

# Email Nurture Sequence

Source course section

Follow up with launch traffic using five concise emails that continue buyer education.

## Five-Email Arc

- Email 1: launch announcement and primary workflow.
- Email 2: use-case education.
- Email 3: proof, walkthrough, or customer example.
- Email 4: answer the biggest objection.
- Email 5: direct CTA tied to buyer readiness.

## Per-Email Fields

- Subject.
- Audience segment.
- Problem or use case.
- Proof or example.
- CTA.
- UTM link.
- Owner and send date.

## Quality Checks

- Every email teaches one idea.
- CTA matches segment intent.
- Replies and objections are captured for the next campaign.

## Owner Notes

Owner	
Due date	
Status	
Next edit	