



5 Part Email Follow-up “Welcome Series” Templates

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5 Part Email Templates

“Increase Your Authority, Trust, and Sales With This 5 Part Email Welcome Series”

Introduction



Hello, this is Brian T. Edmondson — I'd like to thank you for downloading your free “5 Part Email Follow-up ‘Welcome Series’ Templates” designed to increase your trust, authority, and sales with your email list.

The reality is that, even today, email marketing is the most profitable thing you can do to grow your business and utilizing these templates can start you off in the right direction.

In addition to these email templates, I recorded a live presentation where I walk you through these templates step-by-step and share some advanced email marketing strategies and tactics you can use to grow your business with email marketing.

You can [see the first 10 minutes of my 30-minute presentation right here](#).

If you like what you see you can get access to the entire presentation as well.

Thanks again for downloading your 5 Free Email Marketing Templates, I'd love to hear your success story using them.

Sincerely,

A handwritten signature in blue ink that reads "Brian". The signature is stylized and cursive.

Brian T. Edmondson
Founder, Internet Income Coach™

Email #1

Sent Immediately

SUBJECT: YOUR [NAME OF FREE OFFER]

Hi [FIRSTNAME],

This is [YOUR NAME] from YOUR [WEBSITE] and I just wanted to send you a quick thank you for requesting your copy of [YOUR SPECIAL REPORT / FREEBIE].

Inside you are going to discover [BIG BENEFIT 1], [BIG BENEFIT 2], and [BIG BENEFIT 3].

And the best part is, you don't have to [SOMETHING THEY DON'T WANT TO DO].

If you haven't already downloaded your copy, here's the link where you can pick it up and start going through it right way:

[YOUR DOWNLOAD LINK]

As an added bonus, you'll also get access to my [NEWSLETTER NAME] where I'll keep you up to date on the latest [NICHE NEWS].

There's absolutely no cost, you'll get tons of value out of it, and you can unsubscribe at any time.

Sincerely,

YOUR NAME

YOUR WEBSITE

Email #2

Sent 1 or 2 Days after email #1

SUBJECT: The Number 1 Question About [RESULT THEY WANT]

Hi [FIRSTNAME],

When it comes to [RESULT THEY WANT], the number one question I get is, “What’s the [fastest, easiest, best] way to [result they want], especially if I don’t [thing they don’t have]?”

If you had a chance to go through my [name of report] then you already know, I tell people [strategy you teach]

(this should be a paragraph or two)

If you haven’t had a chance to read it yet, or didn’t download it yet, then be sure to pick it up here:

[LINK TO DOWNLOAD]

Not only do I talk more about how to [benefit you just covered] but I also show you how to [benefit, benefit, benefit].

After you go through the report, I’d love to hear what you think. If you have any questions or comments, just hit reply to this email and let me know.

(optional) I can’t promise to answer every email personally, but hearing your feedback will help me prepare future issues. (optional)

Your Name

Your Website

P.S. I’m working on a new article titled the 5 Biggest [Niche] Mistakes. In this article I’ll reveal to you the 5 most common mistakes people make when trying to [result] and how you can avoid them.

Keep an eye on your email inbox, I’ll send that in a couple of days.

Email #3

Sent 2 to 3 days after email #2

Subject: The 5 Biggest Mistakes [Niche] Make

Hi [FIRSTNAME],

As promised, today I'm going to share with you the 5 most common mistakes people make when trying to [RESULT THEY WANT].

Mistake Number 1: Title of Mistake 1

Discuss mistake #1 and ways for them to avoid mistake #1

Mistake Number 2: Title of Mistake

Discuss mistake #2 and ways for them to avoid mistake #2.

(repeat for mistakes 3 through 5)

Knowing these common mistakes and how to avoid them will surely change the way you look at [GOAL], but it's not enough.

Not only do you have to know what NOT to do, but you also have to make some positive changes to [get benefit].

After all, if [ACHEIVING GOAL] were that easy everyone would [ACHIEVE END RESULT].

In the next issue, I'm going to reveal to you the number 1 thing you can do to [benefit].

Talk with you then,

YOUR NAME

YOUR WEBSITE

P.S. If you enjoyed today's lesson, then you might be interested in my [product, service, free consult, etc.]. You can learn more about that here: [LINK TO WEBSITE, CONTACT PAGE, PHONE NUMBER]

Email #4

Sent 1 to 3 Days After Email 3

Subject: The #1 Secret to [GETTING RESULT]

Hi [FIRSTNAME],

As promised, today I'm going to share with you the number one secret to [RESULT THEY WANT].

In a nutshell, the number one secret to [RESULT] is to [WHAT THEY NEED TO DO].

I know that sounds [SIMPLE/COMPLICATED/COUNTER INTUITIVE/ TOO EASY/BACKWARD, ETC.] but let me explain...

[PROVIDE A FEW PARAGRAPHS OF CONTENT EXPLAINING YOUR SECRET]

Sincerely,

YOUR NAME

YOUR WEBSITE

P.S. If you haven't already done so, be sure to check out my [product, service, free consult, etc.]

Here's what [John Smith] had to say:

[short, positive testimonial]

You can learn more here:

[LINK]

Email #5

Sent 1 to 3 Days After Email 4

Subject: How to [BENEFIT] in [TIME]

If you're like 95% of those that I interact with, you probably struggle with [result they want].

And, besides being frustrated by this, you're likely "fed up" with all of the so-called "solutions" that you are bombarded with day after day.

That's why I created [your website, your program, your newsletter].

[LINK]

The [product, service, free consult] itself is fantastic and a bargain at the asking price. But, what I really want to mention today is one of the [BONUSES] that is included as a bonus.

It's entitled, [Name of Bonus] and many people have told me that this alone is worth the entire price of [product, service, etc.] alone.

In the [Name of Bonus] I walk you through the fastest and easiest way you can [RESULT].

You can learn more about the [Name of Bonus] along with everything else that's included here:

[LINK]

If you are serious about getting [the result they want] then you owe it to yourself to click the link below and check out [your book, coaching program, etc.] right now:

[LINK]

Sincerely,

YOUR NAME

YOUR WEBSITE

P.S. I don't know how much longer I can make the [bonus] available, so be sure to go ahead and order the [product, service, consult, etc.] right now.

Recommended Resources

The 10-Minute Workday

Legendary copywriter Ben Settle has teamed up with American Writers & Artists, Inc. to create **The 10-Minute Workday** which reveals the exact system Ben uses to make six-figures a year writing just one email a day. [Click here to learn more about The 10-Minute Workday.](#)

AWeber Email Marketing

The email marketing and autoresponder service we use and recommend (and the one that Ben Settle happens to use as well) is AWeber. You can [take a 30-day free test drive of AWeber here.](#)