Lead Generator

Follow-Up Email Sequence Template

A simple email sequence to send out to your audience after they just opted into a lead generator.

Email #1 - Confirmation Email (Double Opt-In) - optional

[SUBJECT] Response Required: Please confirm your **[Report, video, webinar-replay, etc.]** request

Hey #FIRST#

[Your name] here :-)

Please click the link below and we'll send your **[Report, video, webinar-replay, etc.]**, "**[Name / Title of the freebie they are requesting]**", immediately.

To confirm your request, please click here.

Click the link above to confirm your email address and receive the **[Report, video, webinar-replay, etc.]** you requested so you can **[What's the big payoff of the freebie they are requesting starting with a VERB]**.

If you do not want to receive any communication, please ignore this message.

Thanks,

[Your name]
[Your title]

"**[Catchy "tagline" statement that goes with your business]**"

Email #2: Send Their Freebie

[SUBJECT] Here's your **[Report,video, webinar-replay, etc.]**, #FIRST#

Hi #FIRST#

Here's the **[Report, video, webinar-replay, etc.]**, "**[Name / Title of the freebie they are requesting]**", you requested to help you to **[What's the big payoff of the freebie they are requesting starting with a VERB]**! :-)

You can access it here: **[Download URL]**

[Your target audience] just like you have used this **[Report, video, webinar-replay, etc.]** to get amazing results with **[Your main topic]**, and now you can too!

Please let us know what you think!

We'd love to hear from you.

Please join in the discussion with us over on Facebook where you can meet like-minded **[Your target audience]** and get your **[Your main topic]** questions answered :-)

[Your Facebook URL]

See you there!

Thanks,

[Your name]
[Your title]

"**[Catchy "tagline" statement that goes with your business]**"

Email #3: Introduction / Origin Story

[SUBJECT] Very few people know this about me #FIRST#...

Hi #FIRST#

I sure hope you're enjoying the **[Report, video, webinar-replay, etc.]** you requested.
(If you haven't already, you can grab it here **[Download URL]**)

A lot of people don't know this about me, but I really struggled when I got started with **[Your main topic]**.

Here's my story...

[Tell your story]

So if you're serious about getting great results with **[Your main topic]**, then please check out **[URL for next step]** right now for more information on how you can **[What's the big payoff of the freebie they are requesting starting with a VERB]** fast!

=> **[URL for next step]**

See you there!

Thanks,

[Your name]
[Your title]

"**[Catchy "tagline" statement that goes with your business]**"