



EMAIL SEQUENCE OUTLINE (FREE CHALLENGE)

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Challenge Promo Emails

Challenge promo Email #1

Recommended send date: 3 days before challenge

Send date: _____

Subject: _____

Promoting: Register for challenge

Who are you sending this email to, and what are they thinking?

What do they want, but also... what concerns do they have that might prevent them from moving forward?

Main idea: Register now for this free class!

Challenge promo email #2

Recommended send date: 1 day before challenge

Send date: _____

Subject: _____

Promoting: Register for challenge and attend tomorrow

Who are you sending this email to, and what are they thinking?

Main idea: Join us for a free class tomorrow!

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Challenge promo email #3

Recommended send date: day of challenge, two hours prior to scheduled start time

Send date: _____

Subject: _____

Promoting: Attend challenge

Who are you sending this email to, and what are they thinking?

Main idea: We're starting in two hours! Here's the link to join us live. See you soon!

Challenge Delivery Emails

Challenge delivery email #1

Recommended send date: day 1 of challenge

Send date: _____

Subject: _____

Sharing: Challenge Day #1

Who are you sending this email to, and what are they thinking?

Main idea:

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Challenge delivery email #2

Recommended send date: day 2 of challenge

Send date: _____

Subject: _____

Sharing: Challenge Day #2

Who are you sending this email to, and what are they thinking?

Main idea:

Challenge delivery email #3

Recommended send date: day 3 of challenge

Send date: _____

Subject: _____

Sharing: Challenge Day #3

Who are you sending this email to, and what are they thinking?

Main idea:

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Challenge delivery email #4

Recommended send date: day 4 of challenge

Send date: _____

Subject: _____

Sharing: Challenge Day #4

Who are you sending this email to, and what are they thinking?

Main idea:

Challenge delivery email #5

Recommended send date: day 5 of challenge

Send date: _____

Subject: _____

Sharing: Challenge Day #5

Who are you sending this email to, and what are they thinking?

Main idea:

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Follow-up Emails

Post-challenge email #1

Recommended send date: day after challenge

Send date: _____

Subject: _____

Promoting: Watch the replay + announce cart is open

Who are you sending this email to, and what are they thinking?

Main idea:

Post-challenge email #2

Recommended send date: two days after challenge

Send date: _____

Subject: _____

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

Main idea:

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Post-challenge email #3

Recommended send date: three days after challenge, morning

Send date: _____

Subject: _____

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

Main idea:

Post-challenge email #4

Recommended send date: four days after challenge, morning

Send date: _____

Subject: _____

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

Main idea:

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Post-challenge email #5

Recommended send date: five days after challenge, morning

Send date: _____

Subject: _____

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

Main idea:

Post-challenge email #6

Recommended send date: six days after challenge, morning

Send date: _____

Subject: _____

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

Main idea:

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Post-challenge email #7

Recommended send date: seven days after challenge, morning

Send date: _____

Subject: _____

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

Main idea:

Post-challenge email #8

Recommended send date: seven days after challenge, afternoon

Send date: _____

Subject: _____

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

Main idea:

