

B2C EMAIL CAMPAIGN

Portugal Relocation & Lifestyle Guidance

Audience: Prospective U.S. and international clients considering a move to Portugal

Business: Small Portugal relocation and guidance company

Campaign objective: Educate prospective clients, establish trust, nurture leads, and generate consultation/course inquiries

Tone: Warm • Personal • Knowledgeable • Reassuring • Action-oriented

EMAIL 1 — So, You're Thinking About Moving to Portugal?

Subject: Thinking about moving to Portugal? Start here.

Preview text: What I wish I knew before making the move—and resources to help you get started.

Hi [First Name],

So you're thinking about moving to Portugal. **I know exactly how exciting—and overwhelming—that can feel.**

Moving here was one of the best decisions I've made. Between the Atlantic coast, beautiful weather, incredible food, international connectivity, and the welcoming communities I've found along the way, Portugal quickly began to feel like home.

But getting here was a process.

If you've been following my journey from Washington, D.C. to Portugal, you've probably seen some of my how-to videos about making the transition. If you haven't, I've gathered them all in one place so you can start exploring at your own pace.

[WATCH THE RELOCATION SERIES →]

The information in some of the original videos has changed since I made my move, but I've included links to updated resources wherever possible.

And don't worry—you don't have to figure everything out at once.

Over the next few emails, I'll share some of the things I learned along the way, including what I wish I'd known before applying for my visa, preparing for life in Portugal, and building a life here.

Have a question? Just hit reply.

I'll be back in your inbox soon.

Warmly,
[First Name]

P.S. My move wasn't completely seamless. There were definitely some lessons I learned the hard way. I'll share those with you, too—because knowing what to expect can make the process much easier.

EMAIL 2 — Before You Make the Move

Subject: Before you move to Portugal, ask yourself this

Preview text: The most important part of your relocation plan happens before you apply for a visa.

Hi [First Name],

Before you start filling out paperwork, booking flights, or researching apartments, there's one question worth answering:

What do you actually want from your life in Portugal?

When I began researching my own move, I quickly realized that understanding the visa process was only part of the equation. The bigger question was understanding which path made sense for **my goals, circumstances, and plans for living abroad.**

That's where thoughtful preparation matters.

If you're considering a move, start by thinking about:

- How long do you want to stay?
- Will you work remotely or locally?
- What will your income look like?
- Where do you want to live?
- What does your ideal lifestyle actually require?
- Are you looking for a temporary experience, residency, or eventually citizenship?

For U.S. citizens, short-term travel within the Schengen Area can provide an opportunity to experience life in Europe before committing to a long-term move. If you're considering residency, however, you'll need to explore the visa options and requirements that apply to your specific circumstances.

[DOWNLOAD THE PORTUGAL RELOCATION CHECKLIST →]

I also created a checklist based on my own D7 application experience through Washington, D.C., along with the application materials I used.

One important note: requirements and procedures can change, and your options may differ based on your nationality, circumstances, and application location.

I'm not an immigration attorney or accountant, and this information does not constitute immigration, legal, or tax advice. I'm sharing my personal experience and general information to help you start asking the right questions.

And if you'd rather have someone help you organize those questions and create a realistic plan, that's exactly what my consultations are designed to do.

[BOOK A 45-MINUTE RELOCATION CONSULTATION →]

We'll talk through your goals, identify the major steps involved, and create a practical roadmap for moving forward.

You don't have to have everything figured out before you start.

Best,
[First Name]

EMAIL 3 — Building a Life, Not Just Moving

Subject: There's more to moving to Portugal than paperwork

Preview text: One thing that changed my experience abroad more than I expected.

Hi [First Name],

Moving to another country involves a lot of logistics.

Visas. Housing. Banking. Healthcare. Finances. Documents.

But there's another part of relocating that doesn't fit neatly on a checklist:

Building a life.

When I first arrived in Portugal, I didn't speak the language confidently. I remember feeling

isolated at times and second-guessing myself in everyday situations.

Learning Portuguese changed that.

I wasn't suddenly fluent. But even learning the basics helped me communicate with more confidence, connect with more people, and feel more comfortable navigating everyday life.

That's why we created our Portuguese language courses for people preparing to live abroad.

Choose the course that fits your level:

INTRODUCTORY PORTUGUESE

Build a foundation and develop confidence with everyday Portuguese.

LEVEL 2

Continue building your skills and become more comfortable communicating in real-world situations.

What you'll get:

- Live instruction from a native Portuguese teacher experienced in teaching English speakers
- Small classes with a maximum of 20 students
- Personalized instruction based on your level
- Structured lesson plans, practice materials, and homework
- Grammar and pronunciation guidance
- Recorded sessions and downloadable audio
- A community of fellow students preparing for or already living in Portugal

And perhaps most importantly, **you'll start building your Portugal community before you even arrive.**

Our students join from Portugal, the U.S., and across Europe, creating connections that extend beyond the classroom.

[LEARN ABOUT THE NEXT PORTUGUESE COURSE →]

Or join the waitlist to be notified when registration opens.

See you in class,
[First Name]

End