**Email Welcome Sequence Ideas**

In the ***“How To Create An Email Welcome Sequence Guide”***, I told you that your email welcome sequence should consist of 5-7 emails. You can use any (*or all*) of the *“ideas”* below to create your emails for your sequence. You can use them for ideas for an entire email or use a few of the ideas as components for an entire email. *Remember…* Your entire goal here is to get your new subscriber to know, like, and trust you. These ideas will help you do that!

**Idea #1: Tell them what to expect** – Tell your reader what to expect from you and what you’ll be sending them in the future.

**Idea #2: Offer a free trial –** Having multiple freebies at your fingertips is a **MUST** when it comes to getting your subscriber to know, like, and trust you. People LOVE free stuff! Especially when it’s good quality, handy, and/or USEFUL freebies. If you have something you can offer a free trial for, this will not only be a great freebie to offer, but a great sales tactic too!

**Idea #3: Share a success story** – *Want to show you’re the real deal in your niche?* Nothing gets people’s attention turned towards you more than a good success story! It could be your own success story, or even better a success story from someone you have helped.

**Idea #4: Send them to your *“vault”*** – This is another great and easy to create freebie that you can really *“wow”* your subscriber with. Generally, a *“vault”* will be full of useful tools, resources, etc. You could even use PLR (*private label rights*) content to create 5-10 *“things”* for your *“vault”*. This could be as simple as a password protected page or as complex as a free membership site where people actually signup and have to login. The *“vault tactic”* has a very high perceived value and will make your subscriber feel like you’re giving them a lot for nothing. You’ll create raving fans if you use this tactic correctly.

**Idea #5: Send them a coupon code** – I have a site that lists all of my products and I give my new subscribers a 50% off coupon to use on one of those products that they’d like to buy. This is a great way to get people to know your products **PLUS** make them like you because you’re giving them a discount. And of course, it’s a great way to put something in front of your new subscriber without you having to be salesy in your email welcome sequence.

**Idea #6: Send an extra freebie** – Freebies are generally the first thing we think about giving when it comes to getting our subscribers to know, like, and trust us. The more of these you can give… *the better!* Just ensure that it’s a high-quality useful freebie. Free *“garbage”* will **NOT** make your new subscribers know, like, and trust you. It will do exactly the opposite. *What is an extra freebie you could give your subscribers today to help them? If you don’t have anything, what can you create or pay someone to create for you today?*

**Idea #7: Invite to follow you on social media** – If you have multiple social media channels inviting your subscriber to follow you on them can do many things for you when it comes to getting them to know, like, and trust you. First, it gives you more points of contact with them. They will also get to know you better by being able to interact with you on social media. And, if you post content on your social media channels that leads to things that make you money, they may see them there when they don’t see them in your emails. Be in front of your people in as many ways as possible. Social media allows you to do that in a big way!

**Idea #8: Tips on how to learn the most from you** – Show your subscriber how valuable you are to them by giving them tips on how to learn more from you. For example, I tell all of my new subscribers to create a folder in their email using my name and to save all of my emails in that folder to refer back to. I also tell them to create a folder on their computer using my name so they can save all the freebies I send them and to have a place to save their notes they take so they can learn the most from me. I had a longtime customer tell me that they’ve had a folder on their computer for over 10 years named with my name and it’s full of things I’ve sent them, products they’ve bought from me, etc. That computer has been moved to multiple computers of the years. Of course, I was flattered. 😊 But it really hit me how powerful this tactic is when I heard this!

**Idea #9: The reply back tactic** – In order to get your new subscriber to know, like, and trust you, they need to see that you’re a **REAL** person. You can prove this to them by asking them something in an email and telling them to reply back to you via that email. Depending on your niche and what you’re talking about will depend on how you do this, but this is a great engagement tactic and allows your subscriber to see that you’re a **REAL** person. That’s going to make your trust factor with them go way up!

**Idea #10: Your “about me” page** – If you don’t currently have an *“about me”* for you or your business you need to immediately create one. If you create a strategic *“about me”* page it can do a lot to get your subscribers to know, like, and trust you. I highly recommend you do some research (*remember Google is your best friend when it comes to learning how to do things*) and learn about creating a good *“about me”* page. **Doing this the wrong way is even worse than not having one at all.**

**Idea #11: Invite your subscribers to your YouTube channel** – Having a YouTube channel allows you to do a lot of things in your marketing. Awareness, traffic, **AND** really helps with the know, like, and trust building. Invite your new subscriber to come to your YouTube channel and subscribe. Make sure you have great content there that helps them and content that allows them to **SEE** you. Even if you have a face for radio ***\*lol\**** get in front of the camera. You’ll become a real person your subscriber feels like they know when you start putting yourself in your videos!

**Idea #12: Make them a promise** – *What is something you can promise your subscriber?* Some kind of promise of a benefit they will get by paying attention to you. Make it something that really hits their emotions, and they’ll remember you forever! If you always come through on that promise, you’ll turn that subscriber into a super fan that will spend money with you time and time again! Mention this promise a few times in different emails in your email welcome sequence.

**Idea #13: What’s your story?** – *Do you have an interesting story to tell that is related to your niche?* Then tell it to your subscriber via email. People love stories they can relate to or learn from. We all have stories, so tell them to your subscribers via your emails.

**Idea #14: Reveal your superpower** *– Is there a skill or something about you that gets people’s attention?* Tell your subscriber about it in an email. *For example…* The lady that does my eyebrows always has amazing conversations with me while she’s working on me. We talk about life, but mainly we talk about business and she has used a lot of the information I have told her to help her business. I’m always excited to see her because she tells me things she’s learning from me and using. I always cheer her on about every single success she has no matter how small. The other day she told me that I’m a great cheerleader and that everyone should have someone like me in their life. I have heard this from multiple people in my life. It just naturally happens. It’s not something I have to think about. I cheer everyone on no matter who they are. It’s just a natural thing about me. This is something I could tell my subscriber about that would get them to know me which would lead to liking me! Tell your subscribers your superpowers in your emails!

**Idea #15: Use your “old” content** – *You have a blog, right?* ***RIGHT?*** If not, you should! For those of you who do, take your top 5 blog posts (*that are tightly related*) and point your subscriber to them. This is a great way to give your subscribers some serious value. Just make sure your content actually provides that serious value. 😉

Now that’s a lot of ideas and information! As I said, you can use one idea PER email or you can take multiple ideas and use them in a single email. I highly recommend you sit down and start planning out your emails for your own email welcome sequence and keep these ideas handy while you do that!

I wish you much success on your journey!