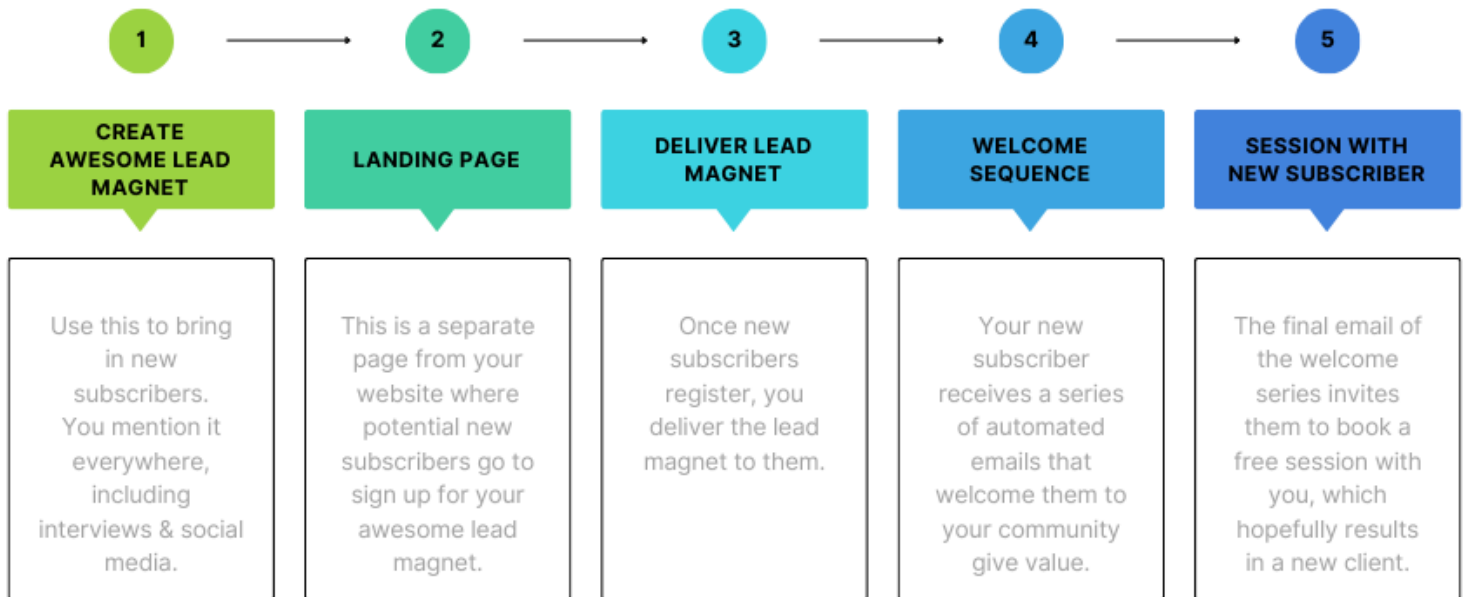


Landing Page and Nurture Sequence Workshop

Here's what we'll work on today

- Wording for your Landing Page
- Awesome name for your Free Session
- 5-email welcome sequence for new subscribers

Building Your Email List



Naming Your Session

Emphasize the results/benefit of the session in the name if possible. You can also include [power words](#) that will help trigger an emotional response.

Here are a few formulas to experiment with:

- **VERB your NOUN** – examples: Reclaim Your Power, Release Your Relationships
- **ADVERB VERB your NOUN** – example: Effortlessly Elevate Your Energy
- **ADJECTIVE VERB NOUN** – example: Beautiful Boosted Immune System
- **NOUN VERB** – example: Wellness Jumpstart
- **NOUN to NOUN** – example: Pain to Possibilities

Landing Page Template

What is a landing page (also sometimes referred to as a squeeze page)?

A website where the sole purpose is for someone to give you their email address in exchange for a valuable freebie you're offering.

Why a single page and not just on your website? Create a clear ask of the visitor- they either want the freebie or they don't. They won't get lost as there are no other choices to make.

Many email service providers (Mailchimp, MailerLite etc) offer landing pages as part of the service. You can also use a separate service like [LeadPages.com](https://www.leadpages.com).

The Basic Template

1. A headline that conveys the main benefit of downloading your lead magnet (what's the problem it solves)?
2. 3 bullet points or description with benefits of what this will help them do/accomplish/avoid
3. An opt-in form that asks for the potential customer's first name and email address.
4. A call to action that makes it clear to the potential customer what they need to do next (this is often a button)
5. Bio and Photo (optional but strongly recommended)- adds credibility and makes you a real person!

