EMAIL NURTURING LAUNCH BLUEPRINT

INTRODUCTION

Just a couple of years ago, it was possible to set up Facebook ads, drive traffic to a webinar and convert enough of participants into buyers to make an incredible ROI. Nowadays, in a lot of markets, it's difficult to do that. More nurturing has to happen.

I've put together this email nurturing for launch blueprint to help guide you through how to do a 14-day nurturing sequence for your email list subscribers. This blueprint works hand-in-hand with the Facebook nurturing one so if you're going to follow both approaches, make sure to work through these 2 blueprints together.

This can be used for both evergreen and launch funnels.

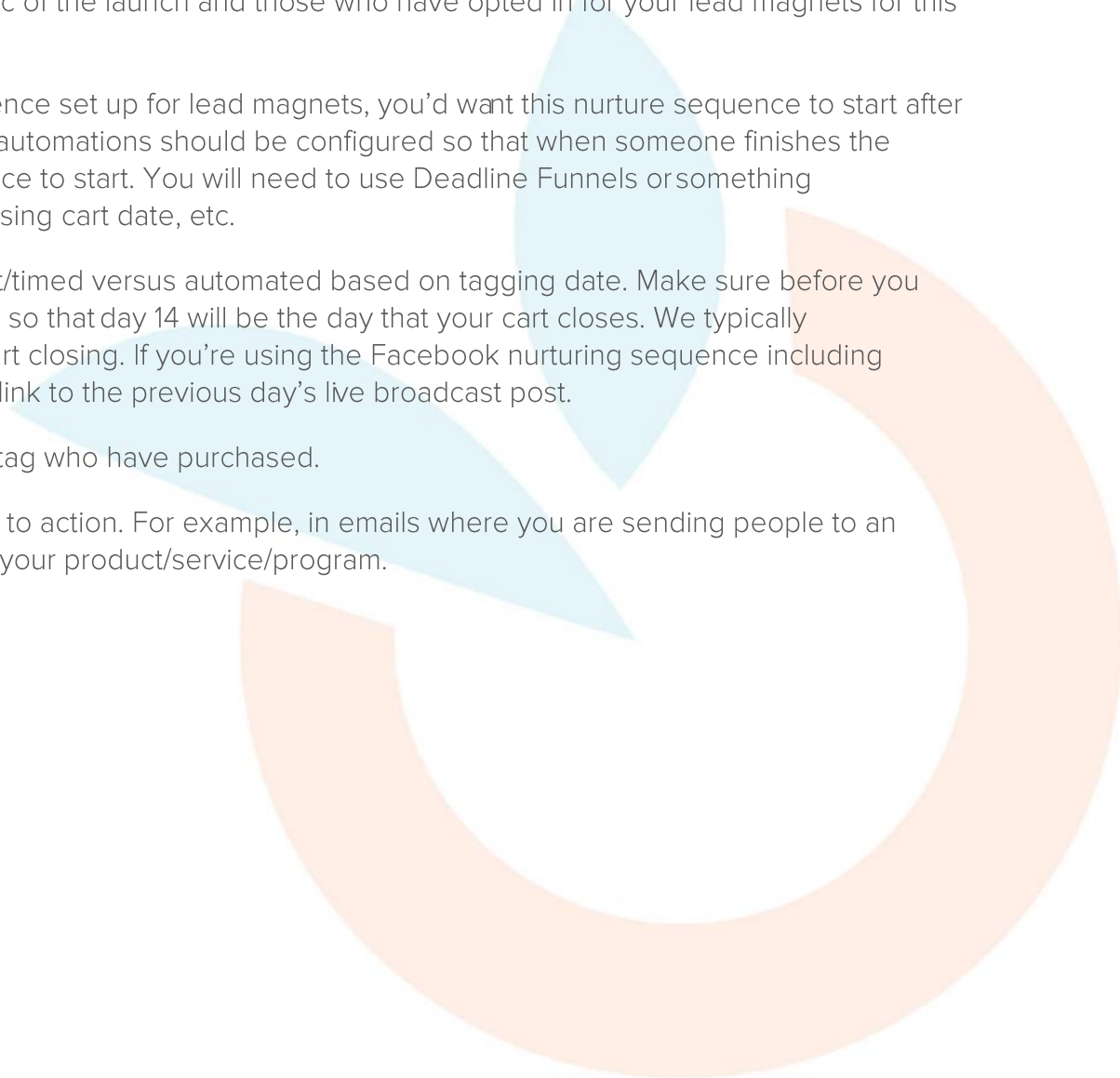*Sharon Hayes*

EMAIL NURTURE SEQUENCE GUIDELINES

I would strongly recommend that you not send this to all members of your general list. You'd want it to go to those people who have specifically cited information on the topic of the launch and those who have opted in for your lead magnets for this launch.

For evergreen funnels: If you have an email sequence set up for lead magnets, you'd want this nurture sequence to start after that sequence is over. Your email autoresponder automations should be configured so that when someone finishes the normal sequence, they get tagged for this sequence to start. You will need to use Deadline Funnels or something comparable to handle the varying order forms, closing cart date, etc.

For launch funnels: All emails should be broadcast/timed versus automated based on tagging date. Make sure before you start to look at your calendar and work backwards so that day 14 will be the day that your cart closes. We typically recommend using midnight Eastern US time for cart closing. If you're using the Facebook nurturing sequence including Facebook Live sessions, you'll want the emails to link to the previous day's live broadcast post.

You'll want to remove people from the sequence/tag who have purchased.

It's important that each email only has a single call to action. For example, in emails where you are sending people to an authority builder or blog post, you wouldn't link to your product/service/program.

DAY	DESCRIPTION	DONE
1		
2		
3		
4		

DAY	DESCRIPTION	DONE
5		
6		
7		
8		

REMOTE BLUEPRINTS
by cultivately

DAY	DESCRIPTION	DONE
9		
10		
11		
12		

REMOTE BLUEPRINTS by cultivately

DAY	DESCRIPTION	DONE
13		
14 – 10am		
14 – 6pm		
14 – 9pm		
14 – 11pm (optional)		

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DAY	DESCRIPTION	DONE
17 (optional)		
19 - 1pm (optional)		
19 - 11pm (optional)		