

EMAIL MARKETING

Email Sequence Template Pack

- ✓ Print-optimized
- ✓ Expert-curated
- ✓ Actionable tips

Email Sequence Template Pack

Email Sequence Template Pack

Plug-and-Play Sequences for Every Stage of the Journey

How to Use These Templates

1. **Choose your sequence type** from the categories
 2. **Customize** bracketed sections [like this]
 3. **Adjust timing** based on your sales cycle
 4. **A/B test** subject lines and content
 5. **Monitor** and iterate based on performance
-

Welcome Sequence (5 Emails)

Email 1: Welcome (Send Immediately)

Subject: Welcome to [Brand] - here's what you signed up for

```
Hi [First Name],

Welcome to [Brand]! We're excited to have you.

You signed up for [what they signed up for], and we can't wait
to help you [achieve goal/solve problem].

Here's what you can expect from us:
- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

To get you started, here's [your download / resource / access]:
[CTA Button]

Have questions? Just hit reply - I read every email.

[Signature]

P.S. [Add a personal touch or quick tip]
```

Email 2: Value (Day 2)

Subject: The #1 thing most [audience] get wrong about [topic]

Hi [First Name],

Now that you've had a chance to [use/download/access] [resource],
I wanted to share something that might help.

After working with [X number] of [audience], I've noticed one
common mistake: [describe mistake].

Here's why this matters:
[Explain impact]

The fix is simple:
[Provide solution/tip]

Try this today and let me know how it goes.

[Signature]

Email 3: Credibility (Day 4)

Subject: How [Customer] achieved [result] in [timeframe]

Hi [First Name],

Quick story for you...

[Customer name/type] came to us struggling with [problem].

They'd tried [alternative solutions] but nothing worked.

After using [your product/approach], they:

- [Result 1]
- [Result 2]
- [Result 3]

Here's what [Customer] said:
"[Testimonial quote]"

If you're facing similar challenges, [soft CTA to learn more].

[Signature]

Email 4: Engagement (Day 6)

Subject: Quick question, [First Name]

Hi [First Name],

I'm curious - what's your biggest challenge with [topic] right now?

Reply with a quick note. I read every response and use them to

create better content for you.

Here are some common ones I hear:

- [Challenge 1]
- [Challenge 2]
- [Challenge 3]

Which resonates most with you?

[Signature]

P.S. If you reply, I'll send you [bonus content/tip/resource] specifically about your challenge.

Email 5: Soft Offer (Day 8)

Subject: Ready to take the next step?

Hi [First Name],

Over the past week, I've shared [what you've shared].

If you've found this valuable and want to go deeper, [Product/Service] might be right for you.

It helps you:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

[Link to learn more]

Not ready yet? No problem. I'll keep sending valuable content your way.

[Signature]

Abandoned Cart Sequence (3 Emails)

Email 1: Reminder (1 hour after)

Subject: Did you forget something?

Hi [First Name],

Looks like you left something in your cart:

[Product Image]

[Product Name]

[Price]

Your cart is saved and ready when you are.

[Complete Purchase Button]

Questions about [product]? Just reply to this email.

[Signature]

Email 2: Help (24 hours after)

Subject: Having second thoughts?

Hi [First Name],

I noticed you didn't complete your order yesterday.

Is there something holding you back? Common concerns:

****Shipping?***

We offer [free shipping / fast shipping / tracking].

****Returns?***

Easy [X-day] returns, no questions asked.

****Not sure if it's right?***

[Add relevant reassurance]

Your cart is still saved:

[Complete Purchase Button]

If you have questions, just reply. I'm here to help.

[Signature]

Email 3: Final Chance (72 hours after)

Subject: Your cart expires soon

Hi [First Name],

This is my last email about your cart.

[Product Image]

[Product Name]

[Price]

Your saved cart will expire in 24 hours.

If [Product] isn't right for you, no worries at all.

But if you're still interested, now's the time.

[Complete Purchase – Final Reminder]

Thanks for considering us.

[Signature]

Re-Engagement Sequence (3 Emails)

Email 1: We Miss You (30 days inactive)

Subject: [First Name], it's been a while

Hi [First Name],

I noticed it's been a while since you [opened our emails / visited our site / used our product].

We've been busy making things better:

- [New feature / content 1]
- [New feature / content 2]
- [New feature / content 3]

Interested in checking it out?

[CTA Button]

If you're no longer interested in [topic], I totally understand. You can update your preferences below.

Hope to see you back soon.

[Signature]

Email 2: Value Reminder (45 days inactive)

Subject: We don't want to let you go

Hi [First Name],

A lot has changed since we last connected.

Here's what you've been missing:

- [Valuable thing 1]
- [Valuable thing 2]
- [Valuable thing 3]

To welcome you back, here's [incentive – discount, free resource, etc.]:

[CTA Button]

[Signature]

Email 3: Final Attempt (60 days inactive)

Subject: Should I stop emailing you?

Hi [First Name],

I haven't heard from you in a while, and I don't want to clutter your inbox if you're not interested.

If you'd like to keep hearing from us, click below:
[Yes, Keep Me Subscribed]

If I don't hear from you, I'll assume you've moved on and remove you from our list.

Either way, no hard feelings.

Thanks for being part of our community.

[Signature]

Post-Purchase Sequence (4 Emails)

Email 1: Order Confirmation (Immediate)

Subject: Order confirmed - #[Order Number]

Hi [First Name],

Great news – your order is confirmed!

Order #: [Order Number]

Date: [Date]

What you ordered:

[Product Details]

Shipping to:

[Address]

Estimated delivery: [Date Range]

Track your order: [Tracking Link]

Questions? Reply to this email.