Tips

- The fewer pieces of information you collect, the more likely someone will sign up- stick to first name and email address)
- Try to make all essential items (Headline, bullet points, opt-in form and call to action) fit "above the fold"
- Bio can go below the fold

- If your software allows you to create a custom thank you page, ask them to take another action like joining your Facebook group or following you on IG. Don't let that page go to waste.
- Use Double Opt In

What's Double Opt In?

1. Person signs up for freebie
2. Email is sent to them asking them to confirm their email/subscription
3. Email sent with freebie or directed to page with download once they confirm

Examples:

[Matthew Hussey](#)

[Energize Your Emails](#)

[Write Fast Guide](#)

[Simple Green Smoothies](#)

[Liam Austin](#)

The Advanced Template

1. Headline
2. Credibility Banner (example- [Matthew Hussey](#))
3. Benefits
4. Social Proof (example- [Tone It Up](#))
5. Bio (example- [Mary Morrissey](#))
6. Final Call to Action

Writing Your Bio for Your Landing Page

What's important in a bio?

- Who you help
- Problem you solve/benefit
- What makes you qualified
- When writing this, keep the focus on your ideal client. What do they need to know?
- What would they read that would help them immediately value what you do?
- What should they hear that makes them want to know more?
- Structure the bio so the reader relates - it's about them.

You can also include the formula we've worked with in the past:

I work with _____ who struggle with _____. I help them _____ so that they can _____.

I work with (*specific people you serve*) who struggle with (*problem you solve*). I help them (*what does it help them stop doing or accomplish*) so that they can (*what it allows them to do*).

Welcome Sequence

Sequence Overview

- Email to Confirm for Double Opt-In
- Day 0 Email (sent immediately after they confirm)
- Email 1: “I Feel You”
- Email 2: “My Mission”
- Email 3: “I Can Help You”

How to Use the Templates

[BRACKET]= what you need to fill in/change

Yellow Highlights = links

Tips:

- Adjust this to suit your business/practice Make this your own in YOUR voice.
- Follow the format but add your own language/flair/use your own voice.
- Show your personality!
- Remember you want this to feel like you’re talking to one person, so keep it conversational.
- Do not copy the example sequence word for word.
- Variables (like the first name field) will be different depending on the email service provider you use (MailerLite, MailChimp, etc).
- The primary and secondary goals, as well as the angle, are not part of the templates. They are included so you understand the reasoning behind each email.

The Templates

Email to Confirm Subscription for Double Opt-in

Subject Line: Welcome! Please confirm your [subscription, email address, etc]

Hi [FIRST NAME],

Thanks for signing up to receive a copy of my [NAME OF LEAD MAGNET]

Before you can [DOWNLOAD IT/ACCESS IT], please confirm your subscription by clicking the button below.

Confirm your subscription and Download the [GUIDE, EBOOK, ETC]

Once you confirm, you can [DOWNLOAD IT/ACCESS IT] right away.

Thank you.

[YOUR SIGNATURE]

Day 0 Email

This is the email that delivers the lead magnet that the prospect signed up for.

Primary Goal: Deliver the lead magnet that the prospect signed up for.

Secondary Goal: Get users to engage with email.

Angle: Deliver value and generate interest for future content, as well as encourage engagement so the user doesn't miss future content.

Send: Immediately after registration

Subject Line Suggestions:

Here's the [GUIDE, EBOOK, etc] you requested

Your [NAME OF LEAD MAGNET] has arrived

Here's the link to download the [GUIDE, EBOOK, etc]

Hi [FIRST NAME],

Thank you for registering to receive a copy of [NAME OF LEAD MAGNET]

[BRIEF STATEMENT ABOUT WHAT YOU DO AND HOW IT RELATES TO LEAD MAGNET]

I am excited to be able to support you on this journey.

You can download your copy of the guide [here](#). [LINK TO DOWNLOAD LEAD MAGNET]

I'll be sending you some additional resources in the coming days, so be on the lookout for those.

I'm curious to know... **What motivated you to sign up for a copy of [YOUR GUIDE, EBOOK, etc] Please take a second to hit 'reply' and let me know.**

[YOUR SIGNATURE]

Email 1: "I Feel You"

Primary Goal: Build rapport.

Secondary Goal: Consume the free content you're providing.

Angle: Empathize with your prospect by addressing their pain, while offering the benefits of being part of the community.

