

This mini-course is designed as an email sequence that you can automate. It can be triggered when someone submits a form. The emails are written to be sent daily in a row, but the timing ultimately depends on your email marketing strategy. I recommend adding a 2-day gap between each email (don't forget to update the email content accordingly).

Consider making small edits to each email to personalize them and align them with your brand. Include CTAs in your product or service, but not in every email. Keep it subtle—integrate your product or service naturally within the content so it doesn't come across as overly sales-focused. The goal is to provide value, not just to sell.

If you have templates or other digital products, consider including them as free bonuses in the emails. For instance, you could use an ebook as your main product (your lead magnet) and offer additional formats as free bonuses in the sequence. This approach not only builds trust and authority but also helps you create a relationship with potential customers, warming them up before conversion.

Make these emails feel like they're coming from a friend. This type of conversational, personal tone resonates better with readers and increases engagement. People are more likely to trust and respond to emails that feel genuine, rather than overly polished or corporate.

Additionally, include your own success stories and case studies—people love them! These real-world examples add credibility and help your audience see how your product or service can solve their problems. If you have testimonials, add them as well; they are powerful trust-building tools that can reinforce your message.

While you can use these emails as they are, I recommend adjusting them to fit your communication style and brand voice. Make the emails

more engaging by adding emojis, emphasizing key points with bold text, and breaking up longer sentences into shorter ones for readability.

The emails in this document are in a raw format. It's a good idea to write them at a 7th-grade reading level for better accessibility. Use tools like "Hemingway" to ensure the text is simple and easy to understand. Adjust sentences, make them shorter, and use clear, conversational language. Avoid overwhelming readers with overly complex writing.

Feel free to skip some emails or use only the ones that make sense for your strategy. You can also add product-specific emails in between to explain your services, address common problems, and highlight why your audience should choose your solution.

For example, you could start with four emails from this series, insert an upselling email, and then continue with the rest of the sequence. The structure is flexible—tailor it to what works best for your business.