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 your incredibly clickable email subject title.

This template assumes you have created some sort of free offering as an incentive for someone to sign-up for your email list. (Need help coming up with a great freebie? Give me a shoutout.)

This is a time-tested template and approach to building relationships with people on your email list I've used with dozens of clients. I hope it works as well for you as it has for them!

Best,

Dusti

Day 1 – Welcome Email
Objective:
Purpose:
Subject:

Day 3 – Reminder to Consume Freebie
Objective:
Purpose:
Subject:

Day 5 – Personal Email/Introduction (Share your story!)
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 (For Subscribers Only!)
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: