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# Email Marketing Sequence Templates

Starter structures for welcome, nurture, and re-engagement sequences — 11 emails across 3 sequences, ready to adapt to your own voice and offer.

A free template pack from The Nexa Solutions · [thanexasolutions.com](https://thanexasolutions.com)

# How to Use These Templates

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Each sequence below is a structure, not a script — the subject lines and message angles are starting points to adapt to your own voice, offer, and audience. What matters most is the order and purpose of each email, not the exact wording.

All three sequences assume you're sending through a standard email platform (Mailchimp, Klaviyo, ActiveCampaign, or similar) with basic automation — triggered by a signup date, a tag, or an inactivity window.

## **A word on tone**

Every subject line and message angle below should be rewritten in your own voice before sending — treat them as a checklist of what each email needs to accomplish, not as copy to paste directly.

# Sequence 1: Welcome

Triggered the moment someone subscribes or creates an account. Goal: turn a new subscriber into someone who recognizes your brand and has taken at least one small action.

## EMAIL 1

### Welcome & Deliver on the Promise

Confirms the signup and immediately delivers whatever was promised (a discount, a guide, access) — the single most important email in the sequence for trust.

- |   |                       |                                                                                                                               |
|---|-----------------------|-------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>SUBJECT LINE</b>   | Welcome to {{brand}} — here's your {{lead magnet / discount}}                                                                 |
| 2 | <b>KEY MESSAGE</b>    | Thank them, deliver the promised item clearly and immediately, and briefly set expectations for what emails they'll get next. |
| 3 | <b>CALL TO ACTION</b> | One simple next step — use the discount, download the guide, or explore a specific starting page.                             |

**Timing:** Immediately upon signup

**Customize it:** This email consistently gets the highest open rate of any email you'll ever send this subscriber — don't waste it on a generic “thanks for subscribing.”

## EMAIL 2

### Who We Are & Why It Matters

Introduces the brand's story or mission briefly — gives new subscribers a reason to care beyond the initial offer.

- |   |                       |                                                                                                                                 |
|---|-----------------------|---------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>SUBJECT LINE</b>   | Why we started {{brand}}                                                                                                        |
| 2 | <b>KEY MESSAGE</b>    | A short, genuine story about why the business exists or what problem it was built to solve — not a corporate mission statement. |
| 3 | <b>CALL TO ACTION</b> | Link to an About page or a founder's note for anyone who wants more.                                                            |

**Timing:** Day 2

**Customize it:** Keep this under 150 words — it's a relationship-building email, not a full brand history.

#### EMAIL 3

### Show, Don't Just Tell

Demonstrates value through a specific example, tip, or use case relevant to why they signed up.

|   |                |                                                                                                                       |
|---|----------------|-----------------------------------------------------------------------------------------------------------------------|
| 1 | SUBJECT LINE   | A quick tip most people miss                                                                                          |
| 2 | KEY MESSAGE    | One specific, useful piece of content — a how-to, a common mistake to avoid, or a way to get more out of the product. |
| 3 | CALL TO ACTION | Reply with a question, or a link to related content.                                                                  |

**Timing:** Day 5

**Customize it:** This is the email most likely to be skipped by businesses in a rush — it's also the one that builds the most goodwill.

#### EMAIL 4

### Social Proof & Soft Offer

Closes the sequence with evidence others trust you, and a natural next step toward a purchase or deeper engagement.

|   |                |                                                                                               |
|---|----------------|-----------------------------------------------------------------------------------------------|
| 1 | SUBJECT LINE   | What other customers are saying                                                               |
| 2 | KEY MESSAGE    | A short testimonial, review, or result — paired with a specific, relevant offer or next step. |
| 3 | CALL TO ACTION | A direct, low-pressure invitation to purchase, book a call, or take the next meaningful step. |

**Timing:** Day 8

**Customize it:** After this email, move the subscriber into your regular nurture or promotional sending — don't leave the welcome sequence as their permanent experience.

## Sequence 2: Nurture

An ongoing, lower-frequency sequence (weekly or bi-weekly) for subscribers who've completed the welcome sequence but haven't purchased yet. Goal: stay useful and top-of-mind without over-emailing.

### EMAIL 1

#### Educational Deep-Dive

A genuinely useful piece of content related to the problem your product solves — positions you as helpful, not just promotional.

- |   |                |                                                                                            |
|---|----------------|--------------------------------------------------------------------------------------------|
| 1 | SUBJECT LINE   | The one thing most {{audience}} get wrong about {{topic}}                                  |
| 2 | KEY MESSAGE    | Teach something real — a framework, a common mistake, a way of thinking about the problem. |
| 3 | CALL TO ACTION | Read more / a related resource, not a direct sales pitch.                                  |

**Timing:** Week 1 of nurture

**Customize it:** Rotate this email type through your best blog posts or guides rather than writing new content every time.

