



FREE
RESOURCE

The 10 Day Welcome Sequence Template

5 emails that turn new subscribers into engaged readers before you ever mention your course.

WHAT YOU'LL DISCOVER INSIDE:

- ✓ Email 1: The promise that earns the open
- ✓ Emails 2–4: The trust-building arc
- ✓ Email 5: The soft reveal that opens the door
- ✓ Subject line formulas for each email

The Relationship Before the Sale

Most welcome sequences fail at the first email

A new subscriber is at peak interest the moment they sign up. Most welcome sequences waste that moment with a generic 'Thanks for subscribing!' email and then go silent for two weeks.

A great welcome sequence does one thing: builds trust systematically. By the time you mention your course, the subscriber has heard from you 5 times and knows exactly what you stand for.

- Day 1: Deliver the lead magnet + set expectations
- Day 3: Share your origin story why you do this work
- Day 5: Teach something genuinely useful (no strings attached)
- Day 7: Address the biggest fear your audience has
- Day 10: Soft introduction to how you can help further

Each email template below includes subject line, opening hook, core content structure, and a single call to action. Customize the brackets and send.

"Every course that fails at launch fails at the same place not enough people who already trust you."

— Therapist Growth Partner

Emails 1&2: Delivery + Story

1 What does your subscriber need to hear first?

Email 1 delivers the promise. Email 2 delivers you - your story, your 'why.'

EMAIL 1 TEMPLATE (send immediately on signup):

Subject: Your [lead magnet name] is inside - plus one thing I wish I'd known

Opening: 'Here's [download link]. But before you open it, I want to tell you why I made it.'

Core: 2-3 sentences on the specific problem that made you create this resource.

CTA: 'Hit reply and tell me: what's the #1 thing stopping you from [goal]?'

YOUR ANSWER:

Draft your Email 1 opening hook (the 1-2 sentences after the subject line):

• EMAIL 2 SUBJECT LINE OPTIONS (send Day 3):

- "The moment I realized my clinical training had a gap"
- "Why I left my full caseload - and what I built instead"
- "The honest version of how this started"

Your origin story doesn't need to be dramatic. It needs to be true. Subscribers buy from people whose journey they can see themselves in.

Emails 3–5: Value + Reveal

2 What's the most useful thing you can teach in one email?

Email 3 teaches with no strings. Email 4 addresses fear. Email 5 opens the door.

EMAIL 5 TEMPLATE (the reveal, send Day 10):

Subject: 'A question for you' or 'I've been working on something'

Opening: Reference something from a previous email to show continuity.

Core: Name the course in 1 sentence. Describe the transformation, not the modules.

CTA: 'I'd love to know if this sounds like something you need. Hit reply.'

YOUR ANSWER:

Write your Email 5 course description sentence (transformation-first, features-last):

• **EMAIL 3 TEACHING HOOKS THAT CONVERT:**

- "The 5-minute reframe that changes how clients describe their anxiety"
- "Why 'set better boundaries' is the worst advice – and what to say instead"
- "The question I ask every client in session 2 (and why it works)"

Each email should feel complete on its own. If a subscriber only reads one, it should still give them value. The sequence builds trust cumulatively.

Your Sequence: Ready to Send

YOUR STATEMENT - complete and write it here:

“My 5-email sequence runs over [X] days. Email 1 sends on [day]. My course soft-reveal goes in Email [#] on Day [X].”

What Happens Next

1 Load templates into your email platform

Copy each template into Beehiiv, ConvertKit, or your platform of choice. Customize the brackets. Schedule the send days.

2 Write your origin story (Email 2)

This is the email that builds trust. Take 30 minutes to write the honest version of why you do this work.

3 Teach something real in Email 3

Pick one insight from your clinical experience that would genuinely help your audience. No pitch. Just value.

4 Monitor reply rate, not open rate

A sequence that gets replies is working. Open rates are vanity. Reply rates are signal.

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