

## **Valerie Gettings' guide to launching your nurture sequence in MailChimp to save you time, money, and frustration => Success!**

### **How to Get Started with Creating Your Nurture Sequence:**

Hi everyone! Here's a step by step guide about how to upload your nurture sequence. Your intro nurture sequence should be 4-5 emails that introduce people to who you are, what makes you different, and what it is like working with you. This is an automated process so you don't have to keep track of which email someone is on. It's an effective SYSTEM! Dr. Tyna discusses what should go in which email for the nurture sequence so watch the video for detailed info on that: <https://youtu.be/A0QDRUDSs-E>. After your nurture sequence goes out to the world you can start emailing your list 2-3 times a week! After that you can watch your list grow = your business.

### **Step 1: Which Platform Should I Use?**

There are a few platforms to use to start your nurture sequence:

- [MailChimp](#) - Sign up for the Standard plan for 500 people - 14.99/month.
- [Active Campaign](#) - 9.99 a month and has different features
- [AWeber](#) - another automated platform you can use

In all, the process should be about the same. This one just focuses on MailChimp to get you on your way to business success. (Note: the screen shots from this document are from the 14.99 paid version of MailChimp.)

Here's a helpful video to watch: *How to write an automated email series with MailChimp (for FREE) - 2018* - <https://www.youtube.com/watch?v=iQVg2vL1TME>

- *TIMESAVING NOTE - MailChimp did change some things since 2018 and to do a full nurture sequence it's now a paid feature.*

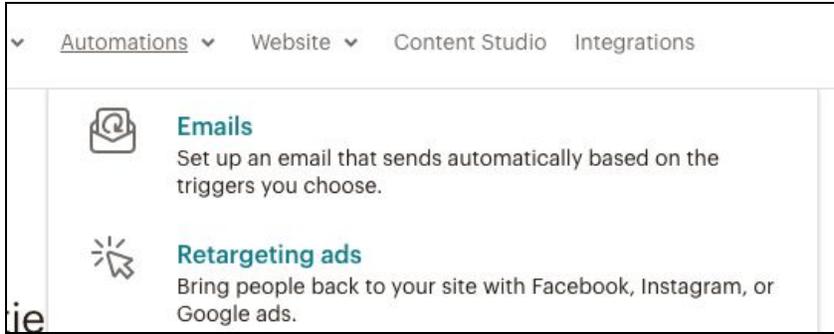
### **Step 2: Draft your email series in a Google doc**

Write out all of your emails in one document that you want to use. Check out Dr. Tyna's video again for what should go in each email.

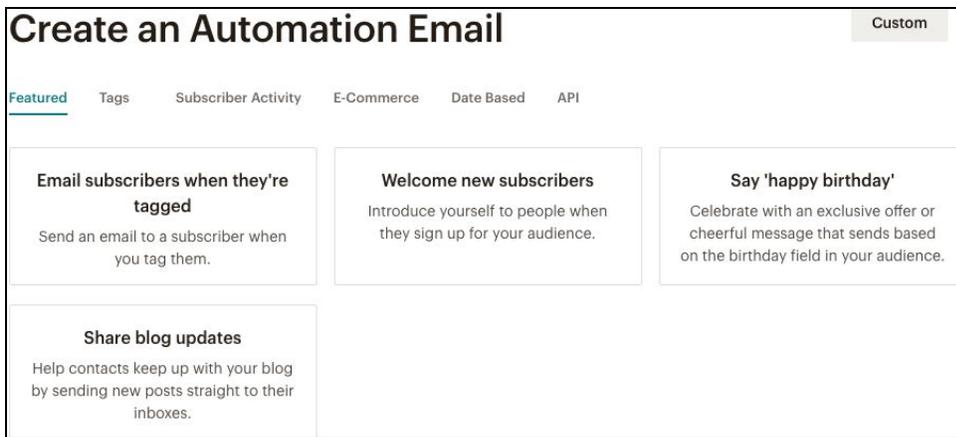
✓ Ok you have all of your emails written - Great job!

### **Step 3: Create a workflow email sequence.**

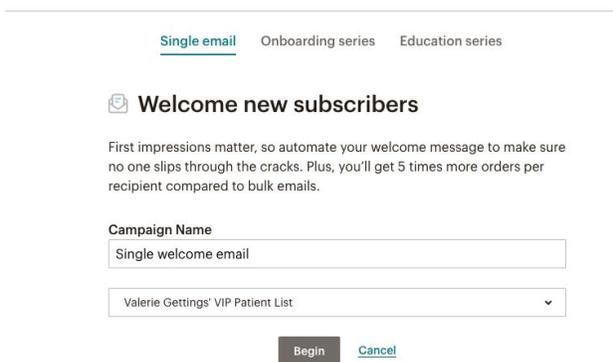
Now that you have all of your nurture sequence completed. You're ready to upload them into MailChimp. Go to AUTOMATION → EMAILS:



Then go to **WELCOME NEW SUBSCRIBERS**:



Then when you get to this screen choose: **ONBOARDING SERIES**:



It will look like this:

Single email   Onboarding series   Education series

## Welcome new subscribers

Too much information at once can be overwhelming, especially when you're just getting started. Share tips and resources with a series of onboarding emails.

