

# Find Your Welcome Email Mojo

---

**BEST PRACTICES ON WRITING EMAIL SERIES THAT NURTURE AND CONVERT**

Jennifer Burke





**<- OR ->**



# Hi, I'm Jennifer

And I'm a marketing geek!



# TODAY

- ✓ Set a goal , have a plan for your welcome series
- ✓ How many emails is 'enough'
- ✓ Role of each email in the series
- ✓ Possible email welcome paths
- ✓ Best practices in writing essential emails



# Email Is ALIVE!

To make offers + sales you need an audience ...  
And they need to KNOW - LIKE - and TRUST You!

# Before We Dive in ...

---

- ✓ Remember – we're in business to make money
- ✓ Biz = an offer PLUS audience for the offer
- ✓ People **BUY** from people they **KNOW-LIKE** + **TRUST**
- ✓ Email is **STILL** a powerful, efficient, cost-effective marketing tactic
- ✓ Sending targeted emails is a money-making task
- ✓ Email automation works 24/7 for you – so you can do other money-making + client-care tasks

# 7 Benefits of Automated Emails

---

- ✓ Building Relationships
- ✓ Remind People of Your Best Content
- ✓ Ask Questions
- ✓ Follow-up with Website Visitors/Customers
- ✓ Duplicate Your Efforts – Smart Repurposing
- ✓ More Sales
- ✓ Measurable Info

## Subscriber 1

## Subscriber 2

Monday	Sign Up – Email 1	
Tuesday	Email 2	
Wednesday	Email 3	Sign Up – Email 1
Thursday	Email 4	Email 2
Friday	Email 5	Email 3
Saturday		Email 4
Sunday		Email 5



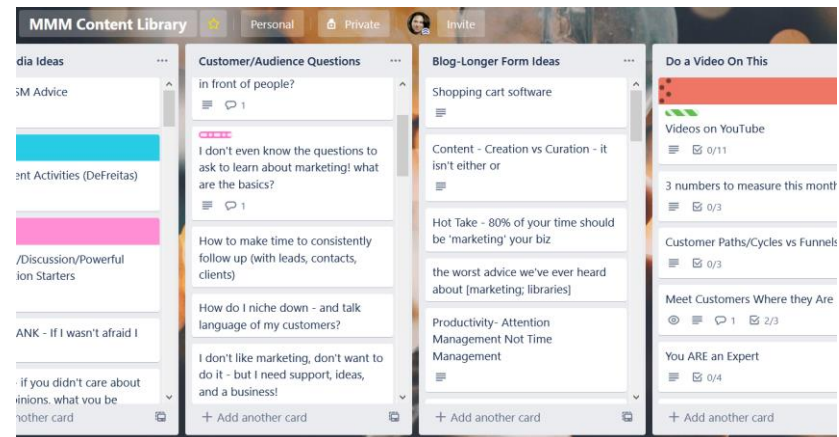
# Relationships >> Actions

---

- ✓ First Goal = Build Relationships
- ✓ KNOW > LIKE > TRUST before TRY > BUY
- ✓ Emails are great for stories AND promo
  - ✓ Emails are great for stories – “story selling”
- ✓ Deliver valuable info AND make offers
  - ✓ Offers can be yours or affiliate offers

# Creating Connections – K-L-T

- ✓ Emails are great storytelling medium ... takes practice!
- ✓ Be real, honest, trustworthy – your level of comfort
- ✓ Set time monthly – brainstorm story snippets, pop culture references, memories to use



# Let's Make a Plan

---

**HOW MANY EMAILS + WHAT'S THE ULTIMATE GOAL**

## Checking In

- ✓ Pick a product, service, course, affiliate offer (evergreen) – what to feature in series
- ✓ IN CHAT – what's your offer?

What are you going to promote?

How many emails to get goal?

What is purpose of each email?

# Magic of 5

---

- ✓ Could you do it in 2, 3, or 7 emails? Yes!
- ✓ 5 is the right 'magic' #
  - ✓ Time – deliver goods
  - ✓ Time – create connections
  - ✓ Time – set expectations
  - ✓ Time – connect to next step
  - ✓ Time – build anticipation get more emails



# 5-Email Welcome Series

---

- ✓ 5 is a good number!  
Not too few, not too many
- ✓ Each has a job to do –  
get towards goal
- ✓ Building connections,  
trust >> like dating
- ✓ Other questions ...
  - ✓ How often?
  - ✓ More than one series?







