

Email Marketing Funnel #5

Objective: Check-In

Message 1: Details: **30-Day Check-in**

Hello **(NAME)**,

We are taking today to celebrate you! Today is an important day - it is officially one month into your journey to a better life. How do you think your journey is going so far?

No matter how fast or slow you are seeing change, you deserve praise. It is common to think about how we can improve or how life could be better. However, it is not as common to actually put in the work to see better results.

In order to ensure your journey is successful and rewarding, we encourage you to reach out. Let us know about you - is there anything specific you are looking to improve?

We can't wait to hear from you!

Talk soon,

Message 2: Details: **60-Day Check-in**

Hello **(NAME)**,

It has been a while since we last heard from you - how are you doing? Are you feeling a renewed sense of understanding and joy for life?

We know that life isn't always easy. Everyone doesn't travel on the same journey, so it's easy to feel alone. Therefore, we wanted to take a minute to reach out to you personally. Is there an area where you feel you could use extra motivation or support?

Please reach out for help if you feel stuck, unmotivated, or alone. Our main goal is to better aid your journey so you see great success.

We look forward to the opportunity to hear about your individual needs.

All the best,

Message 3: Details: **90-Day Check-in**

Hello **(NAME)**,

Today marks 90-days since you decided to put in the effort to make a change to your life. We hope that your journey so far has been nothing short of eye-opening.

It takes a lot of dedication to commit to changing your outlook on life and yourself. While “Joy for the Journey” covers a span of 90 days, this is not when your journey ends. It is a great time to reflect - what has been your greatest success so far?

Similarly, what has been your biggest struggle? Have you been able to get past it or are you still struggling? Please let us know as we would love to provide further support.

We hope to hear from you soon,