

EMAIL MARKETING: NURTURE SEQUENCE



Created by Dawn Apuan

EMAIL NURTURE SEQUENCE

Email is NOT dead. If you have a business, you must have an email list. Here's why: you don't own any of the social media platforms. You could get hit with a Google slap or FB algorithm change or Zanos moment* (see Traffic Secrets by Russell Brunson). You must build your list. Plus, somewhere around 50% of sales come from emails, so I know you want in on some of that action.

How often should you be emailing your list? However often you can stay consistent. I recommend 2-3x/week with my clients, but when you commit, you must stay consistent so that your readers know what to expect. If, when you're first starting, you can only get one email out per week, then only commit to one and work your way into doing more.

The highest email open times are between 10-11am and 5-6pm. Test it and see what works best for your audience.

Here are some things you can think about to include in your email nurture sequence:

- 10 Fun Facts About You
- Are there podcast episodes or blog articles that are super popular that you can include as a call to action in any emails?
- What is your preferred email signature? (ie Sincerely, With Love, etc)
- Do you want to include 2 ways you can help people in the PS, and if so, what are they?

On the following pages you'll find an email nurture sequence that I used for one of my clients, as well as a "cart open" (aka launch) email series.

EMAIL NURTURE SEQUENCE 1

Email 1 Welcome Email:

Subject: Here's your wedding planning checklist!

Hey [name],

Congratulations on your engagement! I'm so excited you've chosen to take the stress out of planning your perfect day by grabbing a copy of my wedding planning checklist.

Now that you've snagged the checklist, I'm going to send you some of my best tips to help you plan your wedding over the next couple of days.

This is stuff that has taken me years to figure out - with over 60 weddings hosted at the family ranch - but I'm going to share it with you to help you fast track your planning!

I hope you're ready...when you follow what I teach...your planning will be a breeze!

So, let's get started!

Download your wedding planning checklist right here.

I'm excited to give you access to our wedding planning checklist. This will guide you through the 12 months leading up to your wedding day so that you don't accidentally miss something important. I believe that wedding planning shouldn't be stressful - it definitely doesn't have to be - and I'm here to help you have fun.

Happy Planning,

Kinsey

P.S. Whenever you're ready, here are two ways we can help you...

- 1) Overwhelmed and want to know how to prioritize what to do next? Book your free 15 Minute Wedding Planning Strategy Session at <https://vistaviewevents.as.me/schedule.php?appointmentType=7519721>
- 2) Follow us on Instagram @vistaviewevents where we share even more planning help

EMAIL NURTURE SEQUENCE 1

Subject: have we met?

I don't believe we've met, *right* [[firstname]]?

That means you've given your email address to a stranger...on the internet!! You better watch out, haha =)

Seriously, though - I'd love to know what you're up to :)

(In case you don't recognize my name...you signed up for my email list earlier today to grab my copy cheat sheet, so I figured I'd reach out).

In addition, I've prepared a couple gifts for you!

Morning Routine eBook

My 5 Favorite Efficiency Hacks

I mean... now that you're on my email list, I'll gladly teach you all my "nitty gritty" strategies about copywriting, funnels, conversions, automation, FB ads etc etc - but none of that strategy really matters if your mindset isn't in the right place and if you're not taking productive action with your time.

That's why I wanted to share my morning routine ebook and my 5 favorite efficiency hacks.

Who doesn't want to start the day well and get more done in less time, right?

And yes - these can apply to every niche, market, and country, so it's definitely worth taking a peek.

On a final note... welcome to the family!! I'm excited you signed up =)

Have a great day!

Dawn

P.S. To make sure you don't miss any future tips & strategies, please drag this email into your primary Gmail folder or mark it as "Important" in Outlook.

EMAIL NURTURE SEQUENCE 1

Email 2

Subject: tell me more =)

Hey [name],

I wanted to take a min and introduce myself...and get to know you a bit better.

I'm Kins and I'm an adventure lover who believes in living a life full of JOY =)

I love my family, having FUN, exploring the outdoors, reading a good book, helping others, and going on travel adventures with my husband!

I started my business three years ago with my sister-in-law Katie because we saw a need for a beautiful, yet simple, location for couples to get married, with an indoor space and outdoor beauty.

When I'm not helping wedding dreams become reality at the ranch, I can be found spending time with my husband Derek and our two boys.

If you're dying to know more, here are some things you don't know about me...

- I love a good book - or four good books - that I start in any given week.
- I love a good challenge. #easyisboring
- I'm a coffee addict; I haven't met a cup of coffee I haven't loved.
- I'm a self-proclaimed nerd.
- I met my husband in high school in band.
- My favorite food is pizza.
- I'm a Colorado native born and raised.
- I believe that everything happens for a reason...and there is a reason why YOU are here right now =)

I would love to get to know you better and help you plan your perfect wedding day! Reply back and tell me 1 fun fact about you and 1 struggle you're having planning your wedding.

