

EMAIL WELCOME SEQUENCE

The Client: Lauren Burchell, owner of HoliFit by Lauren, is a holistic coach who helps women take control of their health and happiness. She offers a 12-week online programme that covers nutrition and fitness, as well as mindset and lifestyle coaching.

The Challenge: As Lauren's business is new, she wanted to use email marketing to drive sales. She was interested in a welcome sequence that would give subscribers important information about her business, her ethos and her offer. Her goal was to build brand awareness and get readers to sign up for a free consultation.

The Solution: I devised a 5-part email sequence based on the outcomes that Lauren desired. We decided to offer a lead magnet as an incentive to subscribe and, after this, a mix of emails that would tell Lauren's story and deliver value. By sharing personal details as well as valuable resources, the sequence nurtures readers and helps build a genuine connection. Throughout the sequence, I also included open loops to keep readers engaged, and addressed common struggles to show how the HoliFit programme can be of benefit.

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EMAIL 1

Goal: Deliver freebie

Trigger: Automatically after lead signs up for free shopping list

Subject line: Here's your free gift! ❤️

Hi **NAME**,

Welcome to the HoliFit community – I'm so excited you've taken the first step to a healthier and happier you!

To get started, here's the link to access your free shopping list:

[\[Grab your freebie here\]](#)

I know how confusing it can be when you don't know where to start with healthy eating. With this shopping list, you have access to my personal recommendation of must-have items, so you know *exactly* what you need to prep for a healthy week ahead!

This means you can *finally* ditch the overwhelm and feel confident making healthy (& tasty) choices that support your personal goals.

I can't wait for you to dive in!

If you want to find out how else I can support you in becoming the healthiest, proudest, most vibrant version of yourself, you can learn more **[here](#)**.

You can also join me on **[Instagram](#)** for free tips and advice.

Thanks so much for being here!

Love, Coach Lauren

PS. As one of my mailing list VIPs, you'll be first to hear about new offers, discounts and services. I can't wait to share more with you soon 🍷

EMAIL 2

Goal: Introduce the brand and create engagement

Trigger: 24-48 hours later

Subject line: Can I share something with you, **Name**?

Hi **Name**,

How have you been getting on since downloading your free shopping list? I hope you've had fun planning some delicious meals for the coming week!

That's one of the things I'm most passionate about – helping my clients create a healthy lifestyle that's easy to maintain and *actually feels good to follow long-term*.

Before I created [HoliFit](#), I struggled with digestive issues, chronic illnesses, and large fluctuations in weight. So trust me when I say I've tried ALL the diets and workouts imaginable.

And even though I got amazing results, *I still wasn't happy*.

Because the thing is – healthy looks different on everybody! And it's important you listen to YOUR body and make choices that support and celebrate YOU.

So that's what HoliFit is all about.

I want to give you so *much more* than one-size-fits-all fitness plans or crazy strict diets. Which is why my [coaching program](#) is fully personalised and covers everything; from exercise and nutrition to sleep, stress, hormones, gut health, happiness.. and all the parts in between!

Because yes - you really can be healthy **and** happy! There's no compromise here 🔥

So with that said, **Name** – I'd really love to know the biggest challenge you're currently facing when it comes to your health and happiness?

Feel free to hit reply and let me know what you're struggling with the most – I'd love to see how I can best support you with my content.

You got this, superstar!

Love, Coach Lauren

EMAIL 3

Goal: Show understanding by addressing clients' common struggles + pain-points

Trigger: 24-48 hours later

Subject line: Does this sound familiar?

Hi **Name**,

So often, women [join my program](#) because they're feeling overwhelmed. They don't know how to lose weight, improve their health or reach their fitness goals – let alone find a healthy/happy life balance!

There's so much information out there and it can feel complicated working out which approach will give you the best results.

Can you relate?

Maybe you've tried diets in the past but *nothing* worked in the way you hoped? Or maybe you lost motivation keeping up with the fitness trends that everyone else seems to be doing? And maybe you're downright *tired* trying to figure it all out?!

Trust me – I get it.

When you're not doing what you love, it's hard to stay consistent. And it's difficult to find what works for you when there are too many options to begin with, right?

Well, **Name**, if you're feeling the struggle – don't worry!

To help you out, in my next email I'll be sharing some of my favourite quick wins and tips for getting started.

It's time to ditch the things you *think* are healthy and choose what's best for YOU 💪

Make sure you look out for it :)

Chat to you then!

Lauren

PS. I regularly share tips, advice and motivational stories over on my Instagram – be sure to follow along [@holifitbylauren](#) if you need extra accountability! 💖

EMAIL 4

Goal: Offer value and drive readers to blog/website

Trigger: 24-48 hours later

Subject Line: The truth about what gets results 💪

Hi **Name**,

I'm often asked what the best diet plan or most effective workout regime is...

But the problem is – those things don't make up the whole picture.

I see SO many incredible women give up on their health goals because of this. They jump in with an intense routine, or they go cold turkey, and find themselves struggling to maintain their results.

When the thing is – feeling good in your body *doesn't have to be that hard*, **Name**.

In fact, there are some EASY and SIMPLE habits that can be brilliant for kickstarting your health journey.

No crazy fitness plans, fad diets or insane standards to live up to, here!

You see, as a coach, it's my mission to empower you to make healthy choices. Which is why I LOVE creating free resources to give you guidance, support and realistic ideas to try out.

So today, I want to share 8 habits that can make a *huge* difference to your wellbeing.

From getting more sleep (yay!) to easy tweaks you can make with your diet – this post shows you it really doesn't have to be challenging to get the results you want.

[You can check out the suggestions here.](#)

I can't wait to hear how you get on!

Love, Coach Lauren

PS. I add [new blog posts](#) several times a month. From diet advice to workout tips and wellness practices, I've got you covered with actionable content you can test out right away 🙌

EMAIL 5

Goal: Show readers what's possible + encourage them to schedule a call

Trigger: 24-48 hours later

Subject line: My gift to you 🎁

Hi **Name**,

If you're like 90% of the people subscribed to this list, you want to lose fat, feel good in your body and find a simple routine that *actually* gets you the results you want.

But maybe it sounds *impossible*? And maybe you've added these goals to the 'someday' list – hoping that when the time comes round, it'll somehow feel easier to achieve?

Well, **Name**, I'm here to tell you that what you want doesn't have to be a distant dream. (Or something you keep putting off indefinitely...)

And I know this because [my clients felt exactly the same way as you do.](#)

Many of them (like you) were feeling frustrated and unsure HOW to ever reach their goals.

Yet within a few months they felt motivated, clear-minded and confident taking control of their health!

Just look at these incredible results 🔥

[before and after images / testimonial screenshots go here]

So **Name** – if you're craving the same results but you're lacking motivation – I've got you!

This week, I'd love to give you a completely FREE 10 minute call to help you get on track with your goals.

If you're ready to beat the overwhelm, finally gain clarity on your next steps, and make TODAY the day you choose your best life – this call is for YOU.

And yes - it's completely free with zero obligation. Just be quick to snag your spot – my calendar gets booked up pretty fast!

[If you're interested - click here to secure your free chat](#)

As ever, reply to this email if you have any questions.

I can't wait to chat soon, superstar!

Love, Coach Lauren

PS. Whether you take up this offer or not, you'll still receive emails with stories, resources and advice to keep you motivated and ready to smash your goals! You got this, **Name!** 💪