### EMAIL 2

#### Case Study or Result

A specific, credible result from a real customer — makes the value concrete instead of abstract.

- |   |                |                                                                                             |
|---|----------------|---------------------------------------------------------------------------------------------|
| 1 | SUBJECT LINE   | How {{customer/company}} achieved {{specific result}}                                       |
| 2 | KEY MESSAGE    | A short, specific story with a number or outcome — avoid vague claims like “great results.” |
| 3 | CALL TO ACTION | See the full case study, or a related product page.                                         |

**Timing:** Week 3 of nurture

**Customize it:** If you don't yet have a written case study, a single strong customer quote with a specific number works nearly as well.

#### EMAIL 3

### Address a Common Objection

Directly and honestly addresses the most common reason a prospect hesitates — builds trust by not avoiding the hard question.

|   |                |                                                                                                                  |
|---|----------------|------------------------------------------------------------------------------------------------------------------|
| 1 | SUBJECT LINE   | "Is this actually worth it?" — an honest answer                                                                  |
| 2 | KEY MESSAGE    | Name the real objection (price, time, complexity) and address it directly and honestly, without being defensive. |
| 3 | CALL TO ACTION | A direct question inviting a reply, or a link to an FAQ.                                                         |

**Timing:** Week 5 of nurture

**Customize it:** Pull the objection directly from actual sales conversations or support tickets — don't guess.

#### EMAIL 4

### Direct, Time-Aware Offer

After three value-first emails, a direct and specific offer — earns the right to ask by having given first.

|   |                |                                                                                                    |
|---|----------------|----------------------------------------------------------------------------------------------------|
| 1 | SUBJECT LINE   | Ready when you are                                                                                 |
| 2 | KEY MESSAGE    | A clear, specific offer — a discount, a bonus, or simply a clear invitation to buy or book a call. |
| 3 | CALL TO ACTION | A single, unambiguous next step.                                                                   |

**Timing:** Week 7 of nurture

**Customize it:** Loop back to Email 1 of this sequence after this one, with a different educational angle, rather than ending the nurture flow entirely.

## Sequence 3: Re-Engagement

Triggered for subscribers who haven't opened an email in 60-90 days. Goal: win back genuine attention, or cleanly remove unengaged addresses to protect your sender reputation.

### EMAIL 1

## We Miss You

A direct, honest acknowledgment that they've gone quiet — without guilt-tripping.

- |   |                       |                                                                                                                                             |
|---|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <b>SUBJECT LINE</b>   | Did we lose you?                                                                                                                            |
| 2 | <b>KEY MESSAGE</b>    | Acknowledge the gap honestly, remind them what they signed up for, and ask a simple question about what they'd actually want to hear about. |
| 3 | <b>CALL TO ACTION</b> | A one-click preference update, or a simple reply.                                                                                           |

**Timing:** Day 1 of re-engagement (60-90 days inactive)

**Customize it:** A genuine question performs better here than a generic “we miss you” — curiosity re-engages better than guilt.

### EMAIL 2

## An Incentive to Return

A specific, meaningful incentive for a subscriber who hasn't responded to the first re-engagement email.

- |   |                       |                                                                             |
|---|-----------------------|-----------------------------------------------------------------------------|
| 1 | <b>SUBJECT LINE</b>   | Here's {{specific incentive}}, just for coming back                         |
| 2 | <b>KEY MESSAGE</b>    | A genuine, specific incentive — not a vague “come back and see what's new.” |
| 3 | <b>CALL TO ACTION</b> | Redeem the offer with a clear deadline.                                     |

**Timing:** Day 5 of re-engagement

**Customize it:** A deadline (even a soft one, like 7 days) meaningfully increases response versus an open-ended offer.

### EMAIL 3

## The Final Question

A last, low-pressure message that closes the loop — either they opt back in, or you clean the list.

|   |                |                                                                                             |
|---|----------------|---------------------------------------------------------------------------------------------|
| 1 | SUBJECT LINE   | Should we say goodbye?                                                                      |
| 2 | KEY MESSAGE    | Explain plainly that you'll stop emailing unless they confirm they want to stay subscribed. |
| 3 | CALL TO ACTION | One clear button: "Keep me on the list."                                                    |

**Timing:** Day 10 of re-engagement

**Customize it:** Anyone who doesn't respond to this email should actually be removed from regular sending — list cleanliness protects deliverability for everyone else on the list.

### How The Nexa Solutions can help

We build and manage full email marketing programs — sequence strategy, copywriting, and platform setup — for businesses that want this running well without managing it themselves. Visit [thanexasolutions.com/contact](https://thanexasolutions.com/contact) to book a free consultation.