

Email Sequence

DAY #	TYPE OF EMAIL
	New Subscriber subscribes
0	Welcome email with their opt in.
1-7	The remainder of their opt-in training (if that is what they opted in for) or purely relevant informational emails designed to educate. NO SALES
	Move the subscribers out of the opt-in sequence and into your regular sales sequence
	START SEQUENCE
1	Quick tip, one paragraph on topic related to your first product. Include sales link.
2	Nothing
3	Longer form content introducing the creator or the topic and why is matters to your reader. Soft sell link at the bottom.
4	Nothing
5	More content, soft sell link
6	Quick content, hard sell
7	Nothing
8	Content, and soft sell of product 2
9	Nothing
10	Quick promo of Product 2
11	Nothing
12	Nothing
13	Content, soft sell product 2
14	Content, Hard Sell
15	Hard sell, Final Offer
16	Nothing
	This is then a rinse and repeat process. Following this sequence you are always providing more valuable content than sales pitches and the days that you are sending nothing is a great time to promote one of your own articles. I follow this sequence manually, sending an email every day. You can however set up an auto responder to do it for you.

This is my personal sequence and I hope you have great success using it yourself.

Go forth and prosper, [Queen Optimize](#)

{ NOTES }