

The New Subscriber *Sequence*

Seven plug-in emails that take someone from downloading your freebie to buying your thing, in ten days. Fill in the pink bits and you're done.

7 EMAILS + A COLLAB OPENER



START HERE

Plug these in and go *make some sales.*

Somebody grabbed your freebie. They're interested and paying attention, and they have no clue who you are yet. (Rude of them, honestly.)

These seven emails take them from "thanks for the download" to "okay, where do I pay?" over ten days. The early ones help them get to know you and trust you. By Email 6 you're asking for the sale, and it doesn't feel weird, because you've earned it.

You're not writing seven emails from scratch. You're filling in blanks.

Here's how each email works. You get the template with the blanks highlighted [\[like this\]](#), three subject lines to pick from, preview text and a few tips. Flip the page and you'll see Maya's version, the same email filled in by a real-ish person, so you can see what yours should sound like.

Copying into your email platform? Use the Word doc that came with this PDF. Copying out of a PDF is a special kind of misery, and I love you too much for that.

Before you start, grab these:

- ☐ Your freebie's name and download link
- ☐ Your offer's name, price and sales page link
- ☐ One moment from your own story when things were going wrong
- ☐ One quick win you can teach in under 10 minutes
- ☐ One customer result (or your own before and after)

THE WHOLE SEQUENCE

Seven emails at a glance

This slots straight into the Day 0 to Day 10 part of your “Now What?” Map.

Email	Send	Stage	Its job	Link goes to
01	Day 0	FREEBIE	Deliver the freebie	Freebie download
02	Day 1	WELCOME	Introduce yourself	Reply question (link optional)
03	Day 3	NURTURE	Give them a quick win	Optional resource
04	Day 5	NURTURE	Shift a belief	Nothing needed
05	Day 7	NURTURE	Show proof	Soft link to offer in the P.S.
06	Day 8	OFFER	Introduce the offer	Sales page or checkout
07	Day 10	OFFER	Answer the big doubt	Sales page or checkout

Got subscribers coming in from a collab? Swap Email 1 for the collab opener on page 18. Everything after that stays the same.

MEET YOUR EXAMPLE



This is Maya. She's made up.

Maya sells **The Calm Money Planner**, a \$37 printable budget planner for busy families. Her freebie is the **No-Spend Weekend Kit**. Her new subscriber is Jess.

Every email in here comes with Maya's version so you can see the template with real words in it. Swap in your own stuff. Maya won't mind, she's busy checking her account.

EMAIL 01 OF 07

FREEBIE

DAY 0 · SEND INSTANTLY

Deliver the freebie

Its job: Get the freebie into their hands while they still remember signing up, and tell them you'll be back tomorrow.

PICK A SUBJECT LINE

- ✉ Here's your [freebie name] 🎁
- ✉ [First name], your [freebie name] is here
- ✉ Your download (as promised)

PREVIEW TEXT

Grab it now, then read the one thing I'd do first.

THE EMAIL

Hi [first name],

Here's your [freebie name]!

[Download it here →](#)

Quick tip before you dive in: start with [the one page or step to start with]. It takes about [X minutes] and it's the bit that [the fast result they get].

A little about me so I'm not a random stranger in your inbox: I'm [your name], and I help [who you help] [get what result].

Tomorrow I'll send you [what's coming next, e.g. the story of how I got started]. Keep an eye out for it.

(Gmail sometimes tucks me into the Promotions tab. Drag this email into Primary and you won't miss the good stuff.)

Talk soon,

[Your name]

P.S. If the link plays dead on you, hit reply and I'll send it straight over.

LINKS GO TO

The freebie download. One link, nothing else to click.

Make it *yours*

Send it instantly. Not in an hour. They're sitting there refreshing their inbox right now.

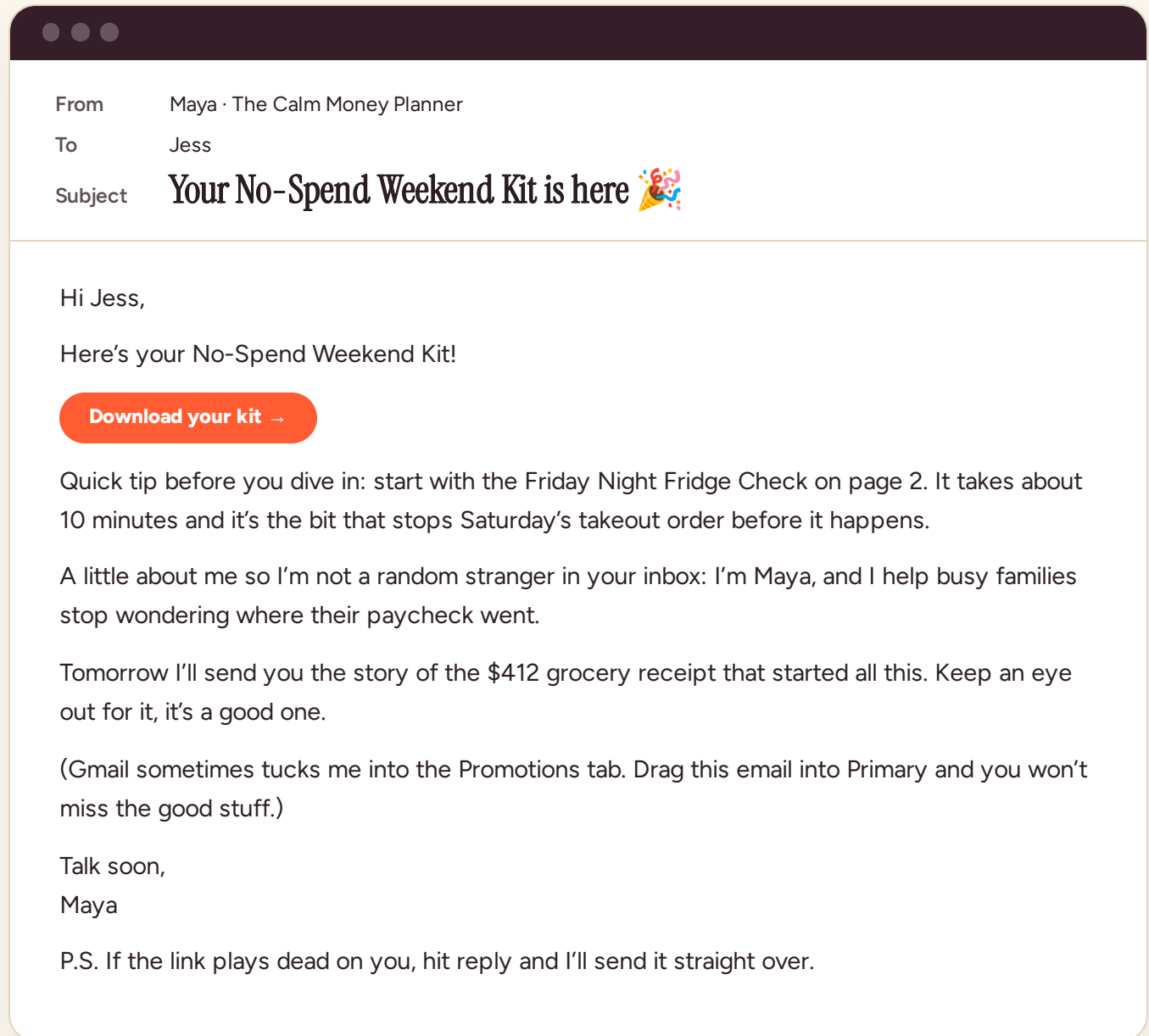
Put the link near the top. Nobody should have to scroll to find the thing they came for.

Keep it short. The download is the star of this email. You're the opening act.

EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



Introduce yourself

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

PICK A SUBJECT LINE

☒ The [specific thing] that started all this

☒ I wasn't always [good at the thing you teach]

☒ Can I tell you something embarrassing?

PREVIEW TEXT

And why I'm the last person who should be teaching this.

THE EMAIL

Hi [first name],

[Open in the middle of a moment. Drop them straight into a scene, e.g. It was a Tuesday night, and I was standing in my kitchen holding a grocery receipt for \$412.]

[What was going wrong back then. Be specific. Details beat adjectives every time.]

[The turning point. What you figured out, tried or changed.]

[Where you are now. Keep it real, nobody trusts a story where you end up perfect.]

That's why I do what I do. I help [who you help] [get what result] without [the thing they're dreading].

Here's what to expect from me: [how often you email] with [what your emails are about]. [One honest promise, e.g. No lectures.]

Now I want to hear from you. Hit reply and tell me: [one easy question about their problem]?

(Yes, a real human reads these. Me. Usually with cold coffee.)

[Your name]

P.S. [Optional: Want a head start? My most popular post is (title).]

[Read it here →](#)

LINKS GO TO

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

Make it *yours*

Start mid-scene. Skip the "My name is... and I've always been passionate about..." opener. Nobody's passionate. We're tired.

The reply question pulls double duty. Every reply tells Gmail you're someone they want to hear from, so more of your emails land in the inbox.

Make the question easy. Something they can answer in one line on their phone while waiting for the microwave.

EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.

From Maya · The Calm Money Planner
To Jess
Subject **The \$412 grocery receipt that started all this**

Hi Jess,

It was a Tuesday night, and I was standing in my kitchen holding a grocery receipt for \$412.

That was one week of groceries for a family of four, and I couldn't name a single meal we'd made.

Back then I checked my bank account with one eye closed. I had budgeting apps on my phone and I'd opened each of them exactly once.

The turning point wasn't a fancy spreadsheet. It was one boring Sunday when I wrote every bill on a single sheet of paper and stuck it on the fridge. Seeing it all in one place did something the apps never did.

We still order pizza (I'm not a monk), but now I know where the money goes, and we've paid off \$8,640 of credit card debt.

That's why I do what I do. I help busy families get a grip on their money without giving up every little thing they love.

Here's what to expect from me: one email a week, sometimes two, with simple money stuff you can use the same day. No lectures.

Now I want to hear from you. Hit reply and tell me: what's the one expense that always sneaks up on you?

(Yes, a real human reads these. Me. Usually with cold coffee.)

Maya

EMAIL 03 OF 07

NURTURE

DAY 3 · TWO DAYS LATER

Give them a quick win

Its job: Hand them one small, fast result so they learn your stuff works before you ever ask them to pay for it.

PICK A SUBJECT LINE

- ☒ Try this today (takes [X] minutes)
- ☒ The [X]-minute fix for [problem]
- ☒ Steal this

PREVIEW TEXT

One tiny thing that makes [result] way easier.

THE EMAIL

Hi [first name],

Quick one today, because I want you to get a win before [the weekend / the end of the day].

