

They Joined. *Now What?*

The map that shows you exactly what happens after somebody joins your list, from the freebie landing in their inbox to the moment they buy.

HERE IS THE FUNNEL



Somebody joined your list. *Yay!* ... now what?

Here's what usually happens. The freebie goes out, the new subscriber downloads it, and then you don't email them again for three weeks because you can't figure out what to say.

By the time you do, they've forgotten who you are, and your carefully written email gets the "who is this and why are they in my inbox?" treatment.

The first two weeks after someone joins are when they're paying the most attention to you. Most people waste them.

This map fixes that. It shows you what to send, when to send it, what each email is supposed to do and where every link should point, so a brand-new subscriber goes from "thanks for the freebie" to "okay, take my money" without you making it up as you go.

How to use this

Look at the one-page map first. Then read the stage pages to see what goes into each part. Fill in the worksheet at the end with your own freebie and offer. When you're ready to write the actual emails, the plug-in sequences in this toolkit slot straight into each stage.

The “Now What?” Map

Day 0 is the day they join. Pin this up somewhere you'll see it.



What each stage does

STAGE 01

01

The Freebie

DAY 0

EMAIL 1

SENDS INSTANTLY

ITS JOB

Get the freebie into their hands within minutes, while they still remember signing up.

WHY IT MATTERS

People who get what they asked for straight away start trusting you before you've even said hello properly.

WHAT GOES IN IT

- A subject line that says exactly what's inside ("Your [freebie] is here")
- The download link, near the top
- One line on the quickest way to use it
- A heads-up that you'll email again tomorrow

LINKS GO TO The freebie download. One link, nothing else to click.

STAGE 02

02

The Welcome

DAY 1-2

EMAIL 2

ITS JOB

Turn a stranger who grabbed a freebie into someone who knows who you are and wants your next email.

WHY IT MATTERS

This is the email that decides whether they open the rest. Make it sound like a person, not a brand.

WHAT GOES IN IT

- A short, real story about why you do what you do
- What you help with, in one sentence
- What they'll get from your emails and how often
- One question to hit reply to (it trains inboxes to keep you out of spam)

LINKS GO TO Optional: your best blog post or free resource. Or no link at all, just the reply question.

What each stage does (cont.)

STAGE 03

03

The Nurture

DAY 3-7

EMAILS 3-5

ITS JOB

Build enough trust and desire that your offer feels like the obvious next step when it arrives.

WHY IT MATTERS

People don't buy because you asked. They buy because they believe it will work for them. These emails build that belief.

WHAT GOES IN IT

- Email 3: a quick win they can use today
- Email 4: a story that shifts a belief standing between them and the result
- Email 5: proof, like a client result, your own before and after, or behind the scenes
- A light mention of your offer in the P.S. of email 5

LINKS GO TO Helpful content, plus a soft link to your offer in the P.S. of email 5.

STAGE 04

04

The Offer

DAY 8-10

EMAILS 6-7

ITS JOB

Introduce your offer clearly and ask them to buy it, without apologizing for selling.

WHY IT MATTERS

This is where the money is. If you never make the offer, the whole sequence is just a very nice newsletter.

WHAT GOES IN IT

- Email 6: the problem they still have, and the thing that solves it
- What's inside, who it's for and the price
- Email 7: a different angle, like a story, a result or an objection answered
- A clear button or link in both, more than once

LINKS GO TO Your sales page or checkout. Every link in these emails points to the same place.

What each stage does (cont.)

STAGE 05

05

The Follow-up

DAY 11-14

2-3 EMAILS

ITS JOB

Catch the people who were interested but didn't decide, and give them a reason to decide now.

WHY IT MATTERS

Plenty of sales happen in the follow-up. People are busy, not uninterested.

WHAT GOES IN IT

- Answer the most common objection (money, time or "will it work for me?")
- Add a reason to act now, like a bonus or discount that ends
- A short last-call email before that ends
- Use the Deadline ending from the Sales Sequence if you have a cut-off date

LINKS GO TO The same sales page or checkout as the offer emails.