# What's Goal of YOUR Essential Emails?

---

## 1. Connections, building relationships

- ✓ Sharing stories, anecdotes, personality
- ✓ Create good impression, set tone, have looking forward to emails

## 2. Share resources to establish expertise + credibility

- ✓ Answer questions, share testimonials, top content

## 3. Make audience aware of problem/situation – you/your offer as a solution

- ✓ Walk through the situation, position solutions, answer questions

# No matter the goal ...

---



Deliver the request –  
i.e. the freebie,  
webinar, etc



Set expectations –  
your tone, style,  
personality,  
frequency



Roll out the  
'welcome mat' –  
thank, respect, value,  
encourage to stick  
around



**Possible Paths to Goal**

# Bare Bones 5 Essential Emails

Deliver the request

Build more rapport – stories

Give more value – best  
content

Set up problem or offer

Reminders – stay in touch,  
CTA for offer



Welcome Email – deliver the gift



Nurture 1 – **Story** – share your short story (ties to what you do/how you serve)



Nurture 2 – **Value** – send something useful, helpful (video, best blog post, checklist, infographic, case study)



Nurture 3 – **Agitation** – start talking about problems your prospect has (that you solve), remind them why they came to your list for help with X



Nurture 4 – **Solution** – reward them, offer solution to problem you poked at – prospect should be excited to see clear solution



Nurture 5– **Proof** – proof you can do what you say; testimonial, case study, social proof, quotes, stats

Here's your gift – get to know me

Path A –  
Content/Value

Best Content

Share Your Story - WIIFM

Join Me – offer intro

Expectations – thanks, stick around

# Variation on Path A

---

1. Showcasing expertise by sharing/delivering free gift
2. Continue show expertise – share best content
3. Answer common questions
4. Share best testimonials
5. CTA / Recommendation for related offer (*yours or affiliate offer*)

## Path B - Problem/Solution

Your gift + here's a  
related problem

There are solutions to  
problem

Here's the solution

Solution Helps Others

CTA - Get your  
solution now



## Path C – Content/ Expert Options

Your gift + related free  
content

Content is Good ... But  
Still a Problem

More options – save  
you time, \$, DFY

Social Proof – others  
love it

CTA – time-sensitive

## Path D- Story / Solutions

Your gift + a personal  
story

Story > You Created  
Fix

Address Objections

Solution - time-  
sensitive

Reminder of Solution

Readers get to know you

Show your expertise

Share latest product/course

Remind of services offered

Promote affiliate product

Remind of other products/services

Help them get most of purchase

Connect on other platforms

# Essential Email Nurture Tips

---

- ✓ Warm them up, build the Know-Like-Trust right at beginning of relationship
- ✓ Remind people who you are – why they signed up, why they should keep opening emails
- ✓ Set expectations ... and MEET them
- ✓ Be YOU – sound like you, be real, add personal touches, take stands
- ✓ Give VALUE – right from start (e.g. top blog post, your fave resources, who do you trust, a bonus gift)
- ✓ Clear next steps – what reader should do to take relationship further

## Email Design Tips

- ✓ Scannable – white space, simple formatting
- ✓ Mobile-friendly
- ✓ Short sentences – break up paragraphs – this isn't a blog/article
- ✓ Images are ok! GIFs too
- ✓ Legible fonts – fonts better for online reading (Arial, Verdana, **Open Sans**, Helvetica - mostly sans serifs)

to me ▾

Hi, Jennifer

Happy Thursday!

Just a quick message to share my thoughts on something that came up this week.

My private coaching clients are smart, driven, busy people, just like you, and one of them is in some kind of summer slump. She's been working on her third quarter goals and we just finished her month-end review. But the progress has slowed and a couple of deadlines got missed. When I vocalized what I saw she said:

*"I don't know what's wrong I've been busy doing lots of stuff every day all day it's like I don't stop."*

Turns out that she has been doing lots of stuff just not the right stuff to actually reach this month's milestone.