[Name the small, annoying problem they have right now. One or two lines.]

Here's the fix:

1. [Step one]
2. [Step two]
3. [Step three, and stop at five steps max]

That's it. It takes about [X minutes] and you'll [what changes right away].

[One line on why this works, or what most people do instead.]

Try it and hit reply to tell me [how it went / what you found]. I love hearing these.

[Your name]

P.S. [Optional: Want to go deeper? Here's my post on (topic).]

[Read it here →](#)

LINKS GO TO

Optional: a blog post or resource that goes deeper. Or nothing.

Make it *yours*

Under 10 minutes. A small win they finish beats a big one they bookmark and never open again.

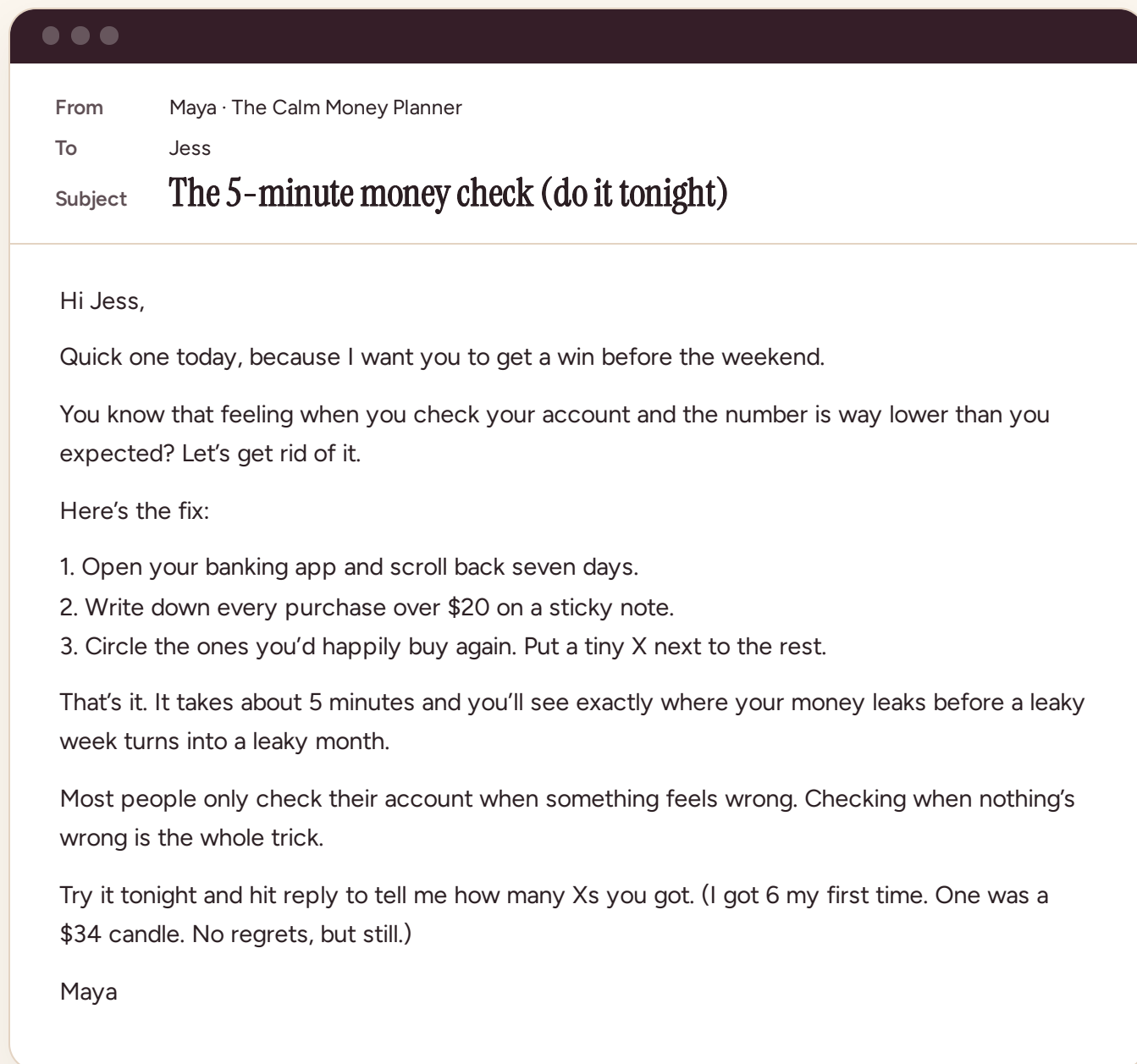
Don't teach everything. Your freebie fixed one problem. This fixes the next tiny one.

Make it doable from the couch. If it needs a printer, a whiteboard and a free afternoon, pick something else.

EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 04 OF 07

NURTURE

DAY 5 · TWO DAYS LATER

Shift a belief

Its job: Knock over the belief that's quietly standing between them and the result, so your offer makes sense when it shows up.

PICK A SUBJECT LINE

- ☒ You don't need [thing they think they need]
- ☒ The [topic] myth I believed for [X] years
- ☒ What if [belief] is wrong?

PREVIEW TEXT

I believed this for way too long.

THE EMAIL

Hi [first name],

For a long time I believed [the belief your reader has, in their words].

[Why it made sense to believe it. Be kind here, they still believe it.]

[What happened because you believed it. The stuck part.]

Then [the moment or story that proved it wrong].

