

An idea for an auto-sequence could be (and you can do it anyway you like!):

Day One, Email 1 = Confirmation email - *sent automatically when person signs up and you've captured their information.*

Day One, Email 2 = Welcome email which also includes the link to the download.

Day Two, Email 3 = Follow up, 'So glad to share our gift with you!' and whatever else...

Day 3-5, Email 4 = Follow up, 'Hope you are enjoying the 30 Day Empowerment Journal...'

Sent 5 days after email 4, Email 5 = Follow up, 'How is the journal going? I was thinking of you today because when I journeyed through this part of the journal, I was experiencing...' or whatever...

Sent 7 days later, Email 6 = *consider including some transformational testimonials in here!* They'll resonate with how readers are beginning to feel about their journal experience and you can include some probing questions with an invitation to share how things are going with the reader.

Sent toward end of month, maybe around 25th, Email 7 = "We're drawing toward the end of the 30 Day Empowerment experience. What do you think? What have you learned/gained?" etc. "If this was as impactful for you as it has been for so many others, I want to let you in on a little secret...we have [introduce your product or service]! As a thank you for taking part in the 30 Day Emp...we'd like to give you one of the first slots/opportunities to sign up! We're not opening this to the public until [date]...' Or whatever you want, that's just an example of something you can do. This can always change based on whatever it is you are offering. The point is to make it sound urgent and limited. ***Be sure to remove those who DO upgrade off this list and onto the new one. You don't want them to see the extra special offer coming later!***

Sent on day 29/30, Email 8 = This is it! 30 day mark! We hope you've loved this journal as much as we have. We poured our hearts into it hoping to make it a truly empowering experience....etc.

Sent day 33-37, Email 9 = *An irresistible offer for those who did not take you up on the initial upgrade offer. A little extra something thrown in, or a 12- hour fast-action discount...something that sits well with you that will appeal to your audience, but also not betray those who signed up early. ***Again, remove those who took you up on it off this list and onto the new one!****

Send maybe a week or so later, Email 10 = If you would like to remain on our list, please click here! (be sure it gets them on a new list so they don't go through this cycle again)...we'd hate to see you go, but we understand! Please unsubscribe here.

We also talked about in the body of your emails, anytime you used the word

'empower/empowerment' or even 'WISE' etc. have it link to a private/exclusive page on your website only for these visitors who are part of this email sequence. The page will be about what empowerment means to you and Judy personally. Maybe other WISE women testimonials or experiences. Get personal so people can relate. Maybe provide an additional download - like an inspirational quote sheet, bookmark for their journal, tip sheet, I don't know-something that will be useful. Give them more than they expect but whatever it is, keep with the theme of empowerment.

Then of course, every time WISE is mentioned in this page, it goes to your actual WISE women website. It also wouldn't hurt to have an actual invitation to visit the website at the end, and maybe a coupon they can print off to come for free to one of the luncheons? Or come for \$3 instead of \$5?

Be sure to let me know if you have any questions. :O)

Good luck! You're doing an awesome job!