For example on Monday she folded laundry, cleared off the office desk again, reviewed the monthly performance report and scheduled some client calls. Yet the top priority for the day, to draft a client mailing, was untouched.

Does that ever happen to you Jennifer?

You know there's a word for everything. I call this **procrastivity**. It's literally productive procrastination. You're getting things done but in the doing you are avoiding another task you've committed to.

You've got to stop this kind of procrastinating to get more done.

If you are keeping busy to put off the important tasks, I want you to join me in the Fight Procrastination 5-Day Challenge.

You'll learn 5 strategies you can implement to help you end the struggle with procrastination and putting off your important tasks whether at home or at work. You can start taking action to finish those tasks now.

Here's the link to join the challenge: [FIGHT PROCRASTINATION 5-Day CHALLENGE](#)

Hi Jennifer,

You know you are doing something right when you hear "Oh I see you everywhere."

YAH my repurposing is working.

...cause trust me, I'm not nearly on social as much as it may appear.

The biggest place I show up is in my Facebook group.

(If you're not a member, you are invited to join, Jennifer.)

I'm often asked what are my favorite tools I use for my content repurposing.

Today I wanted to share two of them, created by Hani Mourra.

## Create Once. Publish Everywhere.

Today's tool I want to share is Repurpose.io

This tool allows you to make a bigger impact and reach more people with your *Podcast*, *Livestreams*, and *Videos*.

Repurpose.io is an easy-to-use automation platform that will grow your online presence *without you spending hours* publishing to multiple platforms.

Auto Publish Videos, Facebook Lives, and Zoom Recordings To Multiple Platforms!

And I use it to make sure I have a back up of all my Facebook Lives on dropbox.

You can check it out [here](#).

Be Happy

*Not scannable enough –  
harder to read*

*Much easier to read*

# Email Writing Tips

- ✓ Write offline – not in your email software
- ✓ Write multiple possible subject lines
- ✓ Clear, compelling CTA – try buttons too
- ✓ Practice writing to find your style, tone, personality
- ✓ Transitions – connect your hook/opener, story, and CTA
- ✓ Keep ‘swipe files’ – examples of emails that catch your attention, can model from

# Email Writing Tips

- ✓ Write offline – not in your email software
- ✓ Pay attention to subject lines
- ✓ Clear, compelling CTA – try buttons too
- ✓ Practice writing to find your style, tone, personality
- ✓ Transitions – connect your hook/opener, story, and CTA
- ✓ Keep ‘swipe files’ – examples of emails that catch your attention, can model from





**You GET Them**

# Example – Stories to Offers

---

## No More Toddler Tantrum video course

*Build around story of your own tantrum-throwing kid and how you felt Share a story about time your kid screamed, pounded the floor at a store, and again at a restaurant – you were mortified*

- ✓ **1<sup>st</sup> email** – makes aware of the problem AND they want to solve it (the tantrum in restaurant). How you searched for solutions –everywhere! Found 1 thing worked
- ✓ **2<sup>nd</sup> email** – share the tip you tried and how had tantrum-free meal. Tell how developed more tips
- ✓ **3<sup>rd</sup> Email** – introduce your video course
- ✓ **4<sup>th</sup> Email** – Common questions/objections
- ✓ **5<sup>th</sup> Email** – Remind them special offer ending

# Let Personality Shine

---

- ✓ What makes you, YOU and a person to trust
- ✓ Key for setting expectations – don't be formal, if your 'normal' emails are casual, 🤪 😊 🙌, GIFs
- ✓ *E.g. sharing the story of your toddler's restaurant melt down when you were tired, too busy to cook, just wanted a bite = vulnerable, real, connection-building*



# Connect the Dots + Tell What to DO

---

- ✓ Foreshadow – Tease what’s next in plan
  - ✓ Perfect for P.S.
  - ✓ *Not sure if this can work for you? Tomorrow I’ll share with you the story of a mom of toddler twins who thought she would be stuck in the house for the remainder of the toddler years*
- ✓ Strong, Clear CTA – don’t bury it!
  - ✓ *Ready to learn how to stop temper tantrums in their track once and for all? [CLICK HERE](#) to learn what you need to recognize to know a tantrum is coming on.... and what you can do to keep it from happening*

