



Checklist 9: Indoctrination Email Series Checklist

Project Name: _____

Date: _____

Yes No

The indoctrination series, in this case, is to inform the clients about your brand, about what you can to offer then, what's to come in future emails and most importantly to build trust with the new prospect.

Email #1 - The Welcome Email

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | A Clear Subject Line Welcoming or Thanking The Subscriber. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | A personal opening introducing yourself. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Reminder of what they signed up for and the benefits. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | How to connect with you. (Social Media or support links) | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | How to whitelist your email and move to primary inbox. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | A teaser of what's to come in the next email. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 7 A friendly sign off with a link to the download they signed up for.

Email #2 - Providing More Value & Over Delivering

- 1 In the opening paragraph remind them about what they recently signed up for.
- 2 Next deliver value as promised in your previous email. (in the email or a report)
- 3 Build trust by telling them know you are around to answer any questions they have by asking them to reply.
- 4 Sign off letting them know you'll have more training coming in a few days but tomorrow you're going to share a valuable lesson. (Give hints if you wish but don't spell it out. Keep them curious.

Email #3 - Getting Personal / Storytelling

- 1 In this email share something about yourself or your brand. Try to build a connection with your audience stating they were once in the place they were and you succeed in whatever the goal. You could also share a case study from your own results or the results from one of your clients.

Email #4 - More Value With Extra Training Leading Towards An Offer

- 1 Send this email 2 days after the previous.

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- 2 In this email offer massive value providing something for free. It could be a report, a checklist, a video talking about a particular topic. You can drop a link inside the report to the main paid product but main goal here is informing the subscriber about the product.

Email #5 - Offer Introduction

- 1 Reminder them about the free report or training you sent in the previous email.
- 2 Talk about the offer and results you or others have got from it.
- 3 Make the offer pricing irresistible if it's front end offer to higher priced products.
- 4 Try to add some urgency by including a limited time coupon.

Email #6 - Offer Reminder

- 1 In this email we remind them about the offer
- 2 Talk about the benefits and features

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- 3 Talk about the success stories

- 4 Reminder about the coupon or urgency

- 5 Link to the offer

- 6 Friendly sign off

Email #7 - Offer Final / Hard Sell

- 1 In the last email tell them it's decision time on the offer.

- 2 Send between 18 - 36 hours before the offer expires for maximum conversions.

- 3 Keep the email short and straight to the point.

- 4 Encourage them to take action to but if it's not for them you'll have more awesome content coming in the coming weeks.

Notes