

# Inbound email automation

## Email 1: Deliver what you promise

Day 0

### How to write this email?

Did your lead request a resource, premium content or something else?

At this stage, the most important step is to over-deliver what you promised in exchange for their contact information.

If they signed-up to your blog or newsletter, send them the best piece of your content you have to offer.

If your lead signed-up for a call with you, send a confirmation email and a very educational email or article related to your services and the contents of your future call.

### How to write these emails?

These emails should focus on educating your customers about who you are as a brand.

- What do you stand for?
- What is your voice?
- Why people love you?
- Why should prospects listen to you?
- Why should they follow you on social media?

Secondly, emails 2 & 3 should also include THE BEST content you have. You have a very limited time when you can persuade your leads that you are the brand they should listen to and get their information from.

## Email 2 & 3: Educate and Endear

Days 2 & 3

### How to write this email?

This email must be directly related to Email 1.

It can be a piece of information or a premium content that will complement the information in the email.

Your leads are interested enough in the topic to leave their information, hence they are ready to consume more relevant content.

This email must be a no-brainer, value giving piece targeted at a very relevant audience based on the initial opt-in.

## Email 4: Great resource related to Email 1

Day 4

### How to write this email?

By now you've communicated what your brand stands for, you showed that you are the expert in your niche through relevant content, and you kept your audience engaged via content over a period of time.

Now is the time to convert readers into customers. Do this by offering a great amount of value for a deep discount (cost: \$1-\$25). This so called 'trip wire' will warm up your audience for larger purchases in the future.

## Email 5: Low cost offer

Days 4 or 5

