

5-Email Nurture Sequence Template

Here's a beginner-friendly swipe file you can use and adapt:

Email 1: The Welcome Email

- **Subject line:** "Welcome aboard! Here's what to expect 🚀"
- **Goal:** Build rapport, set expectations, and thank them for subscribing.
- **Content idea:**
 - Thank them for joining
 - Introduce yourself/your brand
 - Share what type of content they'll receive
 - Give a free resource (if promised)
- **CTA:** "Hit reply and let me know your biggest challenge with [topic]."

Email 2: Value Email #1

- **Subject line:** "3 quick wins you can try today"
- **Goal:** Deliver immediate value and establish authority.
- **Content idea:**
 - Share a tip, resource, or checklist
 - Show you understand their pain points
- **CTA:** "Which of these tips will you try first? Reply and let me know."

Email 3: Value Email #2 (Storytelling)

- **Subject line:** “How I went from [pain point] to [result]”
- **Goal:** Create a connection and inspire with a relatable story.
- **Content idea:**
 - Tell a short story (personal or client)
 - Highlight the struggle, solution, and transformation
- **CTA:** “Want to know how you can achieve the same? Keep an eye on my next email 😊”

Email 4: Engagement Email

- **Subject line:** “Can I ask you something?”
- **Goal:** Encourage interaction to increase deliverability and trust.
- **Content idea:**
 - Ask a simple, relevant question (ex: “What’s your #1 challenge with [topic]?”)
 - Keep it short—make it easy to reply
- **CTA:** “Just hit reply—I read every response.”

Email 5: Offer Email

- **Subject line:** “Ready to take the next step?”
- **Goal:** Transition from nurturing to conversion.
- **Content idea:**
 - Recap the value you’ve provided
 - Position your product/service as the next logical step
 - Add social proof or testimonials if available
- **CTA:** “Click here to [book a call / grab your spot / get started].”

www.ndinyaconsultancy.com