# Acknowledge + Remove Doubts

---

- ✓ Testimonials and social proof
- ✓ Answer questions, concerns, objections – before they come up
- ✓ E.g. Parents needing the tantrum-stopping course
  - ✓ *Think they need computer access >> accessible via mobile device*
  - ✓ *Worried it will take hour plus of time they don't have >> show/tell how lessons 15 min max,, do after bed time, in carpool line, put right to action*



Renee Cohn Jones · 42:27

Love how you break this down into simple steps 😊



Love · Reply · 1d



Jodie Bean DC · 48:56

Thanks for the kick-in-the-butt!!! I needed it! Great help.



Love · Reply · 1d

SOCIAL PROOF  
Seeing someone  
else likes something  
>> Trust

The diagram consists of two rounded rectangular boxes. The left box is dark teal and contains the text 'SOCIAL PROOF', 'Seeing someone else likes something', and '>> Trust'. The right box is light blue and contains the text 'HANDLE OBJECTIONS', 'Use common questions to relieve worries', and 'worries'. A light blue arrow curves from the top of the left box to the top of the right box. A dark blue arrow curves from the bottom of the right box back to the bottom of the left box, completing a cycle. A solid light blue horizontal bar is at the bottom of the image.

HANDLE  
OBJECTIONS  
Use common  
questions to relieve  
worries

The diagram consists of two rounded rectangular boxes. The left box is dark teal and contains the text 'SOCIAL PROOF', 'Seeing someone else likes something', and '>> Trust'. The right box is light blue and contains the text 'HANDLE OBJECTIONS', 'Use common questions to relieve worries', and 'worries'. A light blue arrow curves from the top of the left box to the top of the right box. A dark blue arrow curves from the bottom of the right box back to the bottom of the left box, completing a cycle. A solid light blue horizontal bar is at the bottom of the image.