Thank you for choosing [Brand]!

[Signature]

Email 2: Getting Started (Delivery + 1 day)

Subject: Your [Product] has arrived - here's how to get started

Hi [First Name],

Your [Product] should have arrived by now!

To get the most out of it, here's what we recommend:

Step 1: [First step]

Step 2: [Second step]

Step 3: [Third step]

[Video/Guide Link – optional]

Pro tip: [Helpful tip for new users]

Having issues? We're here to help. Just reply.

Enjoy your [Product]!

[Signature]

Email 3: Feedback Request (7-14 days after delivery)

Subject: How's your [Product] working out?

Hi [First Name],

It's been about a week since you received [Product].

How's it going? We'd love to hear your feedback.

[Leave a Review Button]

Your review helps:

- Other customers make decisions
- Us improve our products
- Small businesses like ours grow

Takes less than 2 minutes.

Thanks in advance!

[Signature]

P.S. If something isn't right, please let us know before leaving a review. We want to make it right.

Email 4: Cross-Sell (14-21 days after)

Subject: [First Name], you might also like...

Hi [First Name],

Customers who loved [Product] also loved these:

[Recommended Product 1 – Image + Name + Price]

[Recommended Product 2 – Image + Name + Price]

[Recommended Product 3 – Image + Name + Price]

As a thank you for being a customer, use code [CODE]
for [X]% off your next order.

[Shop Now Button]

[Signature]

Webinar Registration Sequence (4 Emails)

Email 1: Registration Confirmation


Subject: You're registered! [Webinar Name] details inside


Hi [First Name],

You're registered for [Webinar Name]!

Here are the details:

 Date: [Date]

 Time: [Time + Timezone]

 Join Link: [Link]

Add to calendar: [Google] [Outlook] [Apple]

What you'll learn:

– [Takeaway 1]

– [Takeaway 2]

– [Takeaway 3]

See you there!

[Signature]

Email 2: Reminder (24 hours before)


Subject: [Webinar Name] is tomorrow!

Hi [First Name],

Quick reminder – [Webinar Name] is tomorrow!

 [Date]

 [Time + Timezone]

 [Join Link]

Come prepared with questions. We'll have Q&A time at the end.

See you there!

[Signature]

Email 3: Starting Soon (1 hour before)

Subject: Starting in 1 hour - [Webinar Name]

Hi [First Name],

We're going live in 1 hour!

Join here: [Join Link]

Pro tip: Join 5 minutes early to test your audio/video.

See you soon!

[Signature]

Email 4: Recording Follow-Up (After webinar)

Subject: [Webinar Name] recording + resources

Hi [First Name],

Thanks for [attending / registering for] [Webinar Name]!

Here's the recording: [Video Link]

Resources mentioned:

- [Resource 1]
- [Resource 2]
- [Resource 3]

Ready to take the next step?

[CTA for next action]

Questions? Reply anytime.

[Signature]

Subject Line Formulas by Sequence Type

Sequence	Formula	Example
Welcome	Welcome + promise	"Welcome! Here's your [item]"
Cart	Question or reminder	"Did you forget something?"

Sequence	Formula	Example
Re-engage	Personal + curiosity	"[Name], it's been a while"
Post-purchase	Status + action	"Your order shipped - track it here"
Webinar	Urgency + event	"Starting in 1 hour - join now"

Automate Your Sequences

GetMailer makes email automation easy:

- Visual sequence builder
- Smart timing optimization
- Personalization at scale
- Deliverability monitoring

Start your free trial → getmailer.co

Customize these templates to match your brand voice.

Version 1.0 | December 2025

Timing & Benchmark Cheat Sheet

Send-timing and what "good" looks like for each sequence, so you know whether yours is working:

Sequence	Trigger	Cadence	Open rate to beat	Primary KPI
Welcome (5)	Signup	0h, D2, D4, D6, D8	50-60% (email 1)	Soft-offer click-through
Abandoned cart (3)	Cart abandon	1h, 24h, 72h	40-45%	Recovered revenue
Re-engagement (3)	30/45/60 days idle	D30, D45, D60	10-15%	Re-confirm rate, then clean
Post-purchase (4)	Order placed	0h, delivery+1d, +7-14d, +14-21d	60-80% (transactional)	Review rate, repeat purchase
Webinar (4)	Registration	confirm, 24h, 1h, post	45-60%	Attendance rate

Before You Hit "Activate" — Pre-Launch Checklist

Run this on every sequence before it goes live:

- Replaced **every** [bracket] — search the draft for [] to catch stragglers
- Reply-to is a monitored inbox (the welcome series *invites* replies — honor them)
- Each email has exactly one primary CTA
- Exit/goal condition set (e.g., stop the cart series the moment they buy)

- Re-engagement series moves non-responders to suppression, not back into the main list
- Sent yourself a live test through the full flow, on mobile, links clicked

The One Rule That Makes Sequences Work

Honor the exit condition. The fastest way to generate spam complaints is to keep sending a cart-recovery email *after* someone bought, or a "we miss you" email to someone who just re-engaged. Wire every sequence to stop the moment its goal is met. Sequences that respect the reader's actions protect your sender reputation — which keeps the *next* sequence landing in the inbox.

TAKE THE NEXT STEP

Ready to Transform Your Email Marketing?

GetMailer helps you achieve better results, faster.



Proven Results

Join thousands of professionals already seeing results.



Easy Setup

Get started in minutes, not hours or days.



Expert Support

Our team is here to help you succeed.



No Risk

Try free with no credit card required.

Start Free Trial

Start your free trial today

[Start Free Trial](#)

getmailer.co/signup

More Free Resources



Templates



Guides



Tutorials