That's when it clicked. [What actually turned out to be true.]

So if you've been telling yourself [the belief], here's the thing: [the new belief, said plainly].

[One line on what becomes possible once they believe the new thing.]

[Your name]

LINKS GO TO

Nothing needed. Let the story do the work.

Make it *yours*

Finding the belief: ask yourself what excuse they'd give for not buying. That excuse is this email.

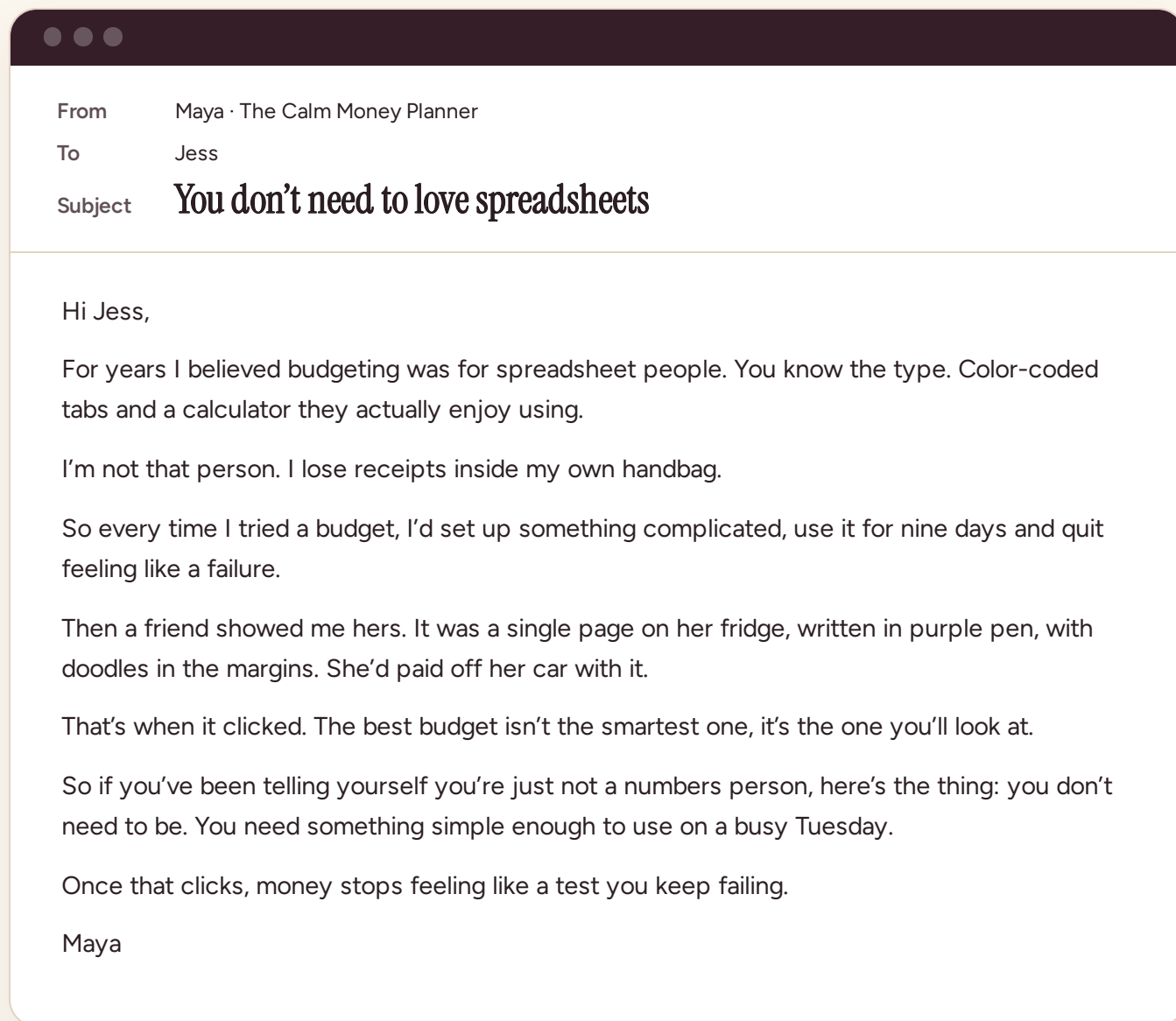
Don't make them feel dumb. You believed it too. Say so.

One belief per email. Got more? Save them for your regular emails. They make great ones.

EMAIL 04 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 05 OF 07

NURTURE

DAY 7 · TWO DAYS LATER

Show proof

Its job: Show them somebody like them got the result, then give your offer a light mention in the P.S.

PICK A SUBJECT LINE

- ☒ How [name] went from [before] to [after]
- ☒ She thought it wouldn't work for her
- ☒ [Specific result, e.g. \$1,206 in 30 days]

PREVIEW TEXT

And she started exactly where you are.

THE EMAIL

Hi [first name],

I want to tell you about [customer's name].

When [name] found me, [where they were stuck. Use their words if you have them.]

[What they were worried about before they started.]

[What they did. Keep it simple and doable.]

[The result. Be specific, use numbers or details.]

[A quote from them if you have one.]

The thing I love about [name]'s story is that [what it proves, tied back to the reader].

If [name] can [get the result] while [their real-life situation], so can you.

[Your name]

P.S. [Name] used my [offer name] to do this. I'll tell you all about it in a couple of days, but if you're curious now, here's a peek.

