

FREE RESOURCE

20-Email Welcome & Nurturing Sequence

For Bloggers, Retirees & MMO Newcomers

A complete 20-email sequence that welcomes new subscribers, builds genuine trust, delivers real value, and naturally introduces your tools and courses — without ever being pushy.

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How to Use This Sequence

Personalise before using	Replace [YOUR NAME], [BLOG NAME], and [BLOG URL] throughout. Add your personal story to Email 2. Insert your affiliate links where marked.
Automation setup in Systeme.io	Set Emails 1, 2, and 3 as automated — Day 0, Day 3, and Day 5 after opt-in. Send Emails 4 through 20 as weekly broadcasts or extend your automation sequence.
Keep your voice	These emails are written as a framework. Read each one and adjust the wording to sound naturally like you. The more personal your voice the better the relationship you build.
Affiliate links	Insert your actual affiliate links where indicated. Only use links for products you genuinely recommend. Your credibility depends on authentic recommendations.
Subject line testing	Alternative subject lines are provided in the plain text version. Consider A/B testing subject lines as your list grows to improve open rates over time.

Sequence Overview

Phase	Emails	Focus	Approach
Welcome & Foundation	1 — 3	Introduction and trust building	Pure value — no selling
Education & Value	4 — 7	Strategy, mindset, and insight	Pure value — no selling
Tools & Solutions	8 — 13	Recommended tools introduced	Value plus gentle affiliate mentions
Strategy & Course	14 — 17	Deeper strategy and course preview	Value plus course pre-sell
Path Forward	18 — 20	Course invitation and close	Warm invitation and encouragement

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Placeholder for table of contents

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PHASE 1 — Welcome & Foundation*Emails 1 to 3 — Pure value, no selling***EMAIL 1**

Send: Immediately on opt-in

**SUBJECT
LINE****You made it — here is everything I promised you**

Hey [First Name],

Welcome. I am genuinely glad you are here.

Your free resource is attached and ready for you. Download it, save it somewhere you can find it easily, and come back to it whenever you need it. It was built to be used — not just read once and forgotten.

But before you dive in I want to take thirty seconds to introduce myself properly.

My name is [YOUR NAME] and I created [BLOG NAME] for one specific reason — to be the resource I wish had existed when I started my own online journey.

I am not a guru. I am not someone who made their first million at twenty-five and now teaches others from a yacht. I am someone who came to this space with more questions than answers, made real mistakes, learned real lessons, and slowly figured out what actually works.

That experience — the confusion, the breakthroughs, the moments of clarity after weeks of uncertainty — is exactly what I write about and share with this community.

Here is what you can expect from me going forward: one email per week, always useful, never spam. Real insights from a real journey — written for people who are serious about building something genuine online.

If an email is not useful to you, unsubscribe anytime. No hard feelings. But I think you will want to stay.

Welcome to the community [First Name]. Let us build something together.

Warm regards,

[YOUR NAME]

[BLOG URL]

P.S. Hit reply and tell me one thing — where are you in your online journey right now? Just starting out? Been at it a while but feeling stuck? I read every reply and I would love to know.

EMAIL 2

Send: Day 3 after opt-in

SUBJECT
LINE**The honest truth about how I got started (it is not what you expect)**

Hey [First Name],

I want to tell you something I do not share everywhere.

[INSERT YOUR PERSONAL STORY HERE — your retirement, the career you left, the moment you realised you needed to figure something out. Be honest. Be vulnerable. This is the email that builds the deepest trust.]

The reason I am sharing this is not for sympathy.

I am sharing it because if any part of that story sounds familiar — if you recognise your own situation in what I just described — I want you to know something important.

Where you are right now is not where the story ends.

The online business space has a reputation for hype, gurus, and get-rich-quick promises that benefit the person making them far more than the person receiving them. I built this blog to be the opposite of that.

Everything I share with you is based on real experience. Real mistakes. Real results — good and bad. And a genuine commitment to helping you navigate this space with your eyes open and your expectations honest.

That is the deal I am making with you. I will be straight with you. You be open to the process. And together we will figure this out.

Talk soon,

[YOUR NAME]

P.S. Tomorrow I am sharing the single most important thing I learned in my first year online — and it has nothing to do with traffic, SEO, or affiliate programs. Watch for it.

