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No matter what you read, I can tell you bluntly that email lists work. They help you turn leads (*"Anyone with a heartbeat"*) into prospects. Used correctly, they can also help you turn prospects into first-time purchasers.

The base of an email list, however, is the **automated onboarding sequence**. You should have this set up before you post your sign-up form. I've developed an outline for a **7-email onboarding sequence**, sent over 31 days after a person signs up, that will help you develop a relationship with the list member.

## Relationship Building

It's a hoary old chestnut, but *"People do business with those they know, like, and trust."* The whole point of an email list is to build a relationship between each member on the list, and the business. But how do you get there?

## Give Without Receiving

Many, many email lists are based on the concept of the "lead magnet." That is: your business trades something of value – like information, or a checklist, or something else the recipient might find useful – in exchange for adding that person to your email list. And that's where a lot of businesses stop, which is one of the reasons people quit reading their emails, and fail to develop the relationship.

The best way to build trust and likability is to keep giving. You're not losing anything, so why not continue to provide value? Make sure at least two emails in your onboarding sequence give the recipient helpful, actionable information. Even if they don't need that information, they will most likely recognize the value you're giving them.



## ***7 emails in 31 days***

I've given you some of the info, . You can [read the rest in my blog post by clicking here.](#)

Thanks for reading our emails. We hope you find them thoughtful and actionable, maybe even entertaining.

Until next time, be well and stay healthy & happy!

Very best,

***Scott Gardner***

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