

Here's an example of an email sequence for a course creator who's also a workout coach. Let's assume the course is a 4-week program called "Strong Start: Build Strength & Confidence in 30 Days", aimed at beginners or those getting back into fitness.

This is a 5-part Welcome/Nurture-to-Sales sequence sent after someone opts in to a free lead magnet like "5 Quick Workouts You Can Do at Home."

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✉ Email 1: Welcome + Lead Magnet Delivery

Subject: Your 5 Quick Workouts are here 📎 (+ a little about me)

Hi [First Name],

I'm so glad you're here! Attached is your free guide: "5 Quick Workouts You Can Do at Home." These are designed to fit into real life—whether you're short on time, energy, or space.

A little about me: I'm [Your Name], a certified fitness coach who's passionate about helping people feel strong, confident, and capable—without crash diets or burnout.

In the next few days, I'll share tips that'll help you stay consistent, make progress, and start strong—even if you've struggled before.

Let's do this together ✨

To your strength,

[Your Name]

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✉ Email 2: Connection + Addressing a Common Struggle

Subject: Why most fitness plans fail (and how yours won't)

Hey [First Name],

Most workout plans fail for one reason: they expect too much, too soon.

You get hyped, go all in, and by week two you're burned out and back at square one. Sound familiar?

That's why I created Strong Start, a 4-week fitness program designed to build consistency—not chaos. It's short, doable, and beginner-friendly. No gym required.

Whether you've fallen off the wagon or you're just getting started, this is your foundation.

🔗 Stay tuned—I'll share what makes it so effective tomorrow.

Talk soon,

[Your Name]

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✉ Email 3: Value + Program Breakdown

Subject: What you get inside Strong Start (plus a peek inside)

Hi [First Name],

Let's talk details. Inside Strong Start, you'll get:

- ✓ 4 weeks of guided workouts (15–30 min/day)
- ✓ Weekly check-ins to track progress
- ✓ Modifications for all fitness levels
- ✓ A supportive, private group for accountability
- ✓ Bonus: Mindset & habit-building mini-lessons

This is about more than workouts—it's about building habits that stick.

Doors are open now, and you can start anytime 🔗 [Link to enroll]

Tomorrow, I'll share a real story from one of my clients who was exactly where you are.

Rooting for you,

[Your Name]

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✉ Email 4: Testimonial + Overcoming Objections

Subject: “I didn’t think I could stick to anything...” (real story)

Hey [First Name],

Meet Taylor—one of my Strong Start students. When she started, she told me, “I never finish anything I start. I just don’t think I’m cut out for it.”

4 weeks later?

She finished every workout, celebrated non-scale wins, and finally believed in herself again.

You don’t need to be perfect. You just need a plan that meets you where you are.

✨ Enrollment is still open—but not forever: [\[Link to join Strong Start\]](#)

Talk soon,

[Your Name]

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✉ Email 5: Final Call + Urgency

Subject: Last chance to start strong (doors close tonight)

Hi [First Name],

Just a quick reminder—enrollment for Strong Start closes tonight at midnight.

If you’re ready to:

Feel stronger in your body

Build momentum, not guilt

Finally stay consistent without burnout

Then I’d love to coach you through the next 4 weeks.

Let’s make this your Strong Start [👉 \[Join Now Button\]](#)

See you on the inside,

[Your Name]

thedigitalwildflower.com

