


E-Mail Sequence




Email 1
Day 1

Introduction
Top Content




Email 2
Day 14

Educate



Email 3
Day 21

Engage



Email 4
Day 35

Show Value
CTA



Email 5+ ·
Monthly

Educate
Social Proof
CTA

PRIMARY GOALS:

- › Automate
- › Show Value
- › Funnel Progression



Matt Hylland, Financial Planner & Partner
Arnold & Mote Wealth Management