

# 5-Email Welcome Sequence Builder

Your companion worksheet to build the automation while you listen

## THE 5-EMAIL ARC

**DAY 0** Deliver the thing. One job.

**DAY 1** Introduce yourself. One moment. Invite a reply.

**DAY 3** Quick win. 10 minutes or less. Actionable.

**DAY 5** Proof. One name. One number. One result.

**DAY 7** The offer. One next step. No apologies.

EMAIL 1

SENDS IMMEDIATELY

## The Delivery Email

ONE JOB: DELIVER WHAT SHE ASKED FOR

What is she downloading / receiving?

*Name of your lead magnet, guide, checklist, etc.*

Your one-line intro (who you are, one sentence):

*e.g. "I'm [name], I help [audience] do [thing]."*

### ✓ DO THIS

Download link first. One sentence about what's inside. One line about you. Done.

### ✗ NOT THIS

Don't pitch. Don't include your life story. Don't make her scroll to find the link.

EMAIL 2

SENDS 24 HOURS LATER

## The "Here's Who I Am" Email

ONE JOB: BUILD CONNECTION WITH ONE SPECIFIC MOMENT

Your one moment (why you do what you do, 150 words max):

*Not your whole story. One moment that shaped your business.*

Your reply invite (what do you want her to respond with?):

*e.g. "What's the one thing you're stuck on right now?"*

EMAIL 3

SENDS DAY 3

## The Quick Win Email

ONE JOB: GIVE HER ONE ACTIONABLE RESULT IN 10 MINUTES

What quick win are you giving her? (Pick ONE item from your lead magnet):

*One specific tip, one action step, one thing she can do right now*

Write the step-by-step instructions (keep it under 5 steps):

*Step 1: ... Step 2: ... Step 3: ...*

### ✓ DO THIS

One item. Specific instructions. She should be able to finish this before closing the email.

### ✗ NOT THIS

Don't give her 10 tips. Don't link to a 45-minute video. Don't make her think. Make her DO.

EMAIL 4

SENDS DAY 5

## The Proof Email

ONE JOB: SHOW HER SOMEONE LIKE HER WHO GOT RESULTS

Who is your proof person? (Real name, real business):

*e.g. "Josie Kocsis, wellness coach" — or your own before/after*

What specific result did they get? (Use numbers):

*e.g. "30 registrants, 53% show-up rate, 25% conversion, 4 purchases on her first challenge"*

The one-line takeaway (what should the reader feel?):

*e.g. "She was standing where you're standing. She took the step. Here's what happened."*

### ✓ DO THIS

One person. One name. One specific number. Let someone else do the selling for you.

### ✗ NOT THIS

Don't say "our clients love us." Don't use vague praise. No results = no proof.

EMAIL 5

SENDS DAY 7

## The Invitation Email

ONE JOB: MAKE THE OFFER. ONE NEXT STEP. NO APOLOGIES.

What is the ONE next step you're inviting her to take?

*e.g. "Join the 5-Day Challenge" or "Book a discovery call"*

What is the link?

*The one URL she clicks. One link. Not four options.*

Write your invitation (warm, direct, earned):

*"If you're ready to [desired outcome], here's the best place to start."*

### ✓ DO THIS

One offer. One link. Warm and direct. Trust that the previous 4 emails did their job.

### ✗ NOT THIS

Don't apologize. Don't say "no pressure." Don't give 4 options. Don't bury the link.

## GH LAUTOMATION BUILD CHECKLIST

- |                                                                                        |                                                                            |
|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> Create a new workflow in GoHighLevel                          | <input type="checkbox"/> Add Wait Step: 48 hours                           |
| <input type="checkbox"/> Set trigger: Contact opts in via form / funnel / landing page | <input type="checkbox"/> Add Email 4 (proof + testimonial)                 |
| <input type="checkbox"/> Add Email 1 (fires immediately on trigger)                    | <input type="checkbox"/> Add Wait Step: 48 hours                           |
| <input type="checkbox"/> Add Wait Step: 24 hours                                       | <input type="checkbox"/> Add Email 5 (the invitation + link)               |
| <input type="checkbox"/> Add Email 2 (introduction + reply invite)                     | <input type="checkbox"/> Add tags: Tag on open, tag on click, tag on reply |
| <input type="checkbox"/> Add Wait Step: 48 hours                                       | <input type="checkbox"/> Test the full workflow with a test contact        |
| <input type="checkbox"/> Add Email 3 (quick win)                                       | <input type="checkbox"/> Activate the workflow                             |

## Ready to build this live with us?

The 5-Day Challenge walks you through the full automation build. We don't just talk about it. We build it.

[self-made.biz/challenge](https://self-made.biz/challenge)