:

[List 2-3 main benefits of paid offer]

Right now, you can enroll at a special discount since you're part of our community → [link to offer]

Whether you decide to upgrade or not, please keep in touch! I'm always here to support you on your journey.

Proud of you!

[Your Name]

EDUCATION EMAIL SERIES

Here is an example 3-email education series script to drip value and key concepts over time:

EMAIL 1

Subject: The basics of [topic]

Hi [Name],

I wanted to start an email series to slowly walk you through the fundamentals of [TOPIC]. I know you mentioned wanting to learn more about this!

Instead of overwhelming you with everything at once, we'll go piece by piece.

To kick things off, here are the absolute core principles of [TOPIC] you need to know:

- Principle #1
- Principle #2
- Principle #3

Let these sink in, and then in a few days, I'll follow up to go a layer deeper on each one. Sound good?

For now, let me know if you have any burning questions! There are no silly questions when you're getting started. Look forward to diving deeper soon.

[Your name]

EDUCATION EMAIL SERIES

EMAIL 2

Subject: Understanding the core principles

Hey [Name]!

I hope those foundational [TOPIC] principles from my last email made sense and sparked some curiosity.

Now let's expand on them...

Principle #1: [Elaborate in 2-3 sentences]

Principle #2: [Elaborate in 2-3 sentences]

Principle #3: [Elaborate in 2-3 sentences]

What's clicking for you so far? And what's still confusing? Reply and let me know!

I'll follow up in a few days to build on this base of knowledge even more. You've got this!

[Your name]

EMAIL 3

Subject: Mastering the advanced concepts

[Name], you're doing so well!

EDUCATION EMAIL SERIES

Let's keep expanding your [TOPIC] education. Here are some more advanced concepts to be aware of:

[Concept 1]

[Concept 2]

[Concept 3]

Whew, that was a lot! But absorbing these key principles over time is the key to mastery.

Let me know what stands out or if you need any clarification. Proud of how far you've come!

[Your name]

ASCENSION EMAIL SERIES

Here is an example 3-email ascension series script, to move subscribers from free content to paid offers, after trust has been built:

EMAIL 1

Subject: A quick favor

Hi [Name]!

I hope you've been finding my free [emails/content/course] valuable so far. I'm excited to share that I'll soon be launching my very first paid [course/coaching program] called [Name].

I would be incredibly grateful if you could provide some quick early feedback on it. Are there any specific challenges you'd want this program to help you solve? Or what results would make it a worthwhile investment for you?

Please reply and let me know your thoughts! I want to shape the course around your needs and make sure it provides massive value.

Thanks in advance for your help. So looking forward to sharing this with you soon!

[Your name]

EMAIL 2

Subject: Early access to [course name]

[Name], thank you so much for the feedback on my upcoming [course/program]! Your insights will help me refine it and create an offering that truly serves you.

As a small thank you, I've opened up special early enrollment for a limited time at a BIG discount. This is only for my valued subscribers.

ASCENSION EMAIL SERIES

Head here to enroll and start transforming your [career/business/life]:

[Order form link]

I can't wait to work closely with you in the course! But no pressure - either way I appreciate you. Talk soon!

Gratefully,
[Your name]

EMAIL 3

Subject: Last chance for early access to [course name]

Hi [Name]!

Just a friendly reminder that early enrollment at a discount for my [course/program] closes tomorrow at midnight.

I completely understand if it's not the right fit or timing for you right now. No hard feelings!

But if you've been finding my free content valuable up until now, I really believe the full program could transform your [career/business/life].

This is the last chance to enroll at this special launch rate. Head here if you feel ready to take the leap:

[Order form link]

Wishing you massive success no matter what you decide!

[Your name]