

# Email Welcome Nurture Sequence Templates

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## TMFK: Want Help?

**SUBJECT:** Do you want me to help build your entire business strategy?

**TITLE:** Get a customized plan and support for 1 year

**BODY:** Let's build your entire strategy.

How it works:

First, we unbusy your life by creating your Success Schedule using the Time Design Method. This allows for clear and concise space to work on your business (no point in having a great strategy if you have no time to do it)

Second, we get you Ready For Profit by laying the core foundations of your Traffic Source, Target Market, Message, Product and Conversion Process (how you make money).

Third, we work together in a 1-1 deep session to map out the exact steps to implement your strategy.

Then, it's time to rock with the support of me and my team EVERY SINGLE WEEK for a year as you implement it.

And it all costs less than a marketing guru's six-week magic-business-blueprint-fantasy course.

If you told yourself that 2022 is your year, then it's time to make it real.

Simply Reply "Success" to this email and I'll send you the details.

Best,  
Tanya



# TMFK: HOW TO WORK WITH ME IN [YEAR]

**SUBJECT:** Your Success Journey in 2022

**PREHEADER:** What could you create if...

**TITLE:** How would your life transform if you committed to your business dream this year?

**BODY:**

What if this was the year you...

...Launched that product?

...Became visible?

...Started that channel?

...Wrote that book?

...Built that audience?

...Put your leadership pants on?

Now is the time.

There are 5 different ways you can be supported on your journey with a guide, mentor, coach, or teacher and borrow 19 years of business development, marketing and personal growth consulting.

**1. LIVE EXPERIENCES [Your Support/Product]**

[Description]Join any of our FREE & LOW TICKET WORKSHOPS throughout the year  
Upcoming for January: Monthly Planning Session ([Linked Text](#)), Pre-Plan 2022 ([Linked Text](#))

**2. 1:1 SUPPORT [Your Support/Product]**

[Description]Private Coaching for Business & Personal Strategy. Book a Free Coaching Experience [HERE](#) ([Linked Text](#))

Review Your Strategy & Get a Plan for your Next Steps. Book a Free Strategy Review [HERE](#)

**3. GROUP SUPPORT [Your Support/Product]**

[Description]Be a one-time guest in our Member Only Community Trainings- Get Your Pass [HERE](#)

Become a Success By Design Member for a hybrid of private and group coaching

Join our FREE Private Facebook Group ([Linked Text](#)) for weekly lessons and resources



# TMFK: HOW TO WORK WITH ME IN [YEAR]

## 4. SELF LEARNING PROGRAMS [Your Support/Product]

[Description] Own Your Hours with our Success Schedule Course (Linked Text) \$197 + 1 full coaching session

## 5. FREE RESOURCES [Your Support/Product]

[Description] Be Coached LIVE on the My Designed Success Show. [APPLY HERE](#)  
Subscribe to our YOUTUBE Channel for weekly Training (Youtube Link)

Join our weekly newsletter for exclusive trainings, programs, tips and giveaways. ([LINK for newsletter sign up](#))

We'll be adding more support, resources and opportunities throughout the year to empower you to design your own success.

## Sign Off

The lady that's committed to serving you powerfully so you can do the same for others,



# LET'S TALK [Member Vault]

**SUBJECT LINE OPTION #1** - Let's talk, FIRSTNAME

**SUBJECT LINE OPTION #2** - [Relevant topic]. Let's talk.

I might be a bit of a drag at parties FIRSTNAME -- because there is nothing I enjoy talking about MORE than [relevant topic].

You can tell by looking at my [kindle/nightstand/computer tabs/etc].

But here's the thing, FIRSTNAME.

I know you want [outcome they want], but you don't really want to geek out endlessly to [topic]. That's where I come in.

My endless enthusiasm for learning about the newest [action around topic] and [action around topic] gets distilled into easy action steps for YOU to use.

You don't need to become an expert in [topic]. I already am.

Which is why I pulled all of the most relevant, most up to date goodness from my brain and created [types of things in your subscriber hub or freebie].

You can hop on over, and in less than [how much time it will take them] understand how to [result of the freebie or module].

Or take [how much time it will take them] out of your day to learn how to [result of the freebie or module].

Both of those will help you [outcome they want] -- without wasting any time on googling, reading, or watching some long yawn inducing workshop on [topic].

I've got your back.

I'll do the studying. You do the living.

Pop on over to your [how you reference your subscriber hub]. It's your new home with everything you need to [outcome they want] in one place.

