

Membership

LAUNCH LAB

Membership Onboarding Sequence

Email #1 — Welcome + Access + First Steps

Subject: Welcome! Here's how to get started

Hi {{ subscriber.first_name }},

Welcome to {{ membership_name }} — I'm really glad you're here.

You can access your member dashboard here:

👉 {{ login_link }}

Your login details:

Username: {{ email }}

Password: {{ password }}

First Steps:

1. Log in and watch the **“Start Here” video**
2. Complete this **quick intake form**
3. Introduce yourself inside the **community**

These steps will help you get oriented quickly so you can start seeing progress right away.

If you have any questions at all, just reply to this email — we're here to help.

Sincerely,
{{ your_name }}

Email #2 — Why They Joined + Commitment

Subject: Why did you join?

Hi {{ subscriber.first_name }},

Before you go any further, I want you to pause for just a minute.

Why did you join {{ membership_name }}?

What are you really hoping this helps you achieve?

Most people join for a reason like:

- They want a clear path forward
- They're tired of guessing what to do next
- They want support, accountability, or structure
- They want real progress — not just more information

But your reason matters most, and here's why:

This membership will give you the guidance and structure...

But your results come from what you do with it.

And when things get busy (because they will),
your reason "why" is what keeps you moving forward.

So, take a minute and write it down.

And if you haven't yet, fill out the quick intake form to complete your enrollment and tell us about your "reason why."

👉 {{ link_to_intake_or_goal_form }}

That helps you get clarity — and helps us support you better.

Talk soon,
{{ your_name }}

Email #3 — Time + Simplicity + Expectations

Subject: You don't need as much time as you think

Hi {{ subscriber.first_name }},

One of the biggest reasons people fall off in programs like this is this:

"I just don't have time."

But here's the reality:

You don't need a lot of time —
you just need to focus on the right things.

Inside {{ membership_name }}, the goal is simple:

- Focus on **one clear priority at a time**
- Follow the **step-by-step structure provided**
- Take **consistent, small actions**

That's what creates results.

Most members can make meaningful progress with just **{{ X }} hours per week**.

The key is *consistency* — not intensity.

So don't try to do everything.

Instead:

- 👉 Start with the **first lesson / first step**
- 👉 Follow the path that's laid out for you

This is how you build momentum and get real results.

You've got this,
{{ your_name }}

Email #4 — Community + Support + Engagement

Subject: Don't do this alone

Hi {{ subscriber.first_name }},

One of the most valuable parts of {{ membership_name }} is something many people overlook at first:

👉 The community and support

Because progress is much easier when you're not doing it alone.

So, here's how to plug in:

1. Join the community

👉 {{ community_link }}

Introduce yourself and share what you're working on.

2. Attend live sessions

We host:

- {{ coaching_calls / Q&A / coworking }}

These are designed to give you clarity and keep you moving forward.

3. Ask questions

If you're stuck, don't wait. Ask inside the community or reply here — that's exactly what this membership is for.

The members who get the best results are the ones who **stay engaged** and reach out when they need help!

And it's easy to get started with this! Just go ahead and **introduce yourself** today.

Looking forward to seeing you in the community,
{{ your_name }}

Email #5 — Focus + How the Membership Works

Subject: What to focus on (this matters)

Hi {{ subscriber.first_name }},

It's easy to feel overwhelmed when you have access to a lot of information.

That's why {{ membership_name }} is designed differently.

To help you focus on **one thing at a time**, instead of trying to do *everything*.

Here's how:

1. Choose your **main goal right now**
2. Identify the **best starting point inside the membership**
3. Work through it step by step

You don't need to consume ALL the content in {{ membership_name }} to get results.

You just need to apply what's most relevant to you right now.

👉 So, go here to take the first step now:

{{ start_here_link }}

Real progress is the goal... and simple, consistent action is how you get there.

Stay focused,
{{ your_name }}

Email #6 — 1-Week Check-In + Reinforcement

Subject: Quick check-in

Hi {{ subscriber.first_name }},

You've been inside {{ membership_name }} for about a week now — how's it going?

By now, you should have:

- ✓ Logged in and explored the platform
- ✓ Completed your onboarding steps
- ✓ Started your first lesson or action step

If not — no problem. We're only a week in, and you can easily get started today.

If yes — awesome! Just keep going.

A quick reminder of what matters most: *consistency*

- Don't try to do everything
- Stay focused on your next step
- Stay engaged (this makes a big difference)

And remember, if you need help at any point, you can:

- Ask in the community

- Attend a live session
- Reply to this email

We're here to support you.

This is the last email you'll get for "onboarding week." From here on out, you'll receive our regular monthly updates and content.

Have 5 minutes right now? Go take your next step inside the membership!

Talk soon,
{{ your_name }}

Email #7 — 30-Day Check-In (Progress + Reflection)

Subject: 30 days in — how's it going?

Hi {{ subscriber.first_name }},

You've now been a member of {{ membership_name }} for about a month.

Around this point, most people either start to build momentum...
or they begin to drift.

So let's make sure you're in the first group!

Quick check-in:

Take a minute to reflect:

- What have you started or made progress on?
- What have you learned so far?
- What feels clearer now than it did before?

Baby steps are okay - that's where we all start! As long as you're moving in the right direction, you're doing well.

But, what if...

You've fallen off track? Or... maybe you never even got started!

That's totally okay (and, honestly, pretty normal!).

The best thing you can do is to just **get started (or back on track) today.**

No catching up or overwhelm required. Just log in and take your next step:
{{ login_link }}

If you'd like, you can also share your progress (or sticking point) here:
👉 {{ progress_form_or_community_thread }}

We'd love to hear from you!

You're still early in the process — but creating consistency *now* will pay off BIG long-term.

Keep going,
{{ your_name }}

Email #8 — 60-Day Check-In (Results + Recommitment)

Subject: Let's reset your focus

Hi {{ subscriber.first_name }},

You're about two months into {{ membership_name }} now.

At this stage, the question isn't just "*what have you learned?*"
It's:

👉 **What have you actually implemented?**

Because implementation is what creates results.

Let's take a moment to reset your focus:

Right now, I want you to identify:

1. The **main goal** you're working toward
2. The **one thing** that will move you closer to it this week

That's it.

Here's how this can help:

Most people don't fail because they lack information.

They stall out for one of these reasons:

- Try to do too many things
- Lose focus
- Stop taking consistent action

And there's no time like the present to correct these mistakes!

Want even more momentum?

- Join the next live session
- Ask a question in the community
- Revisit the "Start Here" path and continue forward

You've got this! You don't need to do a LOT, just keep consistently moving forward, and I know you'll get there.

I'm here for you,
{{ your_name }}