STAGE 06

06

Regular emails

WEEK 3+

WEEKLY OR EVERY OTHER WEEK

ITS JOB

Keep the relationship warm so you're the one they buy from when they're ready.

WHY IT MATTERS

Most people don't buy the first time they see an offer. Regular emails mean you're still there when they do.

WHAT GOES IN IT

- Use the 12 nurture templates when you've got nothing to say
- Mostly helpful, story-led emails
- Bring your offer back around every few weeks with a fresh angle
- Mention other products where they genuinely fit

LINKS GO TO Whatever that email is about, and your offer whenever it's naturally relevant.

Where do the links go?

The quickest way to lose a sale is a link that goes somewhere confusing. Here's where each email should send people.

Email	Stage	Its job	Link goes to	Button idea
1	FREEBIE	Deliver the freebie	Freebie download	Grab your [freebie] here
2	WELCOME	Introduce yourself	Reply, or one free resource	Hit reply and tell me...
3	NURTURE	Quick win	Blog post or resource	Try this today
4	NURTURE	Shift a belief	None, or a related post	Read the story
5	NURTURE	Proof + soft mention	Content, plus offer in the P.S.	P.S. if you want help with this...
6	OFFER	Introduce the offer	Sales page / checkout	Get [offer] here
7	OFFER	Second angle	Sales page / checkout	Yes, I want [offer]
8	FOLLOW-UP	Answer the doubt	Sales page / checkout	See if it's right for you
9	FOLLOW-UP	Last call	Checkout	Grab it before [deadline]
10+	REGULAR	Stay useful	Content, offer when relevant	Whatever fits the email

Give each email one job. Every email gets one main link. If you want them to buy, don't also ask them to follow you on Instagram, read three blog posts and join your Facebook group.

What happens if they buy?

They bought!

1. **Tag them as a customer** (or move them to a customer segment, whatever your email platform calls it).
2. **Stop the sales emails.** Nothing says “I wasn’t paying attention” like pitching someone the thing they already own.
3. **Start the After-Purchase Sequence:** deliver it, help them use it, then point them to the next thing.
4. **Add them back to your regular emails** once that sequence is done.

They didn’t (yet)

1. **Let the sequence finish.** The follow-up emails are there for exactly these people.
2. **Move them into your regular emails.** No guilt trips, no “did you see my last email?”
3. **Bring the offer back** every few weeks with a new angle or a new story.
4. **Watch who clicks** without buying. They’re interested, so they’re worth a follow-up.

Five ways this goes wrong

Going silent after the freebie

They forget who you are by the time you email again.

Never making the offer

Nurturing forever feels nice and pays nothing.

Selling to people who already bought

Tag your buyers so they don’t get the pitch.

Too many links per email

Give every email one job and one main link.

Stopping after one offer

“No” often means “not this week.” Ask again later.

WORKSHEET

Map your own funnel

Fill this in with your real freebie and offer. Then it's not a nice idea, it's a plan.

MY FREEBIE

MY OFFER

PRICE

SALES PAGE LINK

DEADLINE /
BONUS?

Freebie

DAY ___

Subject:

Link:

Welcome

DAY ___

My story:

Reply question:

Nurture

DAY ___

Quick win:

Belief to shift:

Proof:

Offer

DAY ___

Problem it solves:

Angle 1:

Angle 2:

Follow-up

DAY ___

Main objection:

Reason to act now:

Last call date:

After purchase

DAY ___

How they use it:

Next offer:

YOU'VE GOT THE MAP

Now fill it with *emails*.

You know what happens after someone joins, what each stage is for and where every link goes. That's more than most people with an email list ever figure out.

Next up in the toolkit: the plug-in email sequences that slot straight into this map, starting with the 7-email New Subscriber Sequence.

They joined. Now you know what.

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