



Ebony Pollard
Creative Services

A Division of Ebony Pollard Coaching & Consulting, LLC

Portfolio Sample #4: Welcome Email Sequence

Sample 3-part welcome sequence for a coaching business, showcasing a trust-building and client-centered email marketing approach.

Email 1 – Welcome & Connection

Subject: *Welcome to Your Next Chapter!*

Hi [First Name],

I'm so glad you're here. You've just taken a powerful step toward investing in yourself, and I don't take that lightly.

Here's what you can expect from me:

- Weekly tips to help you move forward with clarity and confidence
- Encouragement when you need it most
- Practical tools you can apply right away

Before we dive in, I'd love to know: what's one goal you're working toward right now? Hit reply and share — I read every message.

To new beginnings,
[Coach Name]

Email 2 – Share Value + Story

Subject: *I've been where you are...*

Hi [First Name],

A few years ago, I looked successful on the outside but felt lost on the inside. I was overworked, overwhelmed, and unsure of how to create real change.

That experience is why I became a coach. I know how it feels to crave something while feeling uncertain about how to begin.

Here's a quick tool to start shifting your perspective today:

👉 Write down three things you've accomplished in the last week, no matter how small. Momentum starts with acknowledging your wins. Give yourself permission to celebrate them.

Cheering you on,
[Coach Name]

Email 3 – Invitation / Call-to-Action

Subject: *Ready for your first breakthrough?*

Hi [First Name],

You don't have to figure this out alone. Coaching is about having someone in your corner who can help you see the bigger picture and take actionable steps that help move you forward.

That's why I offer a free discovery call. It's an opportunity to discuss where you are now, where you want to be, and how we can work together to bridge the gap.

👉 [Book Your Free Call Here]

Your next chapter is waiting. Let's write it together.

Here for you,
[Coach Name]

✨ End of Sample

Mini Strategy Note (for portfolio context)

This 3-part welcome sequence is intentionally structured to build momentum:

1. **Connection first** → sets expectations and builds rapport.
 2. **Story + value second** → establishes authority while remaining relatable.
 3. **Clear CTA last** → offers a next step once trust is established.
-