



**ZENPLICITY**

Marketing. Membership. Metrics.

# NEW SUBSCRIBER NURTURE SEQUENCE

My Plug & Play Framework for  
Cultivating Results-Driven  
Relationships with your Subscribers

Jamie DuBose  
[www.ZenplicityNow.com](http://www.ZenplicityNow.com)

*Hello, my friend!*

Thanks for downloading this Plug & Play New Subscriber Nurture Email Sequence!

The goal of this email sequence is to introduce your company to new subscribers and educate them on your culture, the WHY behind your business, and HOW you support customers through your offers – without sounding too pushy or gross.

You can use this Plug & Play framework in any email marketing software like ActiveCampaign, Infusionsoft, ConvertKit, Ontraport and more. If you're considering switching to a new platform and want some help deciding on which is best for your business, reach out and we'd be happy to help you choose.

Please keep in mind that you do not have to use all of these emails if you aren't comfortable. Pick a few that feel good and start there. But I promise you won't be spamming your list by sending them high quality, engaging and valuable emails included in this email sequence.

The timing of these emails is ultimately up to you, but the closer to their initial opt-in, the higher the engagement will be. I recommend sending all of these within the first 7-10 days of their opt-in.

If you want to explore options for creating a seamless and engaging customer value journey for your clients, schedule your free consultation with me by visiting [www.ZenplicityNow.com/chat](http://www.ZenplicityNow.com/chat)

Let's dive in!

# Email 01

## Delivery of the Opt-in or free gift

This is (most likely!) the first interaction your new subscriber will have with you and your brand, so let's make a good first impression!

Open the email with a warm, engaging tone and let him/her know how thankful you are for their choice to subscribe.

Don't withhold the goods you promised! Include a link for the deliverable or the free download that you promised in the opt-in or lead magnet landing page.

Make sure your download is prominently displayed and double check that your link is accurate. It's *the worst* to send an email with a free resource only to have your new subscriber reply and tell you the link is broken.

This is where most people make a mistake -- don't drag on and on about yourself in this email. Keep it short, sweet and simple with the 3 G's:

- your greetings
- your gratitude
- your gift

Sign off your email by letting them know you'll be emailing them within the next couple days to check in on them about XYZ.

# Email 02

## Introductions + Who I am

This email is all about establishing a good rapport through introductions and inviting your new subscriber to learn about you.

This is also a great spot to let your subscriber know how often he or she can expect to hear from you. It's okay to keep it general like: "You'll be hearing from me when I have something valuable to share that I think you'll find helpful". But giving them an idea of how often you'll pop into the inbox will help set expectations.

This email can help reinforce why your subscriber signed up in the first place. Reflect your ideal client avatar back to them, and call out specific pain points you've noticed among your ideal clients. This will help your new subscriber feel like "you get them" and understand who they are, what they're struggling with so they'll feel confident they're in the right place to get support.

Remember, we're not telling him/her how we can help him/her....yet!

One of my fave methods of writing this email is to use the "I believe" format and share a few of my beliefs or core company values.

Wrap up this email by asking your subscriber to answer a quick question about themselves to help you segment your list. Have 3 choices that will help your subscriber self-identify with as a segment of your audience.

Don't forget a Call to Action inviting your subscriber to reply and answer your question. Or if you want to get really fancy, make each "answer" a link to a resource page with articles or tips they may find useful. Then tag anyone who clicks the link with a segmentation tag.

# EXAMPLE

*That's enough about me! I want to hear more about you. Which ONE of these statements resonates most deeply for you:*

- *I feel like all I'm doing is promoting promoting promoting, but I'm not seeing sales.*
- *I feel like I'm bleeding money, and I have no idea if my marketing is even working.*
- *I feel like I'm ready to move away from 1:1 support and build a membership program.*

# SWIPE

That's enough about me! I want to hear more about you! Which ONE of these statements resonates most deeply for you:

- "I feel" statement Segment 1 will identify with
- "I feel" statement Segment 2 will identify with
- "I feel" statement Segment 3 will identify with

# Email 03

## The Big WHY

Vulnerability is the key to establishing trust with another human. And that's the whole point of a New Subscriber Nurture Sequence.

I don't mean to sound cliché, but it's true. Don't be afraid to be vulnerable and share your WHY with your subscriber.

This email is the perfect place for your origin story for why you started your business. We all have a story, and the best part is that your story is unique and special just like you.

If you don't have an origin story you want to share, you can use this email to connect with your subscriber by telling a story of how *they* may be feeling or relate to them with some common scenarios you hear your clients share before they start working with you. Then you can use those feelings to connect the reader to your WHY or your mission statement.

### **For example:**

*I created Zenplicity because I want to show service providers, coaches, and visionaries like you that there is no one-size-fits-all method to digital marketing that works for every business.*

It's also a good idea to reaffirm another layer of connection at the end of this email and express your desire to support them even if they never pay you a dime. Keep reading for an excellent example of how I do this.



# EXAMPLE

I wanna walk you through those three pillars I mentioned yesterday (marketing, membership, and metrics) because even if we never have a chance to connect on zoom or work together, I want you to have a place to start when you're ready to start thinking about building a more aligned marketing strategy to help you go from stressed to supported in your business.

