



CUSTOMER JOURNEY

For your 3-email series: Email #1...
What do you want people to know about you?
What can they expect from your newsletters?

For your 3-email series: Email #2...
How can you over-deliver? What are your
most helpful + valuable blog posts?

For your 3-email series: Email #3...
Where do you want them to end up? What can
you offer as a soft sell? Coupon or free call?

Idea #1 for a promotional email is...

Idea #2 for a promotional email is...

Idea #3 for a promotional email is...