And I promise it won't feel like a drag. [funny emoji or gif]

signature,

your name

PS. Bookmark your new home for [topic] so it's easy to jump in for 5-10 min and get [outcome they want] when you have a sec.

I recommend this one first [one click link to a quick consumable freebie/video/audio/etc].



# TMFK: ONE OFFER, LEAP NOW

**SUBJECT:** 1 offer for 1 person starts on Monday.

**TITLE:** I'm offering this ONE-TIME for ONE-PERSON ready to leap.

**BODY:**

I'm the 'mull-it-over, sleep on it first' type of person.

I like to think it through, make a pros and cons list, and do lots of research. If I'm being fully honest, part of it is smart due diligence, the other part is fear.

When I look back... 99.9% of my quick gut decisions ended up being the best experience and results I've ever had. It wasn't always about the "thing", it was about WHO I became and how I showed up because of the decision.

Maybe you're in a place where you need that push, that rush, the crossroads.

So here it is.

It's no secret that it costs 6k to work with me, whether in private or in our group. But I'm going to throw a wild card, because well, I get to make the rules.

The first person to reply to this email who:

Is a Solopreneur Coach, Consultant or a Course Creator.

Has already started their business. (either you've announced it or you're already working with clients)

Can dedicate at least 4-6 hours a week to their business. (this is more than a side hustle for you)

Is willing to have our sessions recorded for possible sharing.

Already know they want to work with me

I'll work with you privately for 1 month to build & clarify your strategy plan for €550.

That's 2 sessions, plus unlimited email & Voxer support in between sessions as well as access to the Success By Design Group during our time working together.

Reply "JUMP" and I'll send you the Client Agreement & Invoice link.

Invoice must be paid by Sunday at 9pm to be valid.

You may include one set of questions and clarifications in your reply, but I won't be working to convince anyone that's on the fence.

If you're in, you're in.

This is a one-time deal, I will not be offering this at this price in this manner anytime again in the future.

Are you ready to jump?



## THIS HELPS EMAIL [Member Vault]

**SUBJECT LINE OPTION #1** - This helps me, FIRSTNAME.

**SUBJECT LINE OPTION #2** - This helps with [task to achieve their outcome, like chin ups, having dinner on the table, etc], FIRSTNAME.

I know [task mentioned in subject line, vary how you describe it] suck. And I have a great solution, FIRSTNAME.

No, it isn't [unrealistic solution #1] or [unrealistic solution #2].

It's super simple.

All you have to do is -- [your quick solution]

Try it out, and let me know how it works for you, FIRSTNAME.  
signature,

your name

PS. I have a great [type of resource, i.e. checklist, video, etc] that dives into this a little further, FIRSTNAME, and yep..you guessed it. It's in your home for [outcome they want], click here to go right to the [resource name].

You'll want to have about [time it'll take] and [anything else they need]. That's it!



# REINTRODUCTION EMAIL [Member Vault]

**SUBJECT LINE OPTION #1** - Hiya, \*FIRSTNAME\*!

**SUBJECT LINE OPTION #2** - Heyyy, \*FIRSTNAME\*. [fun emoji]

I sat down at my computer this [time of day], and my fingers were ITCHING to tell you about getting [outcome they can get from your freebie].

[Variation of outcome] is one of my favorite subjects because [why are you passionate about it]. And I know that you want [outcome they desire].

It's why we're internet friends!

And friends like to make their friend's lives easier, which is why I've pulled the best of [your business' name] and put it all in one place for you.

Things like:

[description of freebie, with emphasis on the outcome and how long it will take them to consume it NOT on the name or other \*yawn\* information about the freebie]

[description of freebie, with emphasis on the outcome and how long it will take them to consume it NOT on the name or other \*yawn\* information about the freebie]

[description of freebie, with emphasis on the outcome and how long it will take them to consume it NOT on the name or other \*yawn\* information about the freebie]

All you have to do is pop on over [one click link to your freebie] and it's there for you, all in one place.

No more digging for PDFs in some dusty folder on your computer, or trying to sort through endless emails looking for a link.

This is your new home for [outcome they want] and [how you teach them...videos, checklists, challenges, etc] with a hearty dash of [what makes you YOU..are you funny, do you use gifs, etc].

Oh, and it's mobile friendly, so you can visit whether you're on your phone, tablet or computer.

If you're short on time, go straight here [one click link to a specific module or lesson]. It's a good one.

signature,

your name

PS. [Include something fun and personal. Something that makes you more relatable and cements that they want you in their inbox. Could be a photo of your cat, a fun gif, a seasonally appropriate reference like your love for PSLs, etc. Can add a question like "what about you?" to increase engagement. And/or share an important update for something that is going away, like a product cart close or discount ending, etc.]