Happy Planning,

Kinsey

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EMAIL NURTURE SEQUENCE 1

Email 3

Subject: Wanna see exactly what will get you the wedding of your dreams?

Hey =)

Are you on track planning your wedding? Or are you way far off?

I wanna help =)

I hope you've had the chance to download the wedding planning checklist. If not, you can grab your copy right here.

Wedding planning can be confusing and overwhelming. The checklist helps reduce that, but I also wanted to make sure that you check out our blog, where I share tons of wedding tips.

One of our most popular posts outlines exactly how to build the ultimate wedding website. It's a great place to start and you can read it right here. <https://vistaviewevents.com/blog/how-to-build-ultimate-wedding-website>

Happy Planning,

Kinsey

PS. Whenever you're ready, here are two ways we can help you...

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EMAIL NURTURE SEQUENCE 1

Email 4

Subject: Have you answered the two toughest wedding planning decisions?

Hey [name],

Two of the toughest decisions you'll have to make when you're planning a wedding is where you're going to have the wedding and who will capture the memories for you.

Because I have a venue of my own and work with couples regularly, and because I also work closely with photographers, I wanted to give you two cheat sheets with questions to ask when you're making these important decisions so you make the right ones for you.

17 Questions to Ask Your Venue Before You Book:

<https://vistaviewevents.com/blog/questions-ask-wedding-venue>

22 Questions to Ask Your Photographer Before You Book:

<https://vistaviewevents.com/blog/questions-ask-colorado-wedding-photographer>

Hope these help - enjoy!

Happy Planning,

Kinsey

PS. Whenever you're ready, here are two ways we can help you...

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EMAIL NURTURE SEQUENCE 1

Email 5

Subject: I need your help =)

Hey [name],

I have a quick question and need your help.

What is your #1 struggle when it comes to planning your wedding?

Can you hit reply back and share with me?

Thanks =)

-Kinsey

***This was a sequence I created for a client that was averaging about 46-54% open rates. Industry standard is 15%, so that's pretty good.

On the next page, you'll find an *additional* email you can use that I get 67% open rate and 22% CTR. You can slide this in as your second email, about an hour or so after someone gets added to your list.

EMAIL NURTURE SEQUENCE 2

Email 1

Subject: 15 Copy Keys to Sell Out Your High Ticket Offer (gifts inside)

If you're anything like me - Friend?

You only want to work with high-paying clients you adore.

No settling for less.

No tolerating misaligned clients and projects.

No compromising your worth.

Been there, done that, right? Me too. (boy do I have stories)

But I'm guessing there's something else that's bothering you...

There's a ton of other people doing what you do.

How do YOU confidently STAND OUT and how do you communicate the VALUE you give to clients?

You do that with words. Your message.

So if that's a "HECK YES I'm ready to stand out in what feels like a saturated market so I can effortlessly attract my ideal clients and sell out my high ticket offers with the words I use!"...

... watch part #1 in this masterclass series:

"How to Create Feelings in Your Ideal Client so they Sell Themselves."

WATCH TODAY'S MASTERCLASS

NOTE: You'll find your 15 Copy Keys Checklist underneath the video.

EMAIL NURTURE SEQUENCE 2

If you implement this resource I've created for you...

...containing the top tips and strategies that've created sales within 24 hours, multiple five figure days and six figure launches...

... you'll be able set yourself free from:

Client drama (no more harassing your significant other with stories of misaligned clients!)

Compromise - and saying yes to clients you actually don't love working with (can I get an amen?)

Settling for what you think you can have, instead for reaching for what you desire

Tolerating a life filled with hustle & grind

Because you'll have so many highly qualified leads, you get to choose.

Could that really be true?

When I first started, I didn't believe it.

But I'll say it again.

YOU. GET. TO. CHOOSE.

In tomorrow's email?

I'll share some fun facts about myself.

Sneak peek:

Did you know I have the word "freedom" in Greek tattooed on my foot, yet spent 10 years working for an organization where I surrendered my power? I wore a uniform, couldn't wear excessive makeup or jewelry, and had to tame all the wispies of my naturally curly hair in a bun. My epic escape is a story for another day...

EMAIL NURTURE SEQUENCE 2

On top of fun facts, I'll show you how to confidently claim your expertise and step into the version of yourself that brings in multiple 6-figures/year or more.

No more self-doubt.

No more choking up when about to pitch your high ticket offer!

And demanding such respect in your industry, people will be whispering reverently, "Friend? I've heard she's expensive, but totally worth it - you should definitely hire her if you can!"

WATCH TODAY'S MASTERCLASS

To Your Success,

Dawn

EMAIL NURTURE SEQUENCE 2

Email 2

Subject: have we met?

