# **Fred’s Email** **Course Planner -- Welcome Sequence**

Use this planner to plan out and implement your own email welcome sequence so you can actually get your email marketing working for you!

Inventory:

To get started, let’s do some inventory. There are things you’re going to need for your email welcome sequence and by “taking inventory” you can ensure you have everything. If there’s something you don’t have, create it and/or have it created for you. I don’t recommend moving forward until you have done an “inventory check” and have everything you need.

**1.** What freebies do I have?

You will need 15-20 freebies (*more or less depending on your strategy*) to use in your emails, as bonuses on your download page, etc. I recommend that you CONSTANTLY add to your *“freebie arsenal”*.

List all freebies you CURRENTLY have that you could use RIGHT NOW.

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**2.** As you’re going through your freebies you might come up with additional ideas for freebies. Remember I said you should continually be adding to your “freebie arsenal”, so anytime you get an idea for a freebie, jot it down here.

**Side note:** You can use PLR content to create your freebies if you’re not a product creation ninja just yet. Also, you can hire others to do your freebie creation for you too!

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**3.** Do you have an *“about me”* page? If not, you need to create one! I recommend doing some research on how to create a strategic *“about me”* page and creating one with what you learn.

My about me page is at:

**4.** List the ways you will help your subscriber.

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**5.** What are some things that make you an expert?

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**6.** What experiences have you had in your niche? The good and the bad!

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**7.** What are stories that you can share that you can relate to your niche?

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**8.** What questions can you ask your subscribers to get them to engage with you?

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**9.** What products and services do you have that you put in front of your subscribers to help them?

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**10.** What coupon codes do you have that you could give to your subscribers?

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Individual Email Planning:

Now it’s time to plan each of your emails that will be in your email sequence. I do recommend you have 5 to 7 of them, but it’s up to you what you do here. Open up a document and type out each email in an individual document. Just take one at a time and go through this email by email.

Email 1: The Main Welcome Email

This is THE most important email you will send. Remember all the things I told you that you needed in this email. Refer back to the main guide to refresh your mind on all the components listed below. You need to keep it as short as possible, but you need to have all of these components in it.

**1.** Greet your subscriber by name.

**2.** Quickly introduce yourself.

**3.** What they can expect moving forward with you.

**4.** Tell them how they can get the freebie they signed up for.

**5.** Ask them to whitelist your email.

**6.** Get them with a “tease”. Not only

Email 2:

This is another VERY important email. If you didn’t get them to “fall in love with you” in the first email you might be able to get them here, so work hard. Here’s what must be in this email. Refer back to the main guide to refresh your mind on all the components listed below.

**1.** Reintroduce yourself. – Remind them that you emailed them with the first email, and then mention something relatable.

**2.** Give, give, GIVE! - Give them a freebie!

**3.** Be relatable – This is a great email for a short story!

Now the rest of your emails are important too, but you don’t have to put so many components in them. 1-2 components per email is enough! Use the **Email Welcome Sequence Ideas** document for ideas!