



Nurture Your Prospect List with Email Automation

DECIDE ON THE LENGTH OF YOUR EMAIL NURTURE SEQUENCE

Your email nurture sequence should be at least 5-7 emails long, at a minimum. But, ultimately it depends on your reader and how long it takes for you to convey all the messages that you want to get across to them.

PLAN YOUR WELCOME EMAIL

This is the most important email in the sequence, as it typically has the highest open rate.

DETERMINE WHAT TO INCLUDE IN THE REST OF YOUR EMAIL NURTURE SEQUENCE

Now is the time to think about how you can start to get your audience to trust you. Maybe you'll send them links to your most popular blog post or video content, or maybe you'll add another little freebie like a checklist along the way.

AUTOMATE AND TEST YOUR EMAIL NURTURE SEQUENCE

Automate your email nurture sequence and do a test run to make sure that it's all working.

SHOULD YOU SELL TO PEOPLE IN YOUR EMAIL NURTURE SEQUENCE?

This is up to you. If you have a product that is related to the freebie they downloaded, by all means, include a sales pitch in the last email of your nurture sequence. Or, if you offer them a free consultation call, then tell them about this.



RISE ABOVE NOISE

Plan Your Nurture Sequence

Irresistible Free Offer (Lead Generator)			
#1 Topic Action	image	Call to action	Other (video, PDF)
#2 Topic Action	image	Call to action	Other (video, PDF)
#3 Topic Action	image	Call to action	Other (video, PDF)
#4 Topic Action	images	Call to action	Other (video, PDF)
#5 Topic Action	image	Call to action	Other (video, PDF)

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