Send: 1 Day after Opting In

Subject Line Options:

[CONTACT NAME], I want to thank you

It's an honor to have you on board, [CONTACT NAME]

Welcome to [NAME OF YOUR COMMUNITY OR BUSINESS]

You've taken an important step

Here's what to do next

Hey [CONTACT NAME],

Thanks for joining the [NAME OF YOUR COMMUNITY OR BUSINESS] community. I'm excited you're here!

In yesterday's email, I asked why you registered for a copy of my "[NAME OF LEAD MAGNET]" guide.

Most often, people respond and tell me one of two things:

- [REASON #1 SOMEONE WOULD HAVE OPTED IN]
- [REASON #2 SOMEONE WOULD HAVE OPTED IN]

If these two issues are at the top of your list, I assure you, you are in the right place.

Because deep down inside, you know there has to be a solution for [PROBLEM YOUR AUDIENCE IS TRYING TO SOLVE]. And so far, others have not been able to help you [ELIMINATE THE PAIN, FIND THE ROOT CAUSE, WHATEVER THE STRUGGLE HAS BEEN].

My goal is to help [WHAT YOU HELP THEM ACHIEVE] so that you [WHAT THEY WILL BE ABLE TO DO].

Since you're new to the community, here are a few things I'd like you to do:

1. Join my private [Facebook Community](#). [OR FOLLOW MY BUSINESS PAGE OR OTHER SOCIAL MEDIA PLATFORM]

NOTE: If you don't have something like this, skip it just include # 2 and 3

[DESCRIBE THE BENEFIT OF THIS COMMUNITY OR THE BENEFIT OF FOLLOWING YOU IN A FEW SENTENCES]

2. Expect a few emails a month from me. [OR MODIFY THIS TO FIT YOUR PLAN]

I'll share insights and resources to help you get oriented to the community and then drop into your inbox every few weeks [MODIFY THIS TO FIT YOUR PLAN] to continue the conversation. On occasion, I'll announce new resources and opportunities designed to help you on your journey to [WHAT ARE THEY LOOKING TO SOLVE/ELMINITE/REDUCE]

3. Add me to your contact list.

I want to make sure my emails are landing in your inbox, so please add me to your contact list.

If you are using Gmail and my emails are landing in the Promotions tab, please drag and drop them into your Primary box so my next one will land there.

If you have questions, please feel free to email me at [YOUR EMAIL ADDRESS].

[YOUR SIGNATURE]

P.S. You can also follow along on [Instagram](#) [OR OTHER SOCIAL MEDIA PLATFORM] for more tips on [YOUR TOPIC/WHAT YOU HELP PEOPLE ACHIEVE]

Email 2: "My Mission"

Primary Goal: Engagement and connection.

Secondary Goal: Consume the free content you're providing.

Angle: Share your personal story and mission. Emphasize community so the reader feels like they belong and are part of the story.

Send: Day 2

Subject Line Options:

I'm on a mission....

Let's take a different path

I've been exactly where you are
You don't have to keep living this way

Hey [FIRST NAME],

Did you have a chance to join [NAME OF COMMUNITY YOU ASKED THEM TO JOIN
OR PAGE YOU ASKED THEM TO FOLLOW IN PREVIOUS EMAIL] [INCLUDE A FEW
SENTENCES ABOUT THE BENEFITS OF THIS DOING THIS]

I hope you'll take advantage of this resource so you can learn more about how you can
[PROBLEM THEY ARE LOOKING TO SOLVE].

Today, I want to share a little more about why I do what I do.

[TELL YOUR STORY- WHY TO YOU DO WHAT YOU DO SO THE READER
UNDERSTANDS WHY YOU CAN HELP THEM. THIS IS YOUR CHANCE TO
DEMONSTRATE YOUR EXPERTISE. INCLUDE YOUR TURNING POINT AND A FEW
DETAILS ABOUT HOW YOU HELP PEOPLE]

Are you ready for change? [OR OTHER APPROPRIATE QUESTION]

[YOUR SIGNATURE]

Email 3: "I Can Help You"

Primary Goal: Educate.

Secondary Goal: Register for your free session

Angle: Bring the prospect from problem aware to solution aware, and introduce the next step

Send: Day 3

Subject Line Options:

You know this is a problem, [FIRST NAME]

Dreaming of the person you used to be?