### Campaign Name

Onboarding series

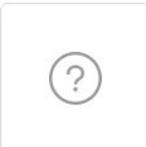
Valerie Gettings' VIP Patient List

Begin

[Cancel](#)

Then you will come to this page:

■ Click **Design Email** to choose a template and add content. When you're finished designing, click **Next** to review your automation.

⋮  **Welcome to our community** Edited 3 seconds ago by you

**Trigger:** Immediately after subscribed contacts join your audience - [Edit](#)

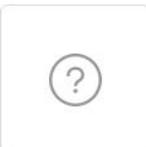
**Schedule:** Every day, all day · [Edit](#)

**Filter by segment or tag:** None · [Add](#)

**Post-send action:** None · [Add](#)

Design Email ▾

■ This is the second email in your series

⋮  **Feature Description #1** Edited 3 seconds ago by you

**Trigger:** 1 day after subscribers are sent previous email - [Edit](#)

**Schedule:** Every day, all day · [Edit](#)

**Filter by segment or tag:** None · [Add](#)

**Post-send action:** None · [Add](#)

Design Email ▾

Check out the screen record with additional instructions:

<https://drive.google.com/file/d/1duUooi9eE7GuL425LEaLaxPswAZONd4Z/view?usp=sharing>

Next, you need to fill out the information for each email that will go out.

💎 Pro tip: Give it a catchy email subject so they will want to open it.

Onboarding series • Welcome to our community (Email 1 of 5)

## Email information

\* required fields

Name your email

Internal use only. Ex: "Newsletter Test#4"

Email subject \* 150 characters remaining

[How do I write a good subject line? • Emoji support](#)

Preview text 150 characters remaining

This snippet will appear in the inbox after the subject line.

From name 100 characters remaining

Use something subscribers will instantly recognize, like your company name.

From email address

Once you have designed your emails you are ready for the next step.

Note: Don't skip this step of filling this form out since it isn't the easiest to find to go back.

💎 Pro tip: Use a merge tag (inserts the person's name so it makes it more personal) into the beginning of each email (the "Hi NAME" part).

✓ All of your emails are in and your nurture sequence is ALMOST ready!

## Step 4: Test Your Emails

Check your emails to make sure things are working. Test them and send them to yourself.

→ NOTE - the merge tag will NOT work when you send them to yourself.

💎 Pro tip: Send them to a friend for feedback to see what you have to change. Also if it asks you for a clinic address and you do not have one yet, don't put in your personal

address because it will appear on your MailChimp emails. You don't want people showing up at your house. 🙄 (but also not funny)

### Step 5: Set the Trigger

How often should emails go out? Your emails should be spaced out for every 2 days except for the first one that automatically goes out when someone puts in their name and email address into the form. You can either have a separate landing page or use a widget on your site to capture their email info and have it tied into your list.

Set the number of days you should be sending them out:

<http://splendidlycurious.com/foundation2015/how-often-send-emails-nurture-sequence/>.

### Step 6: Turn on Merge Tags

To have personalized emails set up the merge tag in settings:

The screenshot shows the 'Edit Workflow Settings' interface for a workflow named 'Onboarding series'. The settings are as follows:

- Workflow name:** Onboarding series (Internal use only. Ex: "Newsletter Test#4")
- From name:** (100 characters remaining)
- From email address:**
- Use Conversations to manage replies:**  (When enabled, we'll generate a special reply-to address for your email. We'll filter "out of office" replies, then thread conversations into your subscribers' profiles and display them in reports.)
- Personalize the "To" field:**  (Include the recipient's name in the message using [merge tags](#) to make it more personal and help avoid spam filters. For example, \*[FNAME]\* \*[LNAME]\* will show "To: Bob Smith" in the email instead of "To: bob@example.com". This is more personal and may help avoid spam filters.)
- Send activity digest email:**  (We'll email you a daily report so you can see how this workflow is performing.)
- Specify \*[MERGETAGS]\* for recipient name:** (Empty text box)

### Step 7: Connect Your Website and WordPress

How do you connect MailChimp and WordPress?