I don't believe we've met, right Friend?

That means you've given your email address to a stranger...on the internet!! You better watch out, haha =)

Seriously, though - I'd love to know what you're up to :)

(In case you don't recognize my name...you signed up for my 15 Copy Keys for High Ticket Sales, so I figured I'd reach out).

In addition, I've prepared a couple gifts for you!

Morning Routine eBook
My 5 Favorite Efficiency Hacks

I mean... now that you're on my email list, I'll gladly teach you all my "nitty gritty" strategies about copywriting, funnels, conversions, etc etc - but none of that strategy really matters without the personal development on steroids that entrepreneurship is, right? (it saved my life - more of that story another day)

That's why I wanted to share my morning routine ebook and my 5 favorite efficiency hacks.

Who doesn't want to start the day well and get more done in less time, right?

And yes - these can apply to you no matter what niche, market, or country you live in, so it's definitely worth taking a peek.

On a final note... welcome to the family!! I'm excited you signed up and can't wait to share more with you in my upcoming video series! =)

Have a great day!

Dawn

P.S. To make sure you don't miss any future tips & strategies, please drag this email into your primary Gmail folder or mark it as "Important" in Outlook.

EMAIL NURTURE SEQUENCE 2

Email 3

Subject: Masterclass #2 - Showcasing your irresistible offer

Gripped with fear, I was frozen to the pole.

37 ft up.

Knuckles white from clutching for dear life.

The problem was, my feet were on these teeny tiny hooks.

Like, not even the size of a mug handle sticking out from the pole.

And in order to take the last step...

In order to get my foot on top of that bloody pole...

I had to let go.

My coach was screaming from the ground, "Choose & move! Choose & move!...It's decision time, you gotta choose & move!"

For me, everything was at stake.

Do I let go of the safety and security of my death grip on the pole so I could stand triumphantly on the top?

HELL YES.

In a burst of sheer determination, I screamed as loud as I possibly could and lunged my body upward from those tiny hooks that God only knows held me long enough to get on top of that pole.

Courage.

You and I wouldn't be here without it.

In case you didn't know, I used to be a pastor. It was true then and it's still true now - I'm in the transformation business.

If what you do transforms - and I'm sure it does - then you have a DUTY to sell.

EMAIL NURTURE SEQUENCE 2

In yesterday's video you learned about how to create feelings in your ideal clients with the words you use and the pictures you paint.

And in today's masterclass I'll show you how you, too, can courageously and confidently showcase your irresistible offer and overcome objections so that you're a coach who...

Is in demand & fully booked
Has a waitlist, and can be super picky
Gets all the invites and features to podcasts, summits, all the things
Is the industry's "leading lady"
Charges high-ticket with confidence
Runs her business on her terms (no business, or heaven-forbid, clients running you)
Has an abundant flow of high-quality leads

Watch #2 in this masterclass series now...

"How to Showcase Your Irresistible Offer and Overcome Objections Beforehand"

WATCH TODAY'S MASTERCLASS

NOTE: Remember that your High-ticket Copy Keys checklist is waiting for you below the video.

Oh right!

Yesterday I promised you some fun facts:

When I was a kid I loved cats. My sister and I made this cute cat bed out of a cardboard box with blankets for Roger, the neighborhood stray. To our surprise and delight (and my mother's horror) we found "Roger" the next morning with 6 kittens in the box.

I know how to juggle, and I'm not just talking #mompreneur, although that is a legit juggle these days.

My husband nearly drowned me on our honeymoon...unintentionally of course. #snorkeling

I'm not generally a sweet-tooth, but Muddy Buddies are the one treat that I could eat and eat and eat.

EMAIL NURTURE SEQUENCE 2

When I finally started the right business, I scaled to six figures after 11 months.

I manifested our home. With ZERO prospects, on October 3rd I started journaling every day “Thank you God that we celebrated my birthday and the closing of our house at the same steak dinner.” The perfect house closed December 3rd, just a few days shy of my birthday.

I birthed my daughter with no pain meds, six hours after arriving at the hospital on her due date, on Leap Day. Before I even knew what it was, manifestation at its finest.

Talk about courage and confidence. Maybe she was paving the way for my business endeavors after all...

Watch your masterclass now.

In tomorrow's training?

I'm teaching you how to persuade and influence so people do what you want them to do...but for their reasons ;)

See you tomorrow,

Dawn

HEY, I'M DAWN

I'm an expert copywriter and funnel builder and help entrepreneurs create copy that SELLS.

Thank you for trusting me to teach you a few of my copy tips and tricks.

If you'd like to dive deeper, you can check out more good stuff at www.dawnapuan.com/links

You can also follow me on IG @dawnapuan

If you're interested in getting help with your copy and/or funnel, let's jump on a strategy call together!
www.dawnapuan.com/book

