

Playsheet to Determine Your Follow-up

You've done a lot of work to get someone on your list. Now that you have subscribers, you can use an email series to build a relationship with them. Once you have someone on your list, it's important to follow-up with them right away so they don't lose interest, and immediately have a good impression of you.

When you build relationships with your prospects, you stand out from the crowd and your subscribers will be more likely to think of you when they are ready to hire a coach.

You can create an email series that educates those on your list about your products and services. You set up the emails in an autoresponder so they go out automatically whenever someone opts in to your list. The series can be any number of emails but usually 3 to 7 in a series is good for starters.

1 Email #1

The first email should repeat the benefits of the free offer and give the download link. There will be some people who subscribe and don't download, or download but don't consume the material. So you want to remind them of what they will get out of your free offer and why they should use it.

Write out what you want to include in your first email.

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2 Email #2

The second email can be a little more about the topic of your free offer and to get some engagement, you can ask them a question, such as did they enjoy the material. This is also an opportunity to tell them a little more about you and how you help people.

Write out what you want to include in your second email.

3 Email #3

The third email can tell them even more, and offer them a free consultation or strategy session. These first three emails are the most important ones. Then, down the road, you can add more emails to share content and educate your subscribers on your topic.