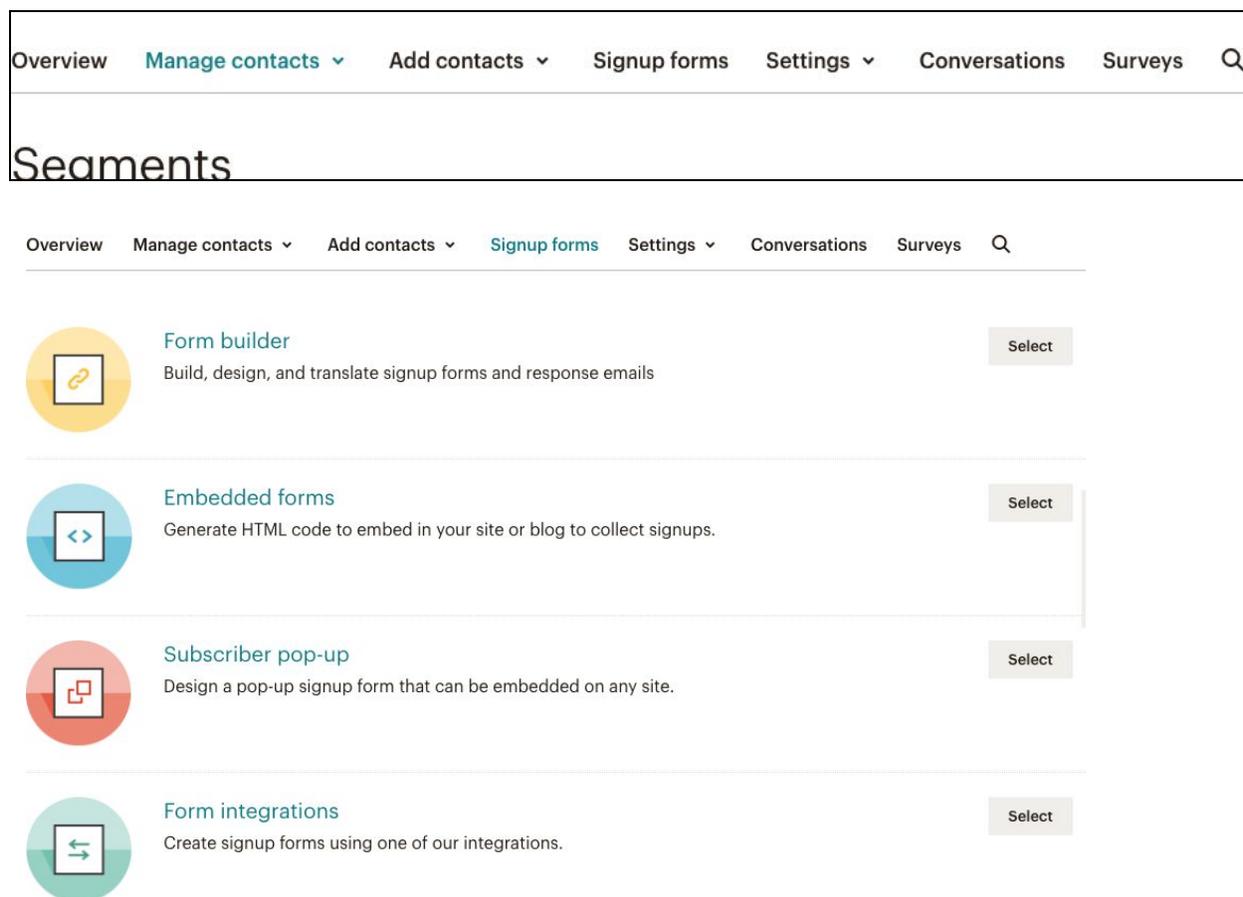
[https://mailchimp.com/help/about-connected-sites/?\\_ga=2.231063129.717927144.1585065104-1713672618.1583639152](https://mailchimp.com/help/about-connected-sites/?_ga=2.231063129.717927144.1585065104-1713672618.1583639152)

✔ You have successfully completed your nurture sequence - high five!

You just saved tons of time and stress!

**Next step: Create either a landing page with a personalized URL or an embedded form into your site (above the fold):**

In MailChimp go to **Signup Forms**:



**💎 Pro-tip: Don't do a pop-up to start getting emails to your list - they don't convert**

We have become so trained to exit out of pop up windows like quick draw McGraw.

Once you start collecting emails, make sure you're emailing your list 2-3 times a week.

NOTE: There may be some steps that have been left out like how to do a double opt-in to get emails but the purpose of this guide is to get the nurture sequence automated. This is half the battle! You have just established your list. Congrats!!!