

Memberships - Creating Your Launch Sequence

Julie Success Circle

Email 1: DOORS OPEN

What details will you include:

- 1.
- 2.
- 3.

Don't try to include all membership details, instead encourage them to visit your sales page.

Email 2: EXTRA INCENTIVE

Which will you include:

- Why created site
- Additional feature insight
- Behind the Scenes Video
- Example of benefits/results

Make it easy for someone to ask a question and encourage to hit reply.

Email 3: SOCIAL PROOF

Who can you use for testimonials or a case study:

- 1.
- 2.
- 3.

Can also add social media screenshots of feedback from people joining

Email 4: FAQs

What potential objections do you need to address?

- 1.
- 2.
- 3.

Short and snappy answers work best!
Include cost and ability to cancel.

Email 5: LAUNCH ENDING

Include:

- Time and date offer ends
- What happens after that time
- Why now is the time to join
- Emphasize low risk (easy to cancel)

Email 6: FINAL REMINDER

Remind time running out. What last prompts could you include?

- 1.
- 2.
- 3.

May want to send an interim time is running out email between email 5&6.