Take a look →

LINKS GO TO

A soft link to your offer in the P.S. Just a peek.

Make it *yours*

Ask before you name names. No permission? Use "a customer" or their first initial.

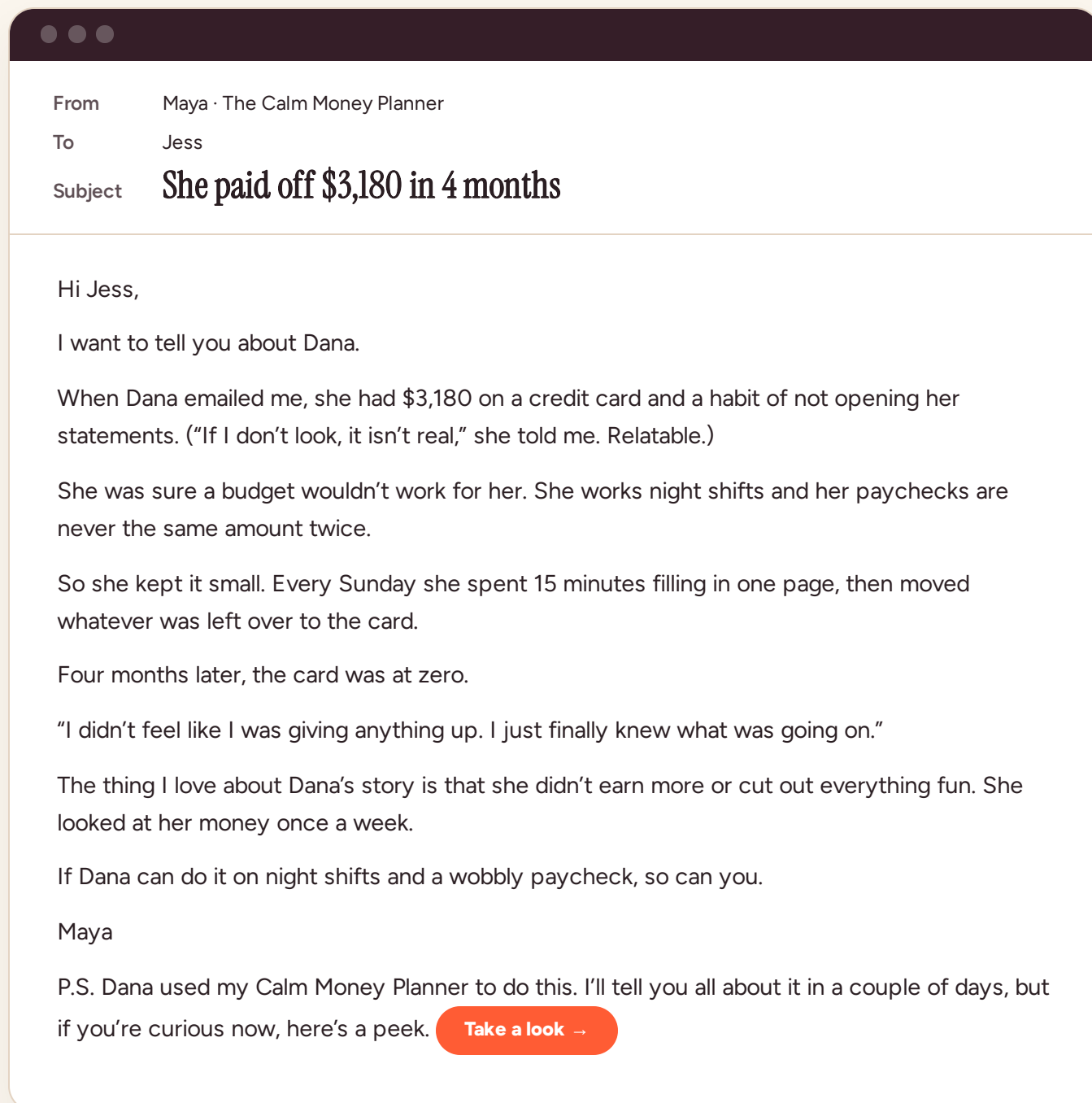
No customers yet? Use your own before and after, or a beta tester's result. Your story counts as proof.

The P.S. is a peek, not a pitch. One line and a link. The real pitch is tomorrow.

EMAIL 05 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 06 OF 07

OFFER

DAY 8 · THE NEXT DAY

Introduce the offer

Its job: Name the problem they still have, then show them the thing that fixes it. Say what's inside and what it costs.

PICK A SUBJECT LINE

- ☒ It's here: [offer name]
- ☒ The next step after [freebie name]
- ☒ I made the thing I wished I had

PREVIEW TEXT

Everything you need to [result], in one place.

THE EMAIL

Hi [first name],

You grabbed [freebie name] because you wanted [the result the freebie gives].

[Nod to their progress or quick win.] But if you're like most people, [the bigger problem the freebie doesn't fully fix].

That's why I made [offer name].

It's [what it is, in one plain sentence] for [who it's for] who want to [result] without [the thing they're dreading].

Here's what's inside:

- [Thing inside] so you can [what it does for them]
- [Thing inside] so you can [what it does for them]
- [Thing inside] so you can [what it does for them]
- [Bonus, if you have one]

It's [price], and [how they get it, e.g. it lands in your inbox the second you check out].

Get [offer name] →

This is for you if [the person it's perfect for]. It's probably not for you if [who it's not for, said kindly].