# SWIPE

I want to walk you through \_\_\_\_\_ I mentioned yesterday because even if we never have a chance to connect on zoom or work together, I want you to have a place to start when you're ready to \_\_\_\_\_ to help you \_\_\_\_\_.

# Email 04

## How to set ourselves apart

Someone once told me, "You have to create an us vs. them mindset".

And while I don't believe the context in which I was receiving that nugget of wisdom was entirely valid, I *do* believe in the concept of standing out from our competitors.

And that is what this email aims to do.

This email is the turning point of this New Subscriber Nurture Sequence. It's the email when it's time to unveil a little more truth and distinguish yourself from "the others".

Chances are you are passionate about your work, the services you provide, and the value you bring to clients who work with you. This is your chance to brag a little bit and share what makes you unique and different to show why people love to work with you.

Imagine that the reader needs to be convinced that you have an edge. While we're talking about edges, I want to stress that this *in no way, shape or form* suggests that you should be mean, hurtful or disrespectful to your competitors.

I believe there's enough business to go around, and the point is not to shame or bash other similar providers to convince people to work with you.

But there is nothing wrong with talking about yourself in a way that positions you as an expert and authority in your market.



# Email 05

## Human Connection + Lessons

I think "human connection" is becoming a buzz-phrase in the online marketing world.

But it's not a fad I'm upset about because despite the soaring popularity of trying to create more human connections through email marketing, some folks are still missing the mark.

And I don't want you to be one of those folks.

In our fifth email of our New Subscriber Nurture Sequence, we want to save the reader time/energy/effort by sharing the lessons we've learned through experiences that have made us stronger, smarter, or better at what we do.

For example, if you are a mindfulness coach that helps others learn powerful techniques to control their anxiety and lead more productive, successful lives, you could give some examples of scenarios when you needed mindfulness techniques that you teach to help you overcome obstacles.

The "point" of this email is to show the reader that *they're* the hero of the story - not you. You're the guide that can help them get there.

Use this email as an opportunity to paint a before-and-after picture using success stories from clients that have worked with you. Just be careful not to shine the spotlight on you and your services.

The focus should be on the HERO. The client. The reader who is relating to the story you're telling.

# Email 06

## How can I help?

Picture this.

You're sitting in a quaint little coffee shop with good windows and up-cycled coffee mugs. There's an acoustic guitar player on the mini stage strumming tunes in the corner. Your triple shot grande hazelnut latte with coconut milk is steaming on the table.

You're listening intently as your best friend tells you about the recent problem she's been facing. She's searching for your guidance because she knows you've been in her shoes. And she's eager to find a solution, but she's not quite sure how to form the words to really ask for what she needs.

You circle your finger around the top of your ceramic mug with a design in the foam, look her in the eye and ask: "How can I help?"

This is the same exact vibe this email needs to have.

There's nothing pushy or desperate going on here. You genuinely want to help your people with the knowledge, experience and specialty that you bring to the proverbial coffeehouse table.

Use this email as an opportunity to shine light on your gifts and give an invitation to your reader by sharing the types of solutions you can offer them through your services.

# Email 07

## Meet my community!

Regardless of whether you identify as an extrovert or an introvert, all humans have the innate desire to connect with other humans.

I'm sure you can think of one, two or maybe several communities that you've been part of that have made you feel special, seen and welcome. You've probably shared stories within that group that you otherwise likely wouldn't have shared with just anybody. The whole reason you wanted to become part of the community was because of something you had in common with the others.

Your email subscriber is no different! He or she wants to connect with you and your community.

This email is the place to feature client testimonials, case studies or other stories that will let your reader relate to others who you've been able to help in the past.

Your tone needs to be encouraging but not pushy. Remember -- you are not pitching services in this email sequence!

End this email with a reminder of what to expect next, whether that's an invitation to hear more about an offer you'll be sharing or an invitation to join a Facebook community where they can connect with other colleagues who share similarities and issues that you help regularly through the group.

Sign off letting them know you're excited to connect with them soon, and remind them to reach out directly if they need guidance, support or just want to say hello. :)

*There you have it, friend!*

Whoop whoop! You are ready to write your New Subscriber Nurture Sequence!

Follow the tips and suggestions I tell you in this resource, and I promise your subscribers will be more engaged, connected, and excited to work with you.

*We get by with a little help from our friends.*

Do you have a biz buddy that could use a little help crafting their own New Subscriber Nurture Sequence?

Send them to [www.zenplicitynow.com/nurture](http://www.zenplicitynow.com/nurture) so they can download their own copy of this valuable resource.

Thank you in advance for helping more business owners create more results-driven relationships through the power of email marketing!

*Stop by and say hello!*

I'd love to hear from you on social media!

My favorite spots are on Instagram and Facebook. You can follow me at [@jamiedubose](https://www.instagram.com/jamiedubose) or find me at [www.facebook.com/Zenplicity](http://www.facebook.com/Zenplicity).

Until next time!

*Jamie*