End in Mind

Set  
Expectations

Short +  
Sweet

Attention on  
Subjects

Personality  
Shines

Strong  
Imagery

Make it Flow

Clear  
Formatting

Foreshadow  
Increases  
Opens

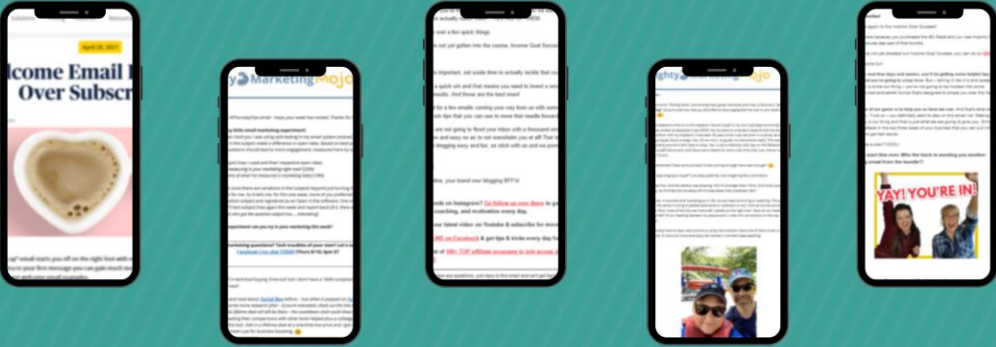
Strong CTA



## Checking In



# Want Time + Help Writing Your Essential Emails?

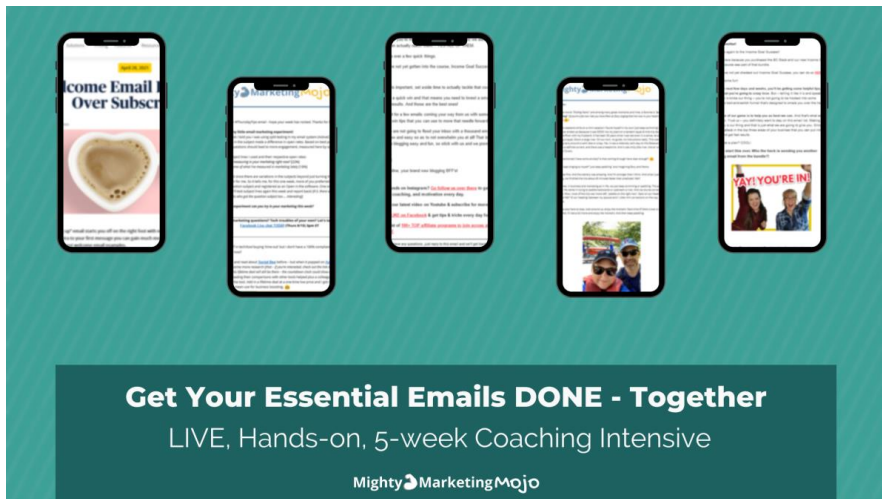


The image shows five smartphones arranged horizontally, each displaying a different email template. From left to right: 1. A 'Welcome Email' with a heart-shaped coffee cup. 2. A 'Thank you' email with a blue header. 3. A 'Welcome to the group' email with a blue header. 4. A 'Welcome to the group' email with a blue header and a photo of two people. 5. A 'Welcome to the group' email with a blue header and a photo of two people with the text 'YAY! YOU'RE IN!'.

**Get Your Essential Emails DONE - Together**  
LIVE, Hands-on, 5-week Coaching Intensive

Mighty Marketing Mojo

<https://www.mightymarketingmojo.com/essential-emails-group/>



## Get Your Essential Emails DONE – Together

5-Week Group Coaching –  
weekly calls w/ coaching  
and co-working

Each week focuses on 1 of 5  
Essential Emails

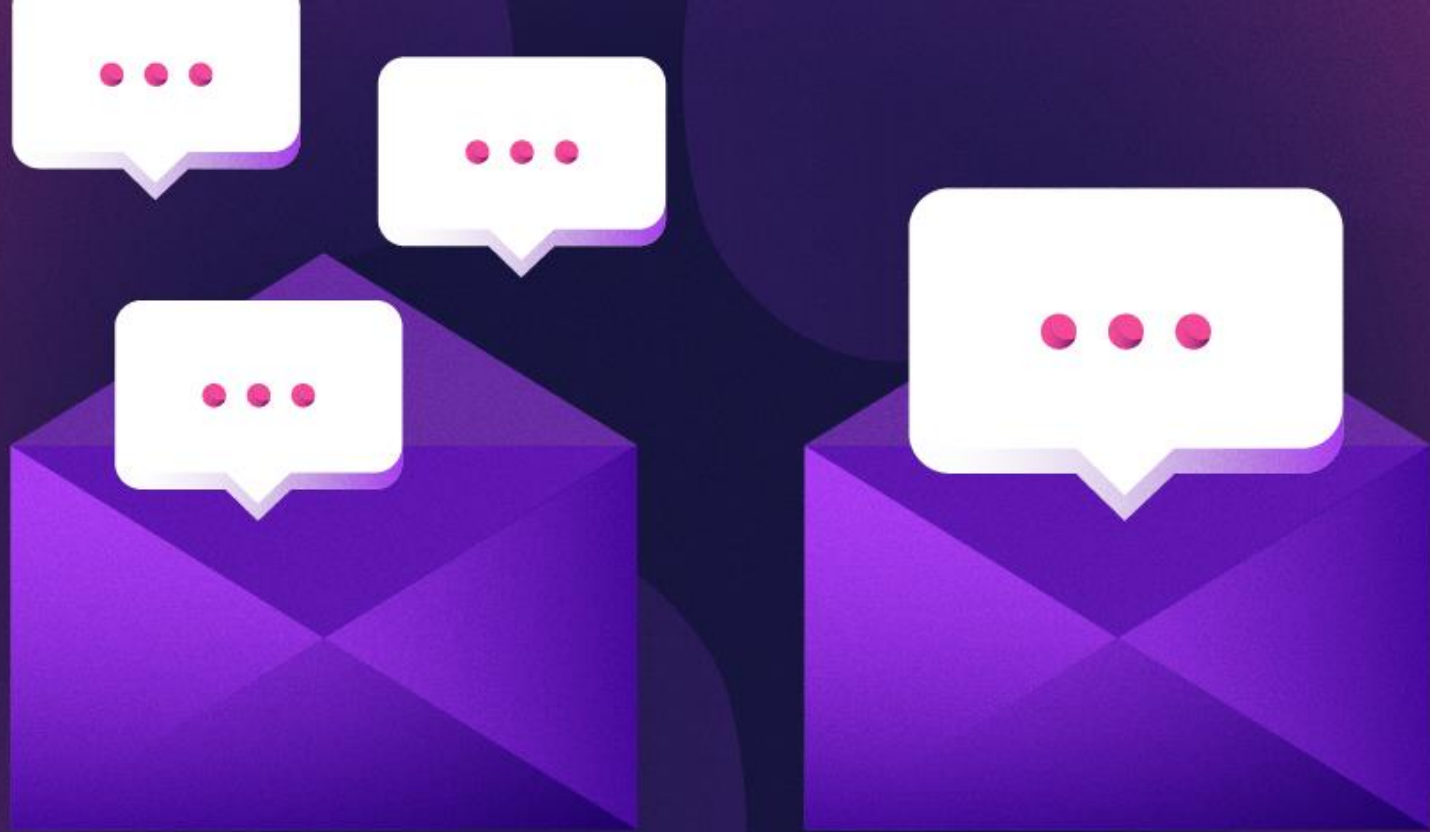
Group accountability and  
feedback PLUS My 1:1 email  
review + feedback

