

How to use this template

It's simple! Lucky you.

The day lets you know the general function of the email, objective is your call to action, the purpose is a spot for more general notes of what you want the email to sound like, and the subject is just your email subject title. (P.S. Make it a sticky headline! Google it, if you don't know how.)

Day 1 – Welcome Email

Objective:

Purpose:

Subject:

Day 3 – Reminder to Consume Freebie

Objective:

Purpose:

Subject:

Day 5 – Personal Email/Introduction

Objective:

Purpose:

Subject:

Day 9 – Bonus Content

Objective:

Purpose:

Subject:

Day 13 – Invite to connect via social media

Objective:

Purpose:

Subject:

Day 17 – Bonus Content

Objective:

Purpose:

Subject:

Day 21 - Introduce to services page

Objective:

Purpose:

Subject:

Day 28: Bonus Content

Objective:

Purpose:

Subject:

Day 32: Lead-in to high value offering

Objective:

Purpose:

Subject:

Day 38: Bonus Content

Objective:

Purpose:

Subject:

Day 41: Promote the big offering

Objective:

Purpose:

Subject: