

Funnels
by Rachelle

EMAIL SEQUENCE GUIDE

**Build the perfect email
sequence to nurture and
convert.**



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THE 5 EMAIL FRAMEWORK



EMAIL 1 – INTRO & WELCOME

Welcoming your new lead, set expectations, and deliver the freebie or highlight the offer.

GOAL: Build familiarity and start the relationship



EMAIL 2 – BUILD TRUST

Share your story, your “why” and how you help your audience.

GOAL: Build trust and connection



EMAIL 3 – EDUCATE AND ADD VALUE

Provide valuable tips, resources or insights that help them solve a problem

GOAL: Position yourself as the expert

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EMAIL 4 – OVERCOME OBJECTIONS

Address common fears, doubts or objections that stop them from taking action

GOAL: Remove resistance and build confidence.



EMAIL 5 – THE OFFER

Present your offer clearly and show the transformation they'll get.

GOAL: Convert leads into clients.