



# **5-Email Funnel Sequence**

**Plug-and-play copy templates**



# Nomadic Funnel Launch Pack

## 5-Email Plug-and-Play Funnel Sequence

### To Edit This Sequence

Open the Google Doc version [linked here](#) and go to File > Make a copy to customize your own version.

### Fill These Out Before Copying:

- Offer Name: **[YOUR OFFER NAME]**
  - Who it's for: **[YOUR TARGET AUDIENCE]**
  - What it helps with: **[DESIRED RESULT]**
  - Big frustration it solves: **[COMMON FRUSTRATION]**
  - Funnel/Download Link: **[LINK TO YOUR PAGE]**
- 

### Email 1 – Welcome + Freebie Delivery

**Subject Line:** 🎉 You're In! Let's Launch That Funnel

**Purpose:** Deliver the freebie + build trust

Hey [First Name],

Welcome to the wild side of the web — the part where your funnel finally gets launched.

Here's your Nomadic Funnel Launch Pack:

👉 **[INSERT DOWNLOAD LINK]**

Inside you'll find my go-to map, checklist, and templates to help you skip the guesswork and start building a system that actually earns from the road.

This is the same framework I use when building funnels for clients — proven, repeatable, and easy to customize.

Next email: I'll show you how this all fits together — and how not to screw it up. 😊

Roll on,

Marshall

Founder, Mellow Nomadic Web Design

## Email 2 – Nurture / Teach

**Subject Line:** Why Funnels Are Better Than Websites

**Purpose:** Reframe the value of a funnel

Hey [First Name],

Most websites just sit there.

Funnels, though? Funnels are systems — built to guide people from "maybe" to "hell yes" on autopilot.

Here's the magic:



They capture leads



Nurture trust



Convert while you sleep

Your Launch Pack shows how to do this without fancy software or a big audience. Even if you're just starting out.

Next up: I'll walk you through the exact order your funnel emails should go in. (And what most people mess up.)

Catch you tomorrow,  
Marshall



## Email 3 – Bridge

**Subject Line:** The 5 Funnel Emails You Actually Need

**Purpose:** Show the logic of the full sequence

Hey [First Name],

Here's the breakdown of your 5-email sequence:

1. **\*\*Welcome\*\*** – deliver value + set tone
2. **\*\*Nurture\*\*** – teach a core concept
3. **\*\*Bridge\*\*** – shift belief or overcome doubt
4. **\*\*Pitch\*\*** – invite them to take action
5. **\*\*Follow-Up\*\*** – remind them what they'll miss

It's simple, but powerful.

If you're using my plug-and-play version from the Launch Pack — just tweak the details to match your voice or offer.

Want me to take a look at your setup? Keep reading...

Next email: I'll share my favorite script for pitching — without feeling gross or salesy.

– Marshall



## Email 4 – Pitch

**Subject Line:** Ready to Launch Your Funnel? Here's How.

**Purpose:** Invite them to take action or sign up

Hey [First Name],

Here's the part most people freeze on: making the offer.

Let me make this easy:

>> Here's my simple script:

"What I've got can help you get **[DESIRED RESULT]** without **[COMMON FRUSTRATION]**. You in?"

🎯 Want to launch your funnel fast?

Here's what I recommend:

👉 **[YOUR TOOL LINK]**

Or if you want to skip the tech completely...

Reply to this email and say: "Let's build it, Mellow." I'll show you the next step.

– Marshall



## Email 5 – Follow-Up

**Subject Line:** Don't Miss This — Funnel Tools + Bonuses

**Purpose:** Final reminder or upsell CTA

Hey [First Name],

Just a quick nudge — your Funnel Launch Pack isn't going to launch itself.

Inside:

- ✓ My funnel map & checklist
- ✓ Plug-and-play email templates
- ✓ Setup tools you can use for free

**Optional (but highly recommended):**

I offer a few private strategy calls each month.

Only 10 spots max.

Book yours here if you're serious about building a system that earns:

👉 **[INSERT YOUR CALENDLY OR OTHER LINK]**

Or keep rolling solo — and let me know when your funnel goes live. I'd love to see it!

Keep building,  
Marshall