

Welcome Email Sequence Planning Template

Sequence Overview

Audience

Describe your target audience

Main Objective

What is the goal of this sequence?

Number of Emails in Sequence

e.g. 3

Email Sequence Plan

Step	Email Subject	Purpose	Send Timing (day/time)	Main Points/Content	Link or CTA
1					
2					
3					

Notes & Ideas

Add any additional notes or ideas here