



Launch Email Sales Sequence Samples

Your audience has already shown interest—now it's time to follow up, connect, and be a stand for each buyer type. This email sequence is designed to meet them where they are, whether they're ready to jump in, feeling unsure, or needing a final nudge. Consistency in follow up is key to turning interest into action.

Research shows that buyers will require 5 - 7 follow up touch points. Below is a suggested outline feel free to tweak it to match your brand messaging and tone. The goal? Support your potential clients, overcome their hesitations, and help them make the best decision for their growth.

Day 1-2: Targeting Ready & Decisive Buyers

Email 1: [Replay + Offer Details]

Subject: " Here's your replay + next step"

Content:

Replay link & summary of key takeaways.

Outline the transformation: where they are now vs. where they'll be after the program.

Call-to-action: "Doors are open - secure your spot here"

Email 2: [Success Story + Limited-Time Bonus]

Subject: "What's possible for you when you join [Program Name]"

Content:

Share a client success story to reinforce the transformation.

Remind them when bonuses expire (if applicable).

Call-to-action: "Bonus disappears at [time]. Join now."

Day 3-4: Targeting Ready but Indecisive Buyers

Email 3: [Handling Common Objections]

Subject: "Your questions answered"

Content:

Address top objections (time, money, fear of group sharing).

Share how past clients overcame these and saw results.

Call-to-action: "Still unsure? Hit reply and let's chat." or "Book a call" or "DM me here"



Email 4: [The Time is Now]

Subject: "If not now, when?"

Content:

Encourage them to trust their desire to join.

Emphasize why now is the perfect time to take action.

Call-to-action: "Doors close soon. Secure your spot here."

Day 5: Targeting Very Indecisive Buyers

Email 5: [Behind-the-Scenes + Live Invite]

Subject: "Still on the fence? Let's talk about it."

Content:

Share more program details + past client wins.

Announce a live Q&A for final questions.

Call-to-action: "Join me live here, or reply with your question"

Example: "We have covered so much in this hour/3 days together, I've loved seeing your breakthroughs and transformations, imagine if these are the results after just an hour/3 days, what we could do in 12 weeks together!"

Day 6-7: Creating Urgency & Celebrating Buyers

Email 6: [Celebrating New Members + Limited Spots]

Subject: "🎉 We're welcoming new members. Are you in?"

Content:

Celebrate new members and share excitement.

Mention limited spots left (if applicable).

Call-to-action: "There's still time to join here"

Email 7: [Final 24-Hour Warning]

Subject: "🚨 24 hours left. Your last chance to join"

Content:

Remind them why now is the time to act (doors closing, no more opportunities

this year, etc.).

Recap key benefits & transformation of the program.

Call-to-action: "Join now before doors close"



Email 8: [Final Call - Doors Closing in a Few Hours]

Subject: "🕒 Doors closing in just a few hours – this is it"

Content:

Last chance reminder: enrollment closes tonight

A quick recap of program details and transformation.

Call-to-action: “Click here to secure your spot before it’s too late”