There has to be a better way
Take the first step...
Imagine what life could be like...
You need the right tools to create change

Hey [FIRST NAME],

I'm sure you've tried a variety of approaches to [WHATEVER IT IS YOU HELP PEOPLE DO] such as:

- [THING #1 THEY'VE TRIED]
- [THING #2 THEY'VE TRIED]
- [THING #3 THEY'VE TRIED]
- [THING #4 THEY'VE TRIED]
- [THING #5 THEY'VE TRIED]
- [THING #6 THEY'VE TRIED] *Note: you don't need to have 6, but include at least three*

Each of these [STRATEGIES/MODALITIES/TECHNIQUES] may have [BROUGHT YOU SOME RELIEF, ETC] , but I'm willing to bet [DIDN'T LAST, HAVE THE EFFECT THEY WERE LOOKING FOR, ETC]

I want you to take a moment and imagine what life would be like without [WHATEVER IT IS THEY ARE TRYING TO ELIMINATE/CHANGE/BE FREE FROM DEALING WITH]

A life where you could [THREE BENEFITS OF THIS BECOMING A REALITY]

A life where you didn't have [WHAT ARE THEY HAVING TO DO BECAUSE OF THIS PROBLEM, LIKE SPENDING TIME GOING TO ENDLESS MEDICAL APPOINTMENTS, ETC].

[FIRST], I want you to feel [AMAZING EVERY DAY, POWERFUL, HOWEVER YOU HOPE THEY'LL FEEL AFTER THEY WORK WITH YOU]

That's why I'd like to invite you to book a free [AWESOME NAME OF YOUR FREE SESSION] with me.

During our call, [DESCRIBER WHAT WILL YOU DO WITH THEM DURING THIS CALL].

You can expect a [TWO POSITIVE ADJECTIVES] environment where you feel [HOW THEY'LL FEEL, SUCH AS EMPOWERED OR UNDERSTOOD].

Our goal during the call is to [WHAT THE GOAL OF THE CALL IS].

You'll leave the call with a [DESCRIBE HOW THEY WILL FEEL AFTERWARDS]

Together, we can [WHAT CAN WE DO THAT GETS THEM ON THE PATH OF WHAT THEY WANT TO ACHIEVE].

Book your free [AWESOME NAME OF YOUR FREE SESSION] today and take the first step towards {WHAT THEY WANT TO MOVE TOWARDS}.

—> **Book your Zoom [AWESOME NAME OF YOUR FREE SESSION]**

[YOUR SIGNATURE]

Example Sequence

Please do not copy directly- use it as a guide to help you fill in the templates.

Day 0 Autoresponder Email

Primary Goal: Deliver the lead magnet that the prospect signed up for.

Secondary Goal: Get users to engage with email.

Angle: Deliver value and generate interest for future content, as well as encourage engagement so the user doesn't miss future content.

Send: Immediately after registration

Subject Line: Your Posture Matters guide has arrived

Hi [CONTACT NAME],

Thank you for registering to receive a copy of my guide: "Posture Matters: How Your Posture, Repetitive Movement Patterns and Activities of Daily Living Affect Your Body. "

After working with hundreds of women and men, I know how frustrating it can be to find a lasting solution that provides pain relief.

I am excited to be able to support you on this journey.

You can download your copy of the guide [here](#).

I'll be sending you some additional resources in the coming days, so be on the lookout for those.

I'm curious to know... **What motivated you to sign up for a copy of the guide? Please take a second to hit 'reply' and let me know.**

Samantha

EXAMPLE Indoctrination Email Sequence

Email 1: “I Feel You”

Primary Goal: Build rapport.

Secondary Goal: Consume the free content you’re providing.

Angle: Empathize with your prospect by addressing their pain, while offering the benefits of being part of the community.

Send: 1 Day after Opting In

Subject Line: Welcome to Knot Now Therapeutics

Hey [CONTACT NAME],

Thanks for joining the Knot Now Therapeutics community. I’m excited you’re here!

In yesterday’s email, I asked why you registered for a copy of my “Posture Matters” guide.

Most often, people respond and tell me one of two things:

- They feel like they’ve tried EVERYTHING to relieve their chronic pain symptoms, from prescriptions to physical therapy to chiropractic treatments, and they still have no idea what’s causing their issues.
- They’re tired of spending countless hours and thousands of dollars on treatments that just don’t last.

If these two issues are at the top of your list, I assure you, you are in the right place.

Because deep down inside, you know there has to be a solution for your pain. And so far, no one has been able to help you find and eliminate the root cause of it all.

My goal is to help you find the source of the problem and then create new habits to eliminate it so you can move freely without discomfort or restrictions.

Since you're new to the community, here are a few things I'd like you to do:

1. Join my private [Facebook Community](#).

The Pain Free Living for Active Adults group consists of individuals from various backgrounds, including fitness enthusiasts, healthcare professionals, athletes, and those who have experienced their own personal mobility challenges. Together, we create a space where knowledge, experiences, and insights can be shared to help one another overcome obstacles and achieve our mobility goals.

