



## Subscriber Relationship-Building 101

What happens after a person enters in their name and email to get your free gift is critical for effectively building a loyal subscriber base.

Perhaps the person receives a thank you email with details about how to access the free gift and then gets the next “regular” broadcast publication. (i.e., getting the next newsletter or email you send out.)

While this isn’t terrible (at least the person is receiving a thank you email), there is something else you can put into place that will have a HUGE impact on how quickly and solidly you develop the relationship between you and your new subscriber.

### The “Getting-To-Know-You” Email Sequence

When someone signs up to get your free gift you need to assume that the person is a complete stranger and they know nothing about you and what you have to offer. You really don’t know anything about them either, other than they were interested enough in your free gift to give you their name and email address.

This is your golden opportunity! You can create a powerful and engaging sequence of email messages that systematically gets sent over a period of time to every new subscriber who joins your list.

This is so important because without an effective system in place, what often happens is someone will sign up to get your free gift and join your list, get busy, forget about it and then when they receive your next newsletter they unsubscribe because they feel no connection to you and in fact might even report your email as spam because they don’t even remember signing up on your list.

Instead, compare that to this optimal scenario: A person signs up for your free gift. She immediately receives an email that not only gives her the details about how to access the free gift, but it warmly welcomes and acknowledges her. You make a personal connection and start building a lasting relationship.

This scenario is possible when you create a sequence of email messages, often called an AutoResponder or Follow-Up Sequence, where you connect, give value and quickly establish a strong bond between you and your new subscriber.

## How the “Getting-To-Know-You” Email Sequence Works

1. You need an email management service that enables you to create an AutoResponder or Follow-Up Email sequence. Virtually all of the popular and reputable services provide this functionality.
2. Write 3-5+ email messages that will be delivered to your new subscribers.
3. Determine and set up the schedule for your email messages. For example, if you have 4 email messages, your schedule might look like this:
  - a. Email #1 – Sent immediately
  - b. Email #2 – Sent on Day #2 (two day after the person signs up)
  - c. Email #3 – Sent on Day #4 (four days after the person signs up)
  - d. Email #4 – Sent on Day #6 (six days after the person signs up – this should be your "Welcome to My Newsletter List" Email)

## Ingredients for a Powerful “Getting-To-Know-You” Email Sequence

An effective “Getting-To-Know-You” Email Sequence is about establishing a connection, showing up as a real person who truly cares about the new subscriber, supporting the person in “consuming” (using, taking advantage of) your free gift, continuing to add value and be of service and then making an offer or issuing a specific invitation.

Here’s a model of what to include in each message of a 4 part “Getting-To-Know-You” Email Sequence:

### Email #1: The Welcome Email – Send immediately after sign-up

1. Welcome and acknowledge.
2. Provide details about how to claim free gift (e.g., download instructions).
3. Offer suggestions on how to “consume” or utilize your free gift.
4. Share a little information about yourself – focus on sharing information that relates to what you coach on.
5. Let them know you’ll check-in in a few days.

### Email #2: The Value Email – Send 2 days after sign-up

1. Begin by reminding them who you are and why you are email, e.g., “Michelle here with a quick check in about...”
2. Add a nugget of value. You can do this by reiterating an important point from your free gift, asking a powerful question, providing an additional resource, checking in on a recommended action step, etc.
3. Share a client success story that relates to what the free gift focuses on. This provides inspiration for the reader and helps build your credibility.
4. In this email you can also share a little more about yourself and your story. Remember, one of your big goals is to build a strong bond and connection. Sharing about yourself is a fantastic way to do this.

**Email #3: The Offer Email – Send 4 days after sign-up**

1. Begin again with a quick reminder of who you are and why you are emailing, e.g., “Michelle here. I thought of something you could really benefit from...”
2. Add a nugget of value and/or share a client success story.
3. Make an offer. You could invite the person to have a complimentary coaching session with you, you could share about a product or home study course you have available, etc.

**Email #4: The Welcome To My List Email – Send 6 days after sign-up**

1. Acknowledge that you've been emailing them about the topic of your free gift and you realized you haven't yet officially welcomed them to your community.
2. Tell them about other resources you have available and how you look forward to continue being of service to them through your email newsletter.
3. Tell them what kinds of great things you share in your email newsletter so they are excited to receive it and open it.
4. In the P.S. tell them how they can unsubscribe.

Your series could be much longer, but if you have at least 4 email messages, that's a great start. After they receive your "Welcome to My List" Email be sure to now add them to your email list!