[Your name]

P.S. [The one main reason to grab it, in one line.]

Get yours here →

LINKS GO TO

Your sales page or checkout.
Put the link in at least twice.

Make it *yours*

Say the price. Hiding it makes people assume it's huge, and then they don't click.

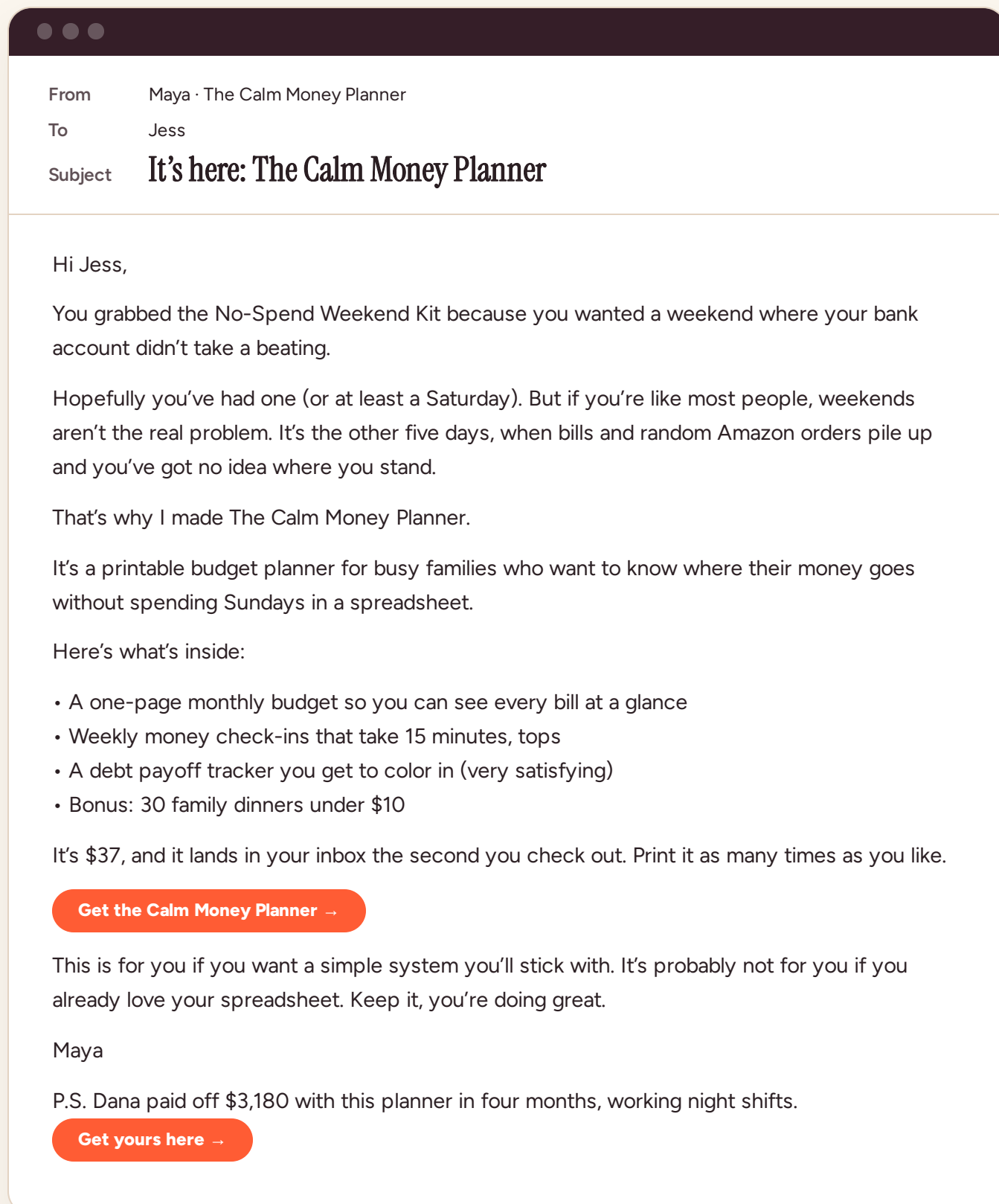
Write the not-for-you line. It builds more trust than another bullet ever will.

Bullets are outcomes. Not "12 pages" but what those 12 pages let them do.

EMAIL 06 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 07 OF 07

OFFER

DAY 10 · TWO DAYS LATER

Answer the big doubt

Its job: Come back from a new angle and answer the question that's stopping them from buying.

PICK A SUBJECT LINE

☒ Is it worth it? (let's talk)

☒ Quick question about [offer name]

☒ Can't I just [do it the free way]?

PREVIEW TEXT

The honest answer to the question you're probably asking.

THE EMAIL

Hi [first name],

When people look at [offer name], the question I hear most is: [the #1 doubt, in their words]?

Totally fair. [Agree with the part that's true.]

Here's the honest answer: [answer the doubt with a comparison, a fact or a story].

[Do the math or paint the picture. Cost per use, time saved, or what staying stuck is costing them.]

[One short piece of proof: a quote, a result or a number.]

So if [the doubt] is the only thing stopping you, [a warm, direct nudge].

Get [offer name] →

[Your name]

P.S. Got a question I didn't answer? Hit reply. I read every one.

Or grab it here →

LINKS GO TO

Your sales page or checkout.
In the body and the P.S.

Make it *yours*

Use the doubt you actually hear. Check your replies, DMs and comments. Your audience already wrote this email for you.

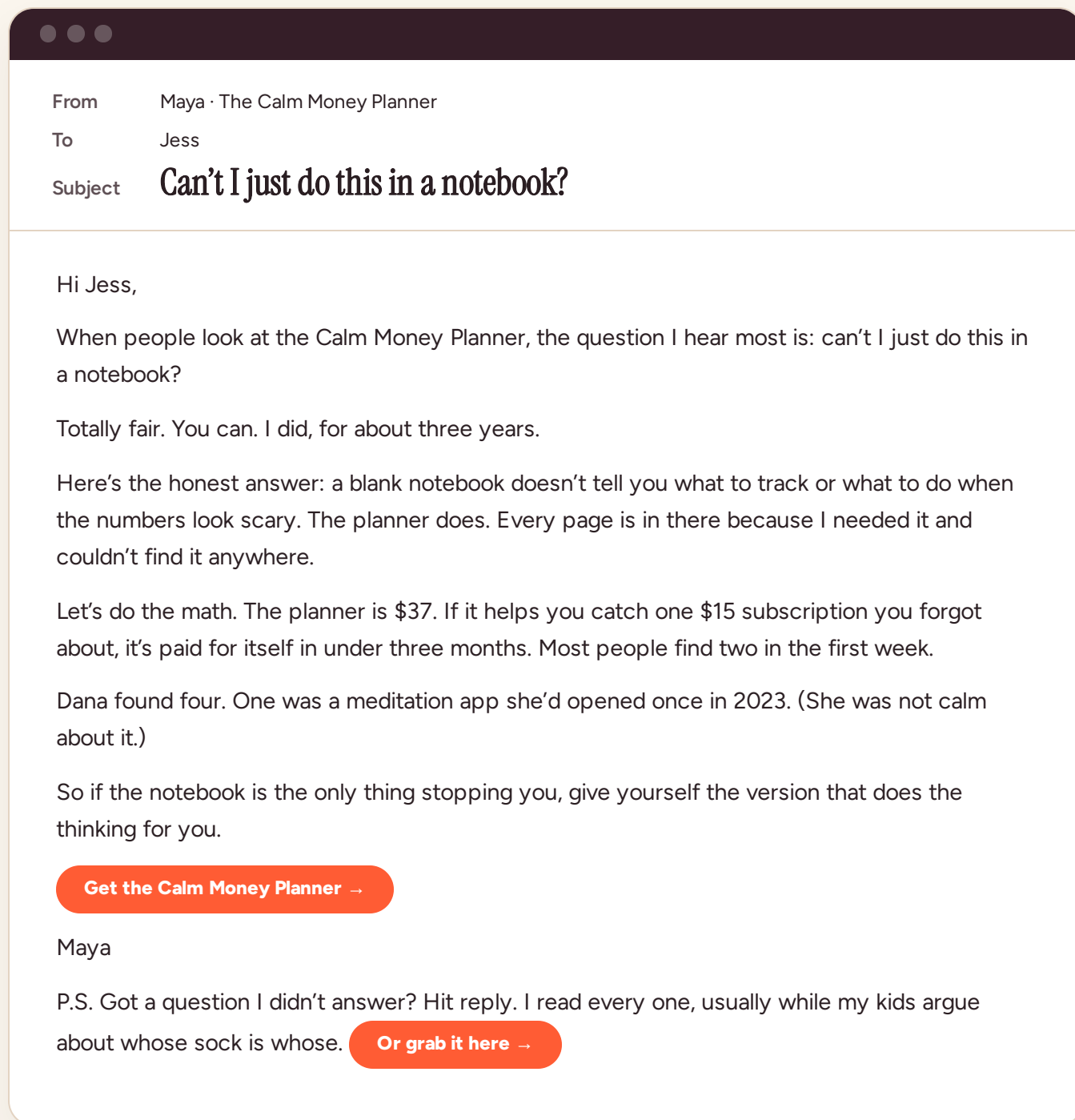
Price doubt? Do the math.
Worried it won't work for them? Tell a story about someone just like them.

Be direct. This is a sales email. Pretending it isn't makes it weird for everyone.

EMAIL 07 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



COLLAB OPENER · SWAP IN FOR EMAIL 1

COLLAB

DAY 0 · SEND INSTANTLY

The collab opener

Its job: Swap this in for Email 1 when someone joins through a partner. Deliver the freebie, thank the partner and borrow a little of the trust they already have.

PICK A SUBJECT LINE

- ✉ [Partner name] sent you my way 🙌
- ✉ Your [freebie name] (via [partner name])
- ✉ Any friend of [partner name]'s...

PREVIEW TEXT

Here's your download, plus a quick hello.

THE EMAIL

Hi [first name],

Welcome! You found me through [partner name]'s [workshop / newsletter / bundle / podcast], which means you've got great taste.

Here's your [freebie name]:

[Download it here →](#)

Quick tip: start with [the first page or step]. It's the fastest way to [the quick result].

A little about me: I'm [your name], and I help [who you help] [get what result]. [Partner name] and I [how you know each other or why you teamed up, one line].

Tomorrow I'll send you [what's coming next]. Keep an eye out for it.

Talk soon,

[Your name]

P.S. If the link plays dead on you, hit reply and I'll send it straight over.

LINKS GO TO

The freebie download. One link, nothing else to click.

Make it *yours*

Tag them by where they came from (e.g. collab-priya) so your email platform knows who gets this version instead of Email 1.

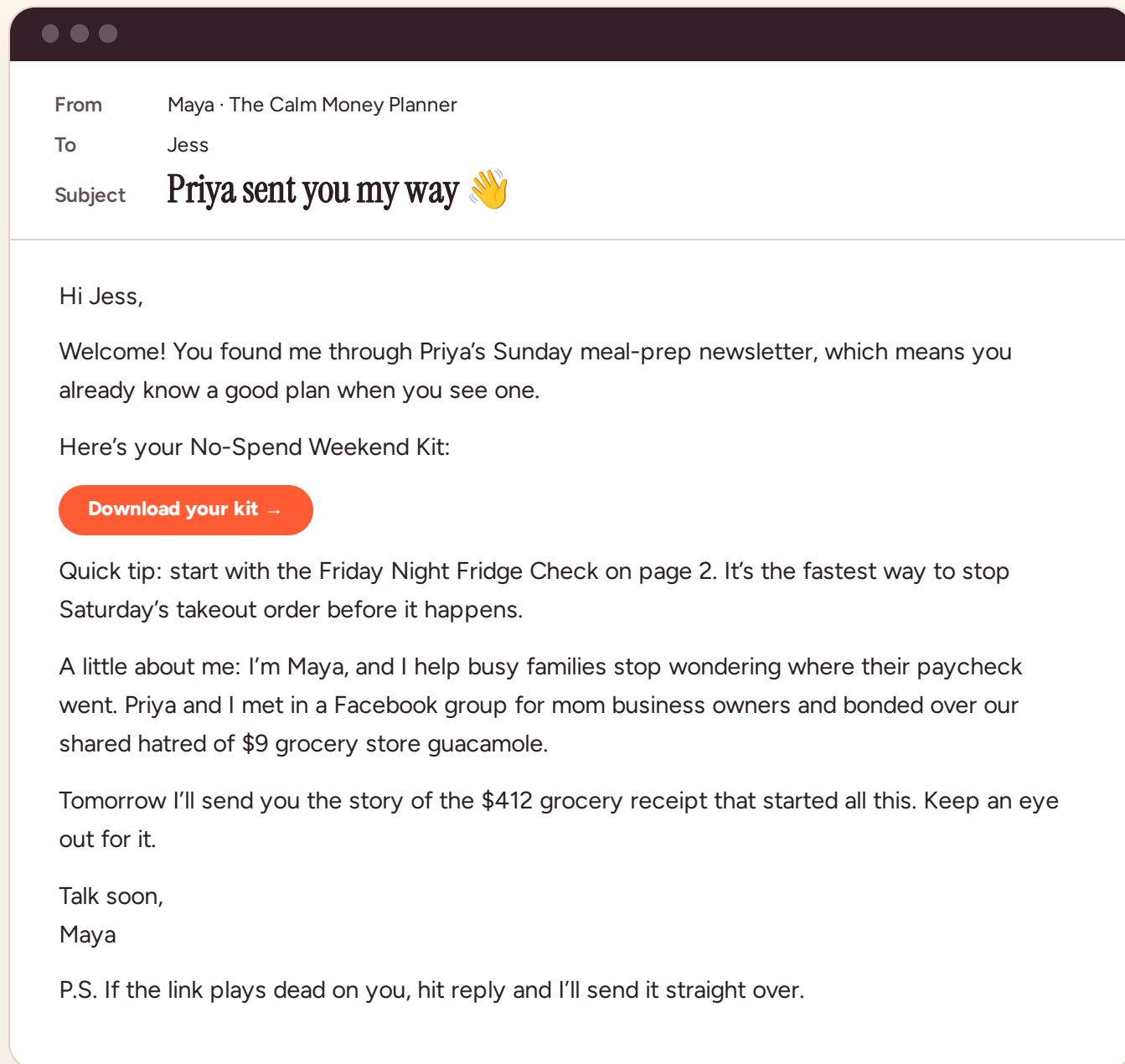
Say something nice about your partner. They might see it, and you want a second collab.

After this one, they slide straight into Email 2 like everyone else.

COLLAB OPENER · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



BEFORE YOU HIT GO

Do this once and *sleep better.*

- ☐ Every [bracket] is gone. Search your emails for “[” to be sure. (Nobody wants a “Hi [first name]” moment.)
- ☐ You’ve sent every email to yourself and clicked every link
- ☐ You’ve read at least two of them on your phone, because that’s where your subscribers will
- ☐ The delays are set: Day 0, 1, 3, 5, 7, 8 and 10
- ☐ Buyers get tagged and pulled out of the sequence, so nobody gets pitched something they already own
- ☐ Collab subscribers get the collab opener instead of Email 1
- ☐ The freebie link works in an incognito window, not just when you’re logged in

What happens after Email 7?

They bought: move them into the After-Purchase sequence. Say thanks, help them use the thing and point them to the next thing later.

They didn’t buy: send the Deadline ending from the Sales Sequence if you’re running a deadline, or roll them into your regular emails. Plenty of people buy on the second or third time they see an offer. Not buying yet isn’t a no.

THAT'S THE SEQUENCE

Now go fill in the *pink bits*.

One afternoon of filling in blanks, and you've got a sequence that keeps selling while you're off doing literally anything else.

Next up in the toolkit: the 5-email Sales Sequence and its 4-email Deadline ending, for when you want to sell harder on a deadline.

They signed up. Now they'll buy.

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