You WILL have a finished  
welcome series + skills to do  
it again and again

FAST ACTION  
BONUSES  
Save \$30  
+  
Templates  
+  
Extra Review Call

**FAST30**

**\$97 – Limited to 20 people**



## Examples

Example Paula Rizzo – List Producer – people want help with gaining control over digital lives, inboxes

His agitation email copy:

*“you signed up for this email because you’re feeling overwhelmed. Over the next few days I will help you get your inbox under control. Promise! Here goes: a few weeks ago – I was done. Done scrolling through hundreds of emails I would never respond to. Done with being bullied by my inbox. I was getting anxious every time I opened it. I was tired of hoarding PDFs I’d never read, 10% off coupon codes I’d never use, mixed in with emails that needed my attention. So I did something drastic and uncharacteristic. I HIT DELETE. Yep – deleted every single email from my inbox. And I’m still here – alive to tell the tale.”*

[and then she gives few quick tips on how she stayed at inbox zero – but not enough tips to really satisfy reader]

## SUBJECT

[firstname], here's your free download!

## BODY COPY

Hi [firstname],

Thanks for signing up for updates + tips from [yourname/bizname].

As promised, here's the free download to help you [WHAT YOU TEACH/HELP DO]. Just click the link below to access it.

Get my free download [hyperlink]

Now that you're in, here's what to expect in your inbox:

You'll get [YOUR FREQUENCY] updates with the latest [CONTENT TYPE] from [NAME of BIZ/BLOG]. You'll also get first notice of new [PRODUCTS/SERVICES] and the exclusive [SPECIAL BONUS GIFT].

To ensure you never miss an email from us, be sure to whitelist our email address [YOUR EMAIL + INSTRUCTIONS ON HOW TO DO THIS] and add us to your address book!

[YOUR NAME/BIZ NAME] am/is [WHAT YOU DO]. We're excited to have you with us. If you have any questions or feedback, don't hesitate to get in touch.

Thanks again!

[SIGNATURE]

# Toddler Tantrums – Email 1

---

Subject: *OMG We were mortified!*

- ✓ Share story about young Brandon + full blown meltdown at local pasta place
- ✓ Share how felt awful, helpless, like everyone thought you were bad parent
- ✓ Tell how went home, Google'd all the tips, read posts, looked for any reasonable strategy – you found ONE tip that could work ...
- ✓ It DID work! You'll tell them more in next email

# Toddler Tantrums – Email 2

---

Subject: *This is what made all the difference ...*

- ✓ Share journey of research, trial, error
- ✓ Share the solution – give them a tip or two on what to do (but not the total HOW to do)
- ✓ Introduce you created a video course for parents just like you
- ✓ Share what went into creating course, why so important for you to share it

