

INITIAL WELCOME AND LEAD MAGNET DELIVERY SEQUENCE

Your email automation sequence for delivering your Lead Magnet will consist of 2 Emails:

Email 1

- Quick introduction and welcome.
- Make sure to reference your freebie in the subject line.
- Share a brief message about your mission in a way that references the Lead Magnet you're delivering. You can save the more in depth intro for your New Subscriber Sequence.
- Grant them access to your freebie.

Email 2

- Delivered 1-3 hours after initial email making sure they received it.
- Include freebie access info again.
- Encourage a small form of engagement like replying to your email by asking them a question.

ActiveCampaign Email Sequence Automation Template

<https://tplshare.com/IVAxLaW>