

NUTURE SEQUENCE CHECKLIST

DAY 0 – EMAIL 1 (Immediately after they opt-in)

FOCUS: PART OF SOMETHING BIGGER THAN THEMSELVES

- Welcome to your community with the big idea of what your community is about
- Deliver free gift
- One (and only one) call to action
 - If it's important they consume the Freebie – that's the call to action
 - Other CTA – webinar registration, webinar attendance, buy your program or service
- Position yourself as the authority
 - Your success story
 - Success story of a client
 - Famous success story (if you don't have the previous two)

NUTURE SEQUENCE CHECKLIST

DAY 1 – EMAIL 2

FOCUS: GETTING TO KNOW YOU

- Share some relevant personal details to build the relationship
- Educate – mindset shift if possible & through your story – focus on the outcome that’s your client can achieve with your help
- Highlight pain to pleasure transformation of why they should do the call to action
- Call to action – webinar registration, webinar attendance, buy your program or service (same call to action as previous email unless it was to consume the freebie)

NUTURE SEQUENCE CHECKLIST

DAY 3 – EMAIL 3

FOCUS: ASK THE TOUGH QUESTION – MOTIVATE THEM INTO ACTION

- Get inside your customer's head and ask the question they're afraid to ask about what's holding them back from where they want to be – motivate them into action
- Highlight pain to pleasure transformation of why they should do the call to action
- Call to action – webinar registration, webinar attendance, buy your program or service (same call to action as previous email unless it was to consume the freebie)

NUTURE SEQUENCE CHECKLIST

DAY 4 – EMAIL 4

FOCUS: IF MY CLIENTS AND I CAN DO IT SO CAN YOU

- Showcase client results
- Educate – focus on the outcome that’s your client can achieve with your help by showing results of past clients or celebrity stories
- Highlight pain to pleasure transformation of why they should do the call to action
- Call to action – webinar registration, webinar attendance, buy your program or service (same call to action as previous email unless it was to consume the freebie)

NUTURE SEQUENCE CHECKLIST

DAY 5 – EMAIL 5

FOCUS: IF MY CLIENTS AND I CAN DO IT SO CAN YOU

- Why do they need to take action now – include your limiter
- Educate – focus on the outcome that your client can achieve with your help – if possible focus on why it needs to be now, other than your limiter
- Highlight pain to pleasure transformation of why they should do the call to action
- Call to action – webinar registration, webinar attendance, buy your program or service (same call to action as previous email unless it was to consume the freebie)