



## **Email Examples for Automation** ***Once Someone Joins Your List***

### **EMAIL ONE - IMMEDIATELY after joining**

This is your welcome email. Welcome them into your brand and introduce yourself. Give them a seat at your table making them feel special. Explain briefly what you do and how you can help solve their problem.

Don't forget to deliver the freebie. This is the whole reason they joined. To get your coupon or free instructions, don't forget to deliver this. This can be uploaded directly to the email or it can be a url link to somewhere else.

Give them an appetizer of what's to come in the next few days with your other emails in your sequence.. Give cliffhangers so they will hopefully anticipate the next email and are eager to open it.

### **SUBJECT - Welcome! You're Coupon is HERE**

Hey there! Thanks for joining our mailing list!

Let me introduce myself, I'm Julie Siomacco, I live in South Carolina and I have a passion for wreaths, a love for florals and a serious Ribbon Addiction! HA!

I started making wreaths over a decade ago for my home and soon my neighbors were asking to purchase my wreaths off of my door! Which at the time, I thought was very awkward, but I thought, why not? As a stay-at-home mom, I could use some extra pocket change.

Then one day in the spring of 2009 a neighbor recommended I open an Etsy shop to sell my handmade wreaths. I shook my head, shrugged my shoulders and said yea, "maybe". Then once she left, I quickly ran to the computer to Google...'what is Etsy'. Haha

That's how I got started selling handmade wreaths. Over the years, I've made thousands of wreaths, swags, bows, garlands, etc. and I've shipped to every US state! Bringing joy to people using my God-given talent of wreath making has brought me so much joy and has given my life purpose!

So again, thank you for joining me and thank you for supporting my small business. Don't hesitate to reply back to this email and let me know how I can assist with your seasonal and holiday decorating needs.

As a thank you for joining, please accept this coupon to receive 20% off your next purchase. Just use code LOYALTY when checking out of my Etsy shop here (LINK).

I promise I'll only provide you with valuable tips in helping you with your seasonal and holiday decorating needs! I know you're super busy with managing your life, I promise not to waste a second of your time!

Here's what you can expect:

Over the next couple of days, I'm going to share with you my expert tips for wreath storage and preservation of your purchased wreaths as well as how to store your wreaths (I'm kinda an expert on this with so many in my own home!)

After that, I'll check-in with you occasionally with other helpful tips, ideas, and solutions for you!

Blessings  
Julie Siomacco  
Southern Charm Wreaths

PS - Don't forget to use coupon code LOYALTY for 20% off your next purchase in my online shop here (LINK).

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## **EMAIL 2 - 1 DAY AFTER JOINING**

With this next email, remember to take them along with your story and your brand as well as provide content they can use. Very rarely do you want to use your email for hard selling. Your goal is to be yourself speaking to a close friend and let them get to know, like and trust you.

If you can't think of ideas, use some frequently asked questions you receive from customers. And don't forget to let them know more valuable content is coming and always have a call to action.

### **SUBJECT - Wreath Storage Solutions**

Hey there! As promised I have a few wreath storage solutions for you!

Believe me, I know a thing or two when it comes to storing wreaths!! I've been making and selling hundreds of wreaths from our home for over a decade and not too long into my wreath business, my husband looked at me and asked, "you couldn't sell jewelry"! HA!

Wreaths are bulky and if you're from the South like me, there's a need to change out your door wreaths, with all the seasons and holidays.

So here are my wreath storage solutions for ya:

1. Cover your wreath with a clear trash bag. This will help protect your wreath from dust and with a clear bag, you'll be able to see which wreath is inside.
2. Find a place in your home that is not in direct sunlight. Yes, during the season you can hang in the sun but for storage, you don't want added sun or this will fade your wreaths faster. This can be an attic, garage, closets, etc.
3. Hang your wreaths gallery wall style. Individually hang each wreath along a wall with command hooks or nails to forge a boutique-style storage display. This usually works in a garage or a closet you're not using.
4. Hang wreaths on a hanger and store in a closet on the clothes rod or put a bar in your garage or attic.
5. Stack them in the cardboard box they are delivered in.
6. Use a plastic wreath box, the kind with the handles.

I hope these tips helped you to figure out how to store your seasonal and holiday wreaths. I'll be sending another tip for you tomorrow with various ways to decorate with a wreath, so be on the lookout. If you have any questions, please reply back to this email and don't forget to use coupon code LOYALTY for 20% off your next purchase in my online shop here ([LINK](#)).

Julie

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### **EMAIL 3 - 2 Days after joining**

Show them you're an authority in your field, you have the answers they need. Always be yourself and speak as if talking to ONE person, your best friend. Never use ya'll, you guys, etc. It's one person you are writing too.

Don't forget a call to action.

Always in every email, include a link back to you.

You can have this 3rd email be the last email in the automation or continue with one or two more. It's up to you.

## **SUBJECT - 20 Ways to Decorate With a Wreath**

Hey there! As promised I'm sharing various ways you can decorate in your home with a wreath.

When I first started making wreaths, I did so because I wanted my home to look festive, warm, and inviting to my family and guests. I've since been decorating my home for every season and holiday and found tons of places in my home to use wreaths while decorating.

20 Ways to Decorate with Wreaths in your home:

1. The entryway door, obviously. LOL
2. Over a mantel or fireplace.
3. Over a sofa in the family room or another large piece of furniture such as a piano.
4. Hung over a mirror. Just make sure the wreath is 50% smaller than the mirror.
5. In a bedroom over the bed.
6. Over the hood/vent of your stove. Just make sure the wreath is 70% smaller than the hood.
7. Turned flat on a table to use as a centerpiece. You can also add a candle in the center for a festive or romantic look. Round wreaths work best on a round table and swag wreaths work best for rectangle tables.
8. Hang wreaths on stair banisters. I've done this with the garland draped, and then where it drapes, hang a wreath. 18" wreaths do well here but if outdoors you can do a 20-24" wreath size.
9. On the back door.
10. Somewhere in your porch area.
11. On a wall in your kitchen. Think lemon wreath for a summer look, apple wreath for a fall look and Christmas baking theme wreath for a festive holiday look.
12. In a powder room or guest bathroom. A smaller 14" wreath works perfectly to set the mood.
13. On a wreath stand on the hearth or in front of the fireplace.
14. On the deck, especially if you have a pool or if you entertain in your yard. Looking back at the house, your family and guests will enjoy seeing another place where you've added a festive touch.
15. On a large blank area in the hallway.

16. On an interior door. I prefer to hang wreaths on doors such as a pantry door, linen closet at the end of a hall, office door, french doors, or a door that leads to the garage.
17. Over the large square windows found in some master bathrooms.
18. In a toilet closet over the toilet.
19. Above the garage door outside.
20. On the back of a chair or kitchen cabinet. The best style wreath to use for this are very small and lightweight wreaths.

I hope these suggestions sparked some ideas for you! If you need help figuring out the best place for a wreath or need a specific size or themed wreath, reply back to this email. I'm sure with my extensive experience and your love of decorating, we can work together creating great ideas!

As always, if you have any questions, please reply back to this email and don't forget to use coupon code LOYALTY for 20% off your next purchase in my online shop here (LINK).

Julie

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## **IN CLOSING**

As you can see, I was able to tell my subscriber how I got started with my business, how knowledgeable I am of my industry, and consistently direct them back to my Etsy shop with a call to action.