

How to Write a 7 Day Onboarding Email Campaign - 5 Day Challenge

1) introduction

psychology of email campaign

outline of email campaign

Day 1: welcome, introduce yourself, and what's in it for them

Day 2: what you help with - that helps them

Day 3: why are you struggling to do it
what you've tried before that didn't work

Day 4: what DOES work

Day 5: why does it

Day 6: what happens if you DON'T do it

Day 7: are you ready to move forward?

what you help with - that helps them
why are you struggling to do it
what you've tried before that didn't work
what DOES work
why does it
what happens if you DON'T do it
are you ready to move forward?

Homework: write the outline of YOUR email campaign

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Sean Mize

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2) day 1 email and day 2 and day 3

Homework: write welcome email and day 2 and day 3

Day 1: welcome, introduce yourself, and what's in it for them

Dear (firstname code)

Hi, thanks for taking the time to join my 7 day ecourse . . .

In the next 7 days, I am going to teach you how to

First maybe I should introduce myself . . .

My name is _____

tell a story about something relevant to what you teach . . .

over the next few days, I'm going to be teaching you some cool things about . . .

Day 2: what you help with - that helps them

Dear (firstname code)

welcome back!

let's get right to it . . .

I'm going to give you a tip today. that will really help with _____

2-3 paragraphs about the tip . .

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Well that wraps things up for today . . .

tomorrow . . I'll share why some folks struggle so much

Day 3:

Dear (firstname code)

why is it so hard to _____?

Here are a few reasons:

really dig in, discuss why it's so hard . . .

discuss WHY other solutions don't work

I hope this is helpful . .

tomorrow: what DOES work

so for tonight . .your homework is to write these 3 emails for YOUR campaign, and post them at the link below

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3) put emails in an autoresponder

Homework: put emails 1-3 in autoresponder

3) Homework: put emails 1-3 in autoresponder

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4) day 4 , 5, and 6, and 7

Homework: write days 4, 5, and 6 and 7 - put in autoresponder

Day 4: what DOES work

(firstname code)

write 2- 3 paragraphs about what works . . .

tomorrow: I'll share with you WHY this works

P.S. As you may have guessed, I have a training program that really digs deep and teaches you how to do . . .

I've prepared a 45 minute training to help you even more, go here to watch it:

(webinar)

or:

if you want to learn more about my training go here: (sales page)

Day 5:why does it

(firstname code)

why it works:

2-3 paragraphs telling WHY it works

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Day 6: what happens if you DON'T do it

(firstname code)

what happens if you do nothing?

write 2-2 paragraphs

Sean

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Day 7: are you ready to move forward?

(firstname code)

are you ready to take action?

over the last 6 days we've talked about

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5) leveraging and creating future emails

Day 1: welcome, introduce yourself, and what's in it for them

Day 2: what you help with - that helps them

Day 3: why are you struggling to do it
what you've tried before that didn't work

Day 4: what DOES work

Day 5: why does it

Day 6: what happens if you DON'T do it

Day 7: are you ready to move forward?

Day 8. questions and answers about working with

Day 9 here's what you get in my training program

Day 10 are you procrastinating?

Day 11 more about what happens if you don't take action

Day 12 ok, this is my last email about this

Day 13 teach something

Day 14 teach something

Day 15 teach something

Day 16 what are you struggling with?

Day 17 how to go forward

Day 18 tomorrow I'll tell you about my new training

Day 19 watch my webinar (2nd webinar)

Day 20 didn't watch it?

Day 21 more about why you should watch my webinar

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Homework: write out the outline of your days 8 - 21 for your email campaign:

Bonus: over the next few days, write emails 8-21

2nd Bonus: In the next few days, I'll invite you to a powerful 45 minute training . . . keep your eyes on your inbox!

Great working with you these 5 days!