2. Expect a few emails a month from me.

I'll share insights and resources to help you get oriented to the community and then drop into your inbox every few weeks to continue the conversation. On occasion, I'll announce new resources and opportunities designed to help you on your journey to living pain-free.

3. Add me to your contact list.

I want to make sure my emails are landing in your inbox, so please add me to your contact list.

If you are using Gmail and my emails are landing in the Promotions tab, please drag and drop them into your Primary box so my next one will land there.

If you have questions, please feel free to email me and my team at knotnow@knotnowtherapeutics.com

Samantha

P.S. You can also follow along on [Instagram](#) for more tips on living a pain-free life.

Email 2: “My Mission”

Primary Goal: Engagement and connection.

Secondary Goal: Consume the free content you’re providing.

Angle: Share the brand’s personal story and mission. Emphasize community so the reader feels like they belong and are part of the story.

Send: Day 2

Subject Line: Your active lifestyle is waiting for you

Hey [CONTACT NAME],

Did you have a chance to join [The Pain Free Living for Active Adults Facebook](#) group yesterday? You'll find a wealth of resources, including helpful tips, exercises, and techniques designed to improve flexibility, strength, and range of motion. Our knowledgeable and passionate members are always ready to provide guidance, answer questions, and offer encouragement.

I hope you’ll take advantage of this resource so you can learn more about how you can live an active, pain-free life.

Today, I want to share a little more about why I do what I do.

Movement has never been just a hobby for me. It has always been a way of life, a language through which I was able to express myself.

My love for movement and the arts has taken me around the world. I’ve performed as a fire dancer and high-level aerial acrobat, living a life filled with artistic richness and boundless creativity. From horseback archery to flying in fabrics, I have tested my body to its limits and beyond..

Training for these high-level sports did not come without a physical price. While I was supposedly in the best shape of my life, I was in pain 100% of the time and questioning my ability to maintain a demanding performance and training schedule.

It was time for a change.

I decided to go back to school where I pursued a degree in physical therapy. For 11 years, I immersed myself in the field, gaining a wealth of experience and expertise.

Now, I have come full circle. I am combining my lifelong love of movement with my dedication to self-care and preventative health. I'm committed to helping individuals like you find balance, relief, and optimization in your journey of movement and well-being

Since starting Knot Now Therapeutics, I've been helping people face the hard stuff and come out thriving.

I know first hand what it's like to be in pain. I don't believe anyone should have to live that way, and it's my mission to help people find the path to a pain-free future.

Many people just accept pain as a fact of life or as part of growing older.

But you don't have to be one of them.

Are you ready for change?

Samantha

Email 3: "I Can Help You"

Primary Goal: Educate.

Secondary Goal: Register for Pain Relief Strategy Cal.

Angle: Bring the prospect from problem aware to solution aware, and introduce the next step

Send: Day 3

Subject Line: Imagine what life could be like...

Hey [CONTACT NAME],

I'm sure you've tried a variety of approaches to find relief from pain, such as:

- Prescription Medication
- Acupuncture
- Massage
- Physical Therapy
- Injections
- Exercise

Each of these strategies may have brought you some relief, but I'm willing to bet it didn't last.

I want you to take a moment and imagine what life would be like without constant pain.

A life where you could move with confidence, strength, and grace, and do all the activities you love to do.

A life where you didn't have to spend countless hours searching for answers at never-ending medical appointments.

[CONTACT NAME], I want you to feel Ah-Mazing every day!

That's why I'd like to invite you to book a free [Pain Relief Strategy Call](#) with me.

During our call, I'll create a personalized and empowering experience focused on understanding and addressing your specific pain concerns. I will guide you through an in-depth conversation to gain a comprehensive understanding of your pain, its impact on your life, and your desired goals for relief.

You can expect a compassionate and supportive environment where you feel heard, understood, and empowered to take control.

Our goal during the call is to equip you with practical tools, resources, and a personalized plan of action to effectively manage and reduce your pain while improving your physical mobility.

You'll leave the call with a renewed sense of hope, motivation, and confidence in your ability to take control of your experience and improve your quality of life.

Isn't it time to prioritize your well-being and embark on a transformative journey towards a healthier, happier you?

Together, we can untangle the knots that are holding you back, allowing you to step into your next best version of yourself.

Book your free Strategy Call today and take the first step towards finding lasting relief.

—> [Book your Zoom Pain Relief Strategy Call](#)

Samantha