# Toddler Tantrums – Email 3

---

Subject: *Think this won't work for you? Think again!*

- ✓ Explain why this course works for just about any parent and toddler
- ✓ Share how easy is to follow along
- ✓ Share how is self-paced, short
- ✓ Share how can access anywhere – mobile friendly



# Toddler Tantrums – Email 4

---

Subject: *Ready to put a stop to toddler tantrums?*

- ✓ Recap briefly what this course can do for tired, busy, frustrated parents
- ✓ Remind them it's short, accessible-anywhere
- ✓ Make a limited time offer – e.g. 30% off

# Toddler Tantrums – Email 5

---

Subject: *Last chance to end those toddler tantrums this week!*

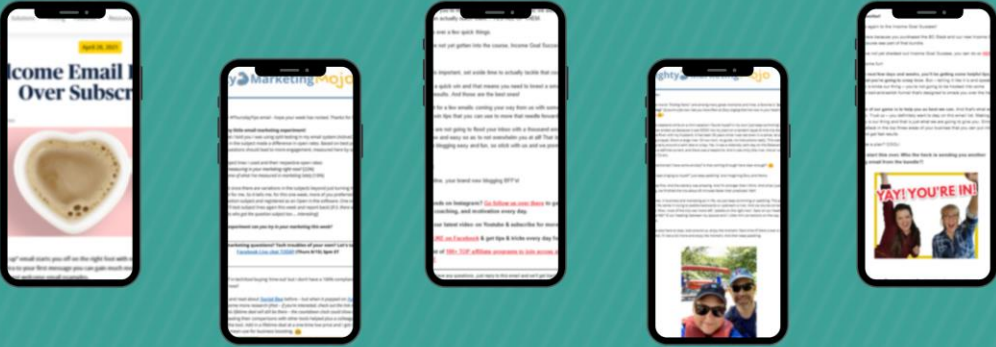
- ✓ Remind them coupon is expiring
- ✓ Share a testimonial or other social proof

# Start w/ a Goal – Plan Your 5

---



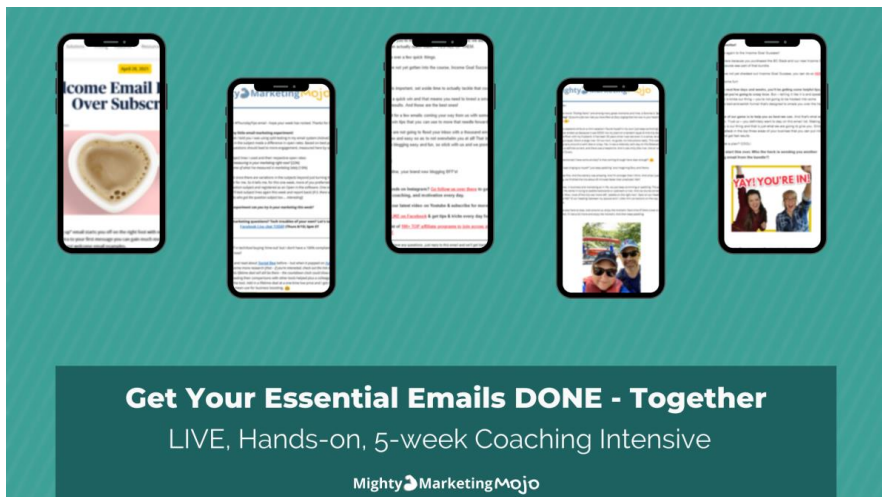
# Want Time + Help Writing Your Essential Emails?



**Get Your Essential Emails DONE - Together**  
LIVE, Hands-on, 5-week Coaching Intensive

Mighty Marketing Mojo

<https://www.mightymarketingmojo.com/essential-emails-group/>



## Get Your Essential Emails DONE – Together

5-Week Group Coaching –  
weekly calls w/ coaching  
and co-working

Each week focuses on 1 of 5  
Essential Emails

Group accountability and  
feedback PLUS My 1:1 email  
review + feedback

You WILL have a finished  
welcome series + skills to do  
it again and again

FAST ACTION  
BONUSES  
Save \$30  
+  
Templates  
+  
Extra Review Call

**FAST30**

**\$97 – Limited to 20 people**