

EMAIL FOLLOW-UP CHEATSHEET

One of the **most powerful marketing tools** every business owner can use to turn prospects into buyers, and buyers into repeat buyers, is a **follow-up email series**. Below are suggested purposes for follow-up email series.

The first one is a follow-up series for a lead magnet. Just because a download is free doesn't mean you can't earn a profit from it. **The second one** is for an after- or post-purchase email series with an upsell or downsell product.

Lead Magnet Series:

Email 1: Welcome/Download - Congratulate them and tell them of the benefits of your lead magnet/freebie and the download link

Email 2: Consumption - Remind them of how to use your freebie

Email 3: Offer - Make a low-cost offer that they won't see anywhere else (this will get them used to you making offers from the start)

Email 4: Education - Add more value with more content on the topic and about you

Email 6: Offer Reminder - Last chance for your offer

Email 7: Related Offer or More Free Resources - Add some value with related content

Post-Purchase Series:

Email 1: Welcome/Download - Congratulate them and tell them of the benefits of the product they just purchased and the download instructions

Email 2: Consumption - Give them more info on how to use your product

Email 3: Offer Reminder - If you had an upsell or downsell, remind them one more time about it/them (last chance)

Email 4: Personal - Tell them a little bit about yourself so they get to know you. Invite them to join your online group or follow you on social media.

Email 5: More Free Resources - Add some value with related content or personal info

Email 6: Related Offer - Make another offer that they won't see anywhere else (this will get them used to you making offers from the start)

Email 7: Related Offer Reminder - Last chance for that offer

Your email list is one of the most powerful tools in your marketing toolbox. But email marketing only works if you do it - you have to be consistent with it or your audience will forget who you are. If you'd like a more in-depth planner that walks you through how to create the most effective (and profitable) email series, grab a copy of our **"Email Follow-Up Planner: Turn Your New Leads into Customers in 7 Days"** so you can start leveraging the power of email marketing here:

<https://iaplifecoaches.org/email-followup-series/>

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	EMAIL PURPOSE	CTA	POINTS TO COVER
WELCOME EMAIL			
FOLLOW-UP EMAIL #1			
FOLLOW-UP EMAIL #2			
FOLLOW-UP EMAIL #3			
FOLLOW-UP EMAIL #4			
FOLLOW-UP EMAIL #5			
FOLLOW-UP EMAIL #6			
FOLLOW-UP EMAIL #7			

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