Interreg Co-funded by the European Union
Central Baltic Programme
WoDiLab

THE FLOW OF EMAILS

Create the structure of your first email plan and map the journey people will take after joining your email list.

ACTION CHECKLIST

☐ **Step 1 – Understand your audience journey**
Think about what happens after someone joins your email list.

☐ **Step 2 – Define your email plan goal**
Decide what you ultimately want people to do.

☐ **Step 3 – Plan your email flow**
Outline your Welcome, Story, Value, Invitation, and Reminder emails.

☐ **Step 4 – Choose how people will join your list**
Decide which sign-up method feels right for you.

☐ **Step 5 – Review Your Email Plan.**
Reflect on your email plan, identify what feels clear, and decide what to do next.

Step 1 – Understand your audience journey

Imagine someone has just downloaded your lead magnet.

What happens next?

_____

_____

How would you like them to feel after receiving your first email?

☐ Welcome

☐ Inspired

☐ Supported

☐ Curious

☐ Motivated

☐ Other: _____

What kind of relationship would you like to build with your audience?

_____

_____

_____

Notes

_____

_____

_____

Step 2 – Define your email plan goal

Every email needs a destination.

What is the next step you want people to take?

☐ Join my course

☐ Attend a free session

☐ Book a consultation

☐ Join a community

☐ Join a (course) waiting list

☐ Other: _____

Why is this the right next step for your audience?

_____

_____

What result will they achieve by taking this step?

_____

_____

_____

_____

_____

_____

Notes

_____

_____

_____

Step 3 – Plan your email flow

Your email plan does not need dozens of emails.

A simple flow is enough.

Email 1 – Welcome

What will you deliver or introduce?

_____
_____
_____

Email 2 – Story

What personal story, lesson, or experience could help build trust?

_____
_____
_____

Email 3 – Value

What tip, strategy, mistake to avoid, or quick win could you share?

_____
_____
_____

Email 4 – Invitation

What next step will you invite people to take?

_____
_____
_____

Email 5 – Reminder (Optional)

What deadline, bonus, event, or reminder could encourage action?

_____

_____

_____

Notes

_____

_____

_____

Step 4 – Choose how people will join your list

If you decide to use email marketing, how will people join your list?

There is no perfect system.

Choose the option that feels realistic right now.

☐ Manual

People contact me and I send the lead magnet myself.

☐ Simple Form

People complete a form and I manage the responses.

☐ Automated System

People sign up and receive everything automatically.

Which option will you choose?

What do you need to do to get started?

For example:

- *create a Facebook post*
- *create a Google Form*

- *open a MailerLite / Smaily account*

When will you do it?

Step 5 – Review Your Email Plan

Take a moment to look back at your email plan after completing this worksheet.
Which email feels the easiest for you to write?

Which email might need more thought or practice?

What feeling or message would you like people to take away from your emails?

What is your next step?

How confident do you feel about your email plan?

☐ Very confident

☐ Mostly confident

☐ Somewhat confident

☐ I need more clarity

Your Next Action

Create the outline of your first email plan
Remember:
You do not need perfect emails.
You only need a clear structure.

Your Points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Create your email plan

Total: 5 XP

✨ So take a moment to feel proud — you've created the foundation of your email marketing system.
Start with the structure. The words can come later.