Five-email welcome sequence

Replace every bracket. Use only with people who requested your emails. Load drafts into your email service and review sender details, unsubscribe controls, links, formatting and audience eligibility before sending. This pack does not send email. Timing is an editable starting point.

Email 1 | Deliver the resource | Immediately

Subject: Your [resource name] is ready

Hi [first name],

Here is the [resource] you requested: [download link].

Start with [one specific section]. In [realistic time], you can [small task you can support].

If you get stuck, reply and tell me [one useful question].

[Name]

Email 2 | Help them take the first step | Day 2

Subject: Start with this one change

Hi [first name],

When you're trying to [goal], it's easy to get stuck on [common problem].

Try this: [step 1], [step 2], then [step 3].

Here's a real example from [your own work or a cited source]: [verified example].

Use [worksheet / link] to apply it. Your first step is [one action].

[Name]

Email 3 | Teach a useful distinction | Day 4

Subject: How to choose your next [topic] move

Hi [first name],

[Common signal] can be useful, but it doesn't tell you [limitation].

Before deciding, check [evidence A] and [evidence B].

If [condition], try [action]. If [different condition], try [different action].

Here is the full walkthrough: [link].

[Name]

Email 4 | Learn from the reader | Day 6

Subject: What's getting in the way?

Hi [first name],

Have you had a chance to use [resource]?

Which part is hardest right now: [A], [B], or [C]?

Reply with one sentence. Your answer helps me make the next resource more useful.

If [common issue] is the problem, this may help: [relevant link].

[Name]

Email 5 | Offer a relevant next step | Day 9

Subject: Your next step with [goal]

Hi [first name],

You now have [what the resource actually includes].

Keep going on your own with [free next step].

If you'd like help, [accurately describe your existing offer, deliverables, price and availability].

You can read the details here: [real offer link].

[Name]

Measure and improve

Record delivered messages, unique clicks, replies, unsubscribes and completed actions using your provider's definitions. Treat opens cautiously because privacy features can affect them. Test one meaningful change at a time. Use replies to improve your content; don't invent testimonials from them.