# I'm not good at saying "I'D LOVE TO WORK WITH YOU" [SCOTT OLDFORD]

Truth is, [NAME]...

I'd love to help you, work with you and mentor you.

After helping so many [TARGET AUDIENCE], I do a bad job at times telling people both the results I've created and the way I work with [TARGET AUDIENCE]

I get people every day... asking and thinking there isn't a way to pay for my advisory and mentorship.

I blame it on the [Personality Trait] in me.

Well, I want to fix that, right in this moment.

I assume you know my results, but if it helps to be reminded, You can look on the pages here/below...

[TESTIMONIALS]

There are 3 ways I work with people directly. .

#1. [Program/Product Name] Strategy & Scale:

[Short description and purpose] A year-long program intended for those who are attempting to get past \$25K/mo, on a sustainable basis.

You've got momentum, but now you need to direct that momentum.

#2. [Program/Product Name] V1P:

[Short description and purpose] This is for someone who has momentum, are probably considered successful to many, however they want to have help putting their puzzle pieces together, to build an aligned, successful, scalable business. It includes direct 1-on-1 Telegram access to me for the program length, which is 6 months.

#3. [Program/Product Name] Accelerator

[Short description and purpose] This is for the Entrepreneur making at least \$1M/yr that are ready for that next level of scale.

They want to make their business to be something that goes beyond sustainability, that allows it to be sold in the future. Those that are ready to go beyond, who they are as an Entrepreneur.

The true embodiment of a business owner, not just an Entrepreneur.

Chances are, you might know what way I can work with you makes the most sense for your phase right now... but maybe you don't.

So... If you're interested and want my help on every pillar of the business...

To increase momentum and reduce wondering "what if" and "should I"

I'd love to work with you, bringing you into an EPIC 2023.

[CTA] Just answer a few Q's, here.

[SIGN OFF]



## Check out a program [Chat GPT]

**Subject:** Hey [First Name], [Program Name] is finally here!

Hey [First Name],

It's your girl/guy [Your Name], and I'm SO excited to finally announce that [Program Name] is LIVE and ready for action!

This program is for all my [Target Audience], who are ready to [Goal/Outcome]. We're talking [Benefit 1], [Benefit 2], and even [Benefit 3] - all jam-packed into one epic program that's going to transform your life and business.

I can't wait for you to see what we've put together. Trust me, you're not going to want to miss out. Head over to [Program Link] now and check it out for yourself.

Thanks for being part of this community, [First Name]. I can't wait to see you in the program!

Cheers,  
[Your Name]

Fill-in-the-blank sections:

[First Name]: The recipient's first name.

[Your Name]: Your name or nickname.

[Program Name]: The name of your program.

[Target Audience]: The audience your program is for (e.g. entrepreneurs, coaches, creatives).

[Goal/Outcome]: The goal or outcome your program helps people achieve (e.g. grow their business, gain more clients).

[Benefit 1/2/3]: The benefits of your program.

[Program Link]: The link to your program.



## Book a strategy call [Chat GPT]

**Subject:** Let's chat, [First Name]!

Hey [First Name],

I've been thinking about you, and I think it's time we had a little chat. If you're looking to [Goal/Outcome], then I have a feeling I can help.

I'd love to jump on a quick call with you and hear more about your business and what you're struggling with. We can brainstorm some ideas together and see if there's a way I can help.

Sound good? Great! Click the link below to book a free call with me:

[Booking Link]

Can't wait to chat with you, [First Name]!

XO,  
[Your Name]

Fill-in-the-blank sections:

[First Name]: The recipient's first name.

[Your Name]: Your name or nickname.

[Goal/Outcome]: The goal or outcome your recipient is looking to achieve.

[Booking Link]: The link to your booking page.



## Check out a product [CHAT GPT]

**Subject:** [First Name], you NEED this [Product Name] in your life

Hey [First Name],

I'm not one to brag, but I'm pretty darn excited about [Product Name]. This is a game-changer, and I just had to let you know about it.

If you're tired of [Pain Point], then this product is going to be your new best friend. It's designed to help you [Benefit 1], [Benefit 2], and [Benefit 3], all while making your life a little bit easier.

Don't believe me? Check out what our happy customers are saying:

[Testimonial 1]

[Testimonial 2]

[Testimonial 3]

Ready to give it a try? Head over to [Product Link] and snag yours now.

Thanks for being part of this community, [First Name]. I can't wait to hear what you think of [Product Name]!

Love,  
[Your Name]

