



# The 10-Day Evergreen Email Templates

A trust arc that enrolls students automatically  
No live launches. No open carts. Just consistent enrollment

## WHAT YOU'LL DISCOVER INSIDE:

- ✓ The full 10-day sequence mapped with send timing
- ✓ Subject line templates for all 10 emails
- ✓ The Trust Arc structure: Welcome → Teach → Bridge → Offer
- ✓ The Day 10 last-chance email that closes without pressure

# The Evergreen Enrollment System

## Why a live launch is not your only option

Live launches work. They also require 2 weeks of focused energy, a large enough list to generate meaningful revenue, and the emotional resilience to send promotional emails daily. For most therapist course creators, that's a quarterly ordeal.

An evergreen sequence is a 10-day automated email arc that every new subscriber enters on Day 1. By Day 10, they know your thinking, have used something you taught them, and have been offered your course. Enrollment happens continuously, not in quarterly bursts.

This template gives you the structure, send timing, and subject lines for all 10 emails.

- Set up the sequence once - it runs for every new subscriber automatically
- Days 1-5 are pure teaching - no selling, only trust-building
- Days 8-9 introduce your course softly - no urgency tactics
- Day 10 closes with a direct, respectful offer - then leaves the subscriber alone

*“A live launch is a sprint. An evergreen system is a river. Both move water but one never stops.”*

— Therapist Growth Partner

# The Trust Arc Structure

## 1 What does your Welcome Phase deliver? (Days 1–2)

*Days 1–2 build the personal connection. This is not the time to sell. It's the time to make someone glad they subscribed.*

### **DAYS 1–2 STRUCTURE:**

Day 1: Deliver the lead magnet + one personal paragraph about why you do this work. Not your credentials – your turning point.

Day 2: Your best piece of free content. Something genuinely useful that makes the subscriber think: 'I didn't know that. I'm glad I'm on this list.'

### **YOUR ANSWER:**

Plan your Welcome Phase emails:

Day 1 subject line: \_\_\_\_\_

My turning point (1–2 sentences): \_\_\_\_\_

Day 2 subject line: \_\_\_\_\_

Day 2 best free content: \_\_\_\_\_

### **STRONG WELCOME PHASE EXAMPLES:**

- “Day 1 subject: Your worksheet is inside – and something I want to tell you. Opens with: The reason I built this isn't what you'd expect.”
- “Day 2: I sent a 300-word email about the one scheduling change that eliminated my Sunday anxiety. Response rate was the highest I've ever had.”
- “Day 2 rule: give the best piece of advice you'd give a colleague, not a sales page benefit.”

*The Day 1 turning point paragraph is the most important piece of writing in your entire sequence. Subscribers who feel connected to your story are 6x more likely to open every subsequent email.*

# The Trust Arc Structure (continued)

## 2 What does your Teach Phase cover? (Days 3–5)

*Three emails. Three small problems. Three specific solutions. No selling – just teaching. This is the core of your trust arc.*

### **DAYS 3–5 RULE:**

Each email: one specific problem your ideal student has → one specific insight that helps → one specific action they can take today. Keep each email under 300 words. The Teach Phase should feel like three mini-issues of your newsletter, not three advertisements. No CTAs except a link to a free resource.

### **YOUR ANSWER:**

Map your 3 Teach Phase emails:

Day 3 topic/problem: \_\_\_\_\_

Day 4 topic/problem: \_\_\_\_\_

Day 5 topic/problem: \_\_\_\_\_

### **TEACH PHASE EMAIL TOPICS:**

- “Day 3: The one scheduling change that protects your energy. Day 4: Why your course topic is too broad (and how to fix it in 10 minutes). Day 5: The real reason courses don’t sell.”
- “I treated Days 3–5 like three newsletter issues. Zero selling. My open rates on Days 3–5 are higher than Days 8–9.”
- “Rule: every Teach email ends with a 5-minute action. Never a click to buy.”

*Choose Teach Phase topics that are directly related to the problem your course solves. Students who benefit from free teaching about Topic X are pre-qualified to buy a course about Topic X.*

# The Trust Arc Structure (continued)

## 3 Map your Bridge + Offer Phase (Days 6–10)

*Days 6–7 name the gap. Days 8–9 bridge to your course. Day 10 closes.*

- Day 6** Name the problem your course solves. No course mention yet.
- Day 7** Validate the struggle. Tell a student story (anonymized).
- Day 8** Introduce the course. One student result. Soft link.
- Day 9** Overcome one objection. Repeat the transformation.
- Day 10** Last chance. Direct. Respectful. Then leave them alone.

My plan passes the reality test:

- I have my 10-day sequence planned and ready to write.
- I need to choose my Teach Phase topics first – I’ll do that today.

### YOUR COMMITMENT STATEMENT:

*“My evergreen sequence will build trust for 7 days before any mention of my course. By Day 10, the subscriber has learned something real and seen a student result.”*

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*After Day 10, move the subscriber to your regular newsletter list. Do not continue the promotional sequence. Respect the relationship you’ve built.*

# What Happens Next

## 1 Apply one insight today

Pick the single most actionable item from this resource. Do it before your next client session.

## 2 Share with one colleague

Forward this to another therapist who is thinking about building a course. Teaching reinforces learning.

## 3 Build your Minimum Viable Course

Record 4–6 modules across 2–3 focused sessions. One worksheet per module. Done in a weekend.

## 4 Launch to your first 10 students

Price \$97–\$297. Beta discount. 3 launch emails. First sales create proof. Proof creates momentum.

## Ready to go deeper?

The Clinician's Course Blueprint – a weekly newsletter for licensed therapists building course income without burnout. One practical step per issue.



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