

TEMPLATES

for Your Indoctrination Series

A simple indoctrination series contains:

- A welcome email
- 2-3 bonding emails
- Optional survey
- Optional low-pressure offer

In this guide, I share templates that you can use to craft your perfect emails. Keep in mind that these are only a guide. You can and should test your structures and messaging to be sure you're engaging your audience.

Things to keep in mind:

1. Be conversational. Let people see the human behind the brand. Write like you talk.
2. Talk more about your reader than about yourself.
3. Your goal is to train your subscribers to open and read your emails, so write something that's worth reading.
4. Your next goal is to train your subscribers to click through to your site. Make sure you add downloads and links that build anticipation and curiosity.
5. Create a natural flow of ideas and messages that make your subscribers feel good about being part of your community.

Template: Welcome Email

I include two examples here:

- A long welcome email (one that I've tested for my business), so you can see all the elements that can be tested in your emails.
- A short version, to give you an idea of how it may be adapted.

Follow the structure of the example that seems most appropriate for your brand and subscribers. Or mix and match to create a unique blend.

Example: Long Welcome Email

Subject: Welcome! and a Few Extra Goodies

Kathryn Aragon here. I wanted to officially welcome you to the community.

I'm looking forward to learning more about you and sharing innovative solutions to help you stay on top of what's working in content marketing.

Keep reading to learn what you can expect from me, and then I have a surprise for you.

Here's what you can expect...

First, you won't get a ton of emails from me.

Over the next five days or so, you'll get a daily email, but after that, there's no real schedule.

I publish new blog posts irregularly, usually every 3-6 weeks or when I have something worth sharing. You'll get an email after an article goes live, alerting you that there's something new for you to check out.

I also create content outside the blog—special training, ebooks and even physical books. As these become available, I'll shoot you some emails about them, so you know what's available.

Periodically, I may also send emails about industry news, free downloads or premium resources you need to know about.

To be clear, while I don't want to flood your inbox, I do want you to have the resources you need when you need them.

Sound fair? GOOD!

Here's the surprise I told you about...

For the past few years, everyone's been preaching the benefits of content marketing, so there's been a ton of information about the need for content and how to create content.

The trouble is, what most marketers need are results. Especially with something as time- and money-intensive as content marketing.

< Identify yourself and share a welcome message.

< They won't read further if you don't give them reason to. Tell what to expect in this email.

< Tell them what to expect as a subscriber: how many emails they'll get and why.

So I help people communicate, connect, *and convert*. In other words, I like to talk about content *and* conversion.

Also, I want to make sure I'm providing plenty of value, so I like to give away better content for FREE than most people charge money for. That's just what I'm doing now...

Watch your email tomorrow because there's a special gift coming your way. The subject will be, "Your Gift, and Why I Don't Do Business Like Everyone Else."

All the best,
Kathryn Aragon

P.S. Make sure you don't miss anything! Take a few minutes right now to [whitelist my emails](#) and connect in social media.

Twitter: <https://twitter.com/KathrynAragon>

Facebook: <https://www.facebook.com/KathrynAragon.Author>

P.P.S. If you have a second, I'd love to know: **What can I do to help you solve your biggest problem right now?**

Just reply to this email or shoot me a quick email at: Katie@KathrynAragon.com. I'll be watching for your email!

< Here, I mention the gift and explain it will come tomorrow. The goal: to create anticipation.

< The boring housekeeping stuff goes here. (You may copy my whitelist page if you like)

< This is to encourage engagement.

Template: Short Welcome

Subject: Welcome!

Welcome! And thanks for joining the community!

I'll do my best to keep you updated on what's trending in content marketing—*without* flooding your inbox.

You'll get blog alerts when posts go live—about every 2-6 weeks. And I'll let you know when I produce special training, ebooks, or physical books, so you don't miss anything.

I've got more great stuff to share with you in the next few days, including a surprise tomorrow. (So be watching your email!)

In the meantime, here's some light reading you might enjoy.

- Article 1
- Article 2
- Article 3

Until tomorrow,

All the best,
[Your Name]

P.S. Make sure you don't miss anything! Take a few minutes right now to [whitelist my emails](#) and connect in social media.

Twitter:

Facebook:

P.P.S. If you have a second, I'd love to know: **What can I do to help you solve your biggest problem right now?**

Just reply to this email or shoot me a quick email at: **email@YourBiz.com**. I'll be watching for your email!

Template: Share Useful Information

If you want a shorter indoctrination series, this is a good email to use. It's simple and gets your subscribers used to exploring your site.

Subject: Some Light Reading While You're Waiting

Thanks for signing up for my newsletter.

I wanted to share a few of my best posts while you wait for my next newsletter:

- Post 1
- Post 2
- Post 3
- Post 4
- Post 5

Be watching for my email tomorrow. I've got more great stuff to share with you.

Until then,

Your Name

Template: Your Story + a Gift

In my second email, you can try telling a personal story to create liking and loyalty. But be careful not to make it a long story. People are less likely to read a long email.

If you can tell a story that's quick and concise, do that. Otherwise, consider these options:

- Skip the story and share your values or a customer success story.
- Upload the story to your website and give them a link to click through.
- Put your story in an ebook and make it another gift.

NOTE: You can try different approaches to every element in your indoctrination series: the stories you tell, the length of your emails, the emotion or values you try to convey.

Only through testing will you figure out what resonates with your subscribers and builds community. Here's how you do that:

1. Watch your open and clickthrough rates, so you know what's working and what isn't.
2. For the things that aren't working, create a hypothesis for why they aren't working and what might work better.
3. Try your idea and test it
4. Watch the numbers to see if they improve or worsen.
5. Tweak what works and change what doesn't.

Look on the next page for the story/values bonding email template.

Subject: Your Gift, as Promised

If you read yesterday's email, you may have already figured out that I don't do business like most digital marketers...

I don't blog every week.

I don't email you every day to keep my name at the top of your inbox.

I prefer to treat you like a friend, because that's what you are.

Why the difference? Because I believe truly successful businesses have *balance*: work/life balance as well as investment/profit balance.

That's actually why I love content marketing. It's the smartest growth hack I know, impacting every stage of the customer journey and serving as the foundation for every funnel you build.

Talk about powerful!

Seriously, if you master content marketing, you've mastered something like 80% of marketing.

Which simplifies your work—so you can grow your business and still have a life.

Which brings me to the surprise I promised you...

[How to Get the Most from Gated Content](#)

It's a 35-page report that discusses *how* marketers approach gated content (there's no one way to do it) and *what's working now*.

[Download it now.](#) If you have any questions, hit reply to this email and let me know.

Until tomorrow,

Kathryn

< Remind them of yesterday's email, so they remember who you are.

< Your differentiators

< Tell them why you're different, so readers understand how it benefits them.

< Transition to your gift, and explain what it is.

< Add an interesting P.S. if you'd like. Maybe create anticipation for tomorrow's email.

Template: Gift

If all you want to do is give a gift, this is a short, simple template to use.

Subject: Your Gift, Just for Subscribing

We're glad you've joined the community. And as our way of saying thanks, we wanted to give you this ebook. There's no obligation and no opt-in. Just download and enjoy.

[Link to the Download]

Enjoy!

Your Name

Your Signature Block