The four-email welcome sequence

Four short emails, sent automatically over nine days, beat a year of newsletters you never get round to writing.

> **Why a sequence, not a newsletter.** A newsletter goes to everyone at once, whenever you remember. A welcome sequence goes to each new person the week they joined, when they are most interested. Written once, runs forever, one job per email. Set it up in an afternoon in January and it works through February and March without you.

When each email sends, and its one job

#	Sends	Single job	What it is not
1	Immediately	**Deliver and reassure.** Give them what they signed up for, say who you are in two lines.	Not a sales pitch or a company history.
2	Day 2	**Show you understand the problem.** One common mistake and the plain fix.	Not a list of every service you offer.
3	Day 5	**Proof.** One real customer story with a number in it.	Not three testimonials in a row. One is more believable.
4	Day 9	**Ask.** One clear next step with a reason to do it now.	Not a discount for its own sake. Not "just checking in".

Setting it up in Mailchimp or MailerLite

1. **Decide the trigger.**
   Usually "signs up" or "tag added" (tag *guide-download* when someone takes a lead magnet). Mailchimp: Automations, Customer Journeys. MailerLite: Automations, trigger "When subscriber joins a group".
2. **Add four email steps with delays.**
   Email 1, no delay. Wait 2 days, email 2. Wait 3 days, email 3. Wait 4 days, email 4. That gives the day 0, 2, 5, 9 rhythm.
3. **Use a plain-text style template.**
   No banner, no three-column layout, a logo at most. It looks like an email from a person, lands in the inbox more reliably and reads well on a phone.
4. **One link per email.**
   The link is the job. Two links halve the clicks on each. Put it in a sentence, not a button plus a footer link plus a P.S.
5. **Sender is a person.**
   From name "Ming at JOGO Digital", not "JOGO Digital Marketing". Reply-to is a real inbox someone reads.
6. **Test it on yourself.**
   Sign up with a personal address, read all four on your phone, click every link. Then turn it on.

Email 1: send immediately

SUBJECT LINE OPTIONS

A: Here's your **[guide / price list / checklist]**
B: **[First name]**, this is what you asked for

PREHEADER

Plus the one thing most **[customer type]** get wrong.

BODY

Hi **[First name]**,

Here's the **[guide name]** you asked for: **[link]**

I'm **[Your name]**, **[role]** at **[Business]**. We've been **[doing X for customer type in area]** since **[year]**.

Over the next week I'll send you three short emails: the mistake we see most often, a story from a customer like you, and what to do if you want a hand. No daily specials, no spam.

If you have a question right now, hit reply. It comes straight to me.

[Your name]
[Business], **[mobile]**

THE ONE CALL TO ACTION

The download link. Nothing else.

Email 2: day 2

SUBJECT LINE OPTIONS

A: The **[service]** mistake we fix most often
B: Before you **[book / buy / sign]**, check this

PREHEADER

It takes two minutes to check and it's usually free to fix.

BODY

Hi **[First name]**,

Most of the **[customer type]** who call us have the same problem: **[the mistake in one plain sentence, e.g. "they've been quoted on the cheapest option and nobody mentioned the ongoing cost"]**.

Here's how to check if it applies to you: **[one or two sentences, something they can do today]**.

If it does, **[the plain fix]**. We wrote it up properly here: **[link to one blog post or service page]**

Reply if you want me to look at your situation. I'll tell you straight if you don't need us.

[Your name]

THE ONE CALL TO ACTION

Read the full write-up (service page or post).

Email 3: day 5

SUBJECT LINE OPTIONS

A: How [Customer first name] in [suburb] [got the result]
B: [Number] [unit] in [timeframe]. Here's how.

PREHEADER

A real job from [month, year], with the numbers.

BODY

Hi [First name],

[Customer first name] runs [a cafe / a rental property / a family of five] in [suburb]. When they called us in [month], [the problem, one sentence].

We [what you did, two sentences, plain].

The result: [a number: dollars saved, days faster, hours back, reviews gained]. In their words: "[one short real quote from a Google review, used with permission]."

If that sounds like your situation, reply and tell me about it: [link to the review or case study]

[Your name]

THE ONE CALL TO ACTION

See the review or case study.

Email 4: day 9

SUBJECT LINE OPTIONS

A: Want a hand with [the problem]?
B: [Number] [appointments / quotes / spots] open in [month]

PREHEADER

One step, no obligation, takes [15 minutes].

BODY

Hi [First name],

Last one from me for now. You've seen the mistake we fix most and what it looked like for [Customer first name]. If you'd like the same looked at for you, the next step is [a free 15-minute call / a fixed-price quote / a first appointment].

It takes [time], costs [nothing / $X + GST], and you'll leave knowing [the specific thing they'll know]. We have [number] spots in [February].

Book here: [booking link]

If now isn't the time, no problem. You'll hear from us [monthly / when we have something useful], and you can unsubscribe below any time.

[Your name]
[Business], [mobile]

THE ONE CALL TO ACTION

The booking link.

Subject line swipe list

Fifteen that suit a service business. Keep each under about 45 characters so a phone shows it all.

1. Here's your [guide]
2. Quick one, [First name]
3. The [service] question we get most
4. What a [service] should cost in [city]
5. Before you sign anything
6. How [Name] saved $[X] on [thing]
7. [Number] years, [number] jobs, one lesson
8. The thing nobody tells you about [topic]
9. Is [month] the right time for [service]?
10. We have [number] spots left in [month]
11. Can I ask you one question?
12. What we'd do first if we were you
13. A 2-minute check that could save you [$ / hours]
14. Last one from me (for now)
15. [Suburb]: your [Feb / March] booking link

WHERE NEW SUBSCRIBERS COME FROM

Put the sign-up form on your thank-you page, in your quote email and on the Door 12 landing page. "Get our price guide" out-performs "Subscribe to our newsletter".

Before you switch it on

- [ ] **Unsubscribe link in every email**
  Mailchimp and MailerLite add it; don't delete the footer block. Under the Spam Act 2003 it must be honoured within five business days; in practice it should be instant.
- [ ] **Your business name and physical address in the footer**
  The Spam Act requires accurate sender identification: business name, ABN and a street or PO Box address.
- [ ] **Consent is real**
  They ticked a box, downloaded something or became a customer. A bought or scraped list is not consent, and the ACMA fines for it.
- [ ] **Sender name is a person**
  "Ming at JOGO Digital", not "noreply". Reply-to goes to an inbox that gets read within a day.
- [ ] **Under 150 words each, tested on a mobile**
  Send the sequence to yourself. Check the subject isn't cut off, the link works and every placeholder is gone. If an email is over 150 words, cut the second paragraph, not the call to action.
- [ ] **Domain authentication done**
  Set up DKIM and SPF in the email tool (two or three DNS records), or Gmail and Outlook increasingly file you under spam.

Want us to write and set it up?

Ask on a free January planning call. Monthly support is $250 to $275 + GST a month; first month free if you start by 31 March.

tidycal.com/ming/lets-jogo