EMAIL 3	Send: Day 5 after opt-in
SUBJECT LINE	The lesson that changed everything for me
Hey [First Name], Yesterday I promised you the most important thing I learned in my first year online. Here it is. Consistency beats everything. Not talent. Not timing. Not having the perfect niche or the best tools or the most polished website. Consistency. The bloggers who succeed are not the most gifted writers. They are the ones who showed up and published when they did not feel like it. Who sent the email when their list had twelve people on it. Who kept going through the months when the traffic was barely a trickle. Here is what nobody tells you about consistency in the early stages. It feels pointless. You publish a post and it gets four visitors. You send an email and two people open it. And then — quietly, gradually, and all at once — it starts to compound. The fourth month looks different from the first. The seventh month looks different from the fourth. By the end of year one the person who stayed consistent has something the person who quit does not. A foundation. A real one. Your only job right now is to stay consistent. Everything else follows from that. More soon, [YOUR NAME]	

PHASE 2 — Education & Value

Emails 4 to 7 — Strategy, mindset, and genuine insight

EMAIL 4	Send: Week 2
SUBJECT LINE	The question that unlocks everything in online business

Hey [First Name],

There is one question that separates online businesses that grow from ones that stall indefinitely.

That question is: who specifically am I helping and what specific problem am I solving for them?

Not a general topic. Not a broad niche. A specific person with a specific situation and a specific problem that keeps them up at night.

When you can answer that question in one clear sentence — everything else gets easier. Your content has direction. Your emails have purpose. Your recommendations feel natural rather than forced.

Here is an exercise worth doing today. Write down a description of the one person you most want to help. Their age. Their situation. What they have already tried. What frustrates them. What they are hoping for.

Make it specific enough that if that person read your description they would think — this person is talking about me.

That person is your audience. Write for them. Build for them. Help them. Everything else will follow.

Until next week,

[YOUR NAME]

EMAIL 5

Send: Week 3

SUBJECT
LINE

Why most blog content gets ignored (and what to do instead)

Hey [First Name],

Most blog content gets ignored. Not because it is badly written — but because it is written for everyone and therefore resonates with no one.

Here is the content formula that actually works.

Start with a real problem your specific audience faces. Write as if you are talking to one person — not presenting to a crowd. Add your own perspective and experience. End with a clear next step.

That formula — real problem, one person, genuine perspective, clear action — is behind every piece of content that builds a real audience online.

The element most people skip is the personal perspective. Generic information is available everywhere. Your genuine take on that information is available only from you. That is your competitive advantage and it costs nothing to use.

It sounds simple. Most things that work do.

Talk soon,

[YOUR NAME]

EMAIL 6

Send: Week 4

**SUBJECT
LINE****Can you really make money while you sleep? The honest answer**

Hey [First Name],

The phrase "passive income" gets thrown around a lot in this space. And it creates a misleading picture that causes real damage to real people's expectations.

So let me give you the honest version.

Passive income is real. I earn commissions from content I published months ago. Products sell while I sleep. That part is true.

What is not true is that it is passive from the beginning.

Every stream of passive income was built by active effort first. The blog post that earns commissions today took hours to research, write, and publish. The trust that makes people click my recommendations was built through months of consistent, valuable communication.

Passive income is the result of front-loaded work that eventually runs on its own.

The question is never "how do I make money passively?" The real question is "what active work do I do now that will generate passive returns later?"

That shift in thinking changes everything.

[YOUR NAME]

EMAIL 7	Send: Week 5
SUBJECT LINE	The real reason most people never build anything online
Hey [First Name], The real reason most people never build anything meaningful online is not lack of information. It is not lack of tools. It is the gap between knowing and doing. Most people consume endlessly — courses, YouTube videos, email newsletters. They gather information as a substitute for taking action. They stay comfortable in the learning phase because learning feels like progress without carrying the risk of failure. The only way through the gap between knowing and doing is one small action taken before you feel ready. Not the perfect action. Not the fully informed action. Just one real step forward. Publish the post before it feels polished enough. Send the email before the list is big enough. Launch the product before you feel expert enough. The readiness you are waiting for does not come before the action. It comes because of it. What is the one action you have been putting off? Hit reply and tell me. Sometimes saying it out loud is the thing that finally moves it forward. [YOUR NAME]	

PHASE 