

# WRITING A NURTURING EMAIL SEQUENCE



Email nurturing using email sequences is a very powerful tool that you can implement in your biz and is one of the most effective ways you can grow your business.

## What is it?

Email nurturing is essentially an email sequence used in a CRM or automation software where a series of emails are sent over the course of days or weeks that keep your leads engaged and moving towards becoming clients.

## How do you do it?

Sit down and write out your emails. Keep your leads or potential leads at the forefront of your mind. Think about if you were engaging with a company or service for the first time, what would you like to know about them?

## Here are a few topics to consider:

- Welcome!
- Tell them about your history and how your biz came about
- Share success stories
- Share your values, core values and mission
- Share your process
- Answer questions
- Let them know how you help!
- Invite them to take the next steps



Once you have your emails ready, you can schedule them into your software!

### **Email subject lines:**

A subject line should be specific and should capture the audience.

Examples of a good subject line include:

- Do you do this?
- Are you missing out?
- This isn't good...
- Here's how we help ...

### **How often should you send emails?**

I like to spread mine over a few days, just to keep the interest peaked. I feel that every week there is too much time that has passed but we need to be mindful not to bombard them.

To overcome this, I often mention at the bottom of every email that I will be back in your inbox over the next few days to tell you about XXX" and introduce the next email.

### **The Break-up email**

As part of my sequence, I always add another email if I haven't heard back from them and automate it in such a way to make sure I'm not sending them the break-up email when they have enquired! That would not be ideal!



The Break-Up Email is simply just thanking them for their time and for getting to know you. You acknowledge that now may not be the right time for your services and simply end with a friendly, please let us know if we can help at any time and leave a very warm and friendly ending.

I hope this has helped you!

Email sequences can be overwhelming at first, but if you chunk it down and plan them out, they become very powerful and a great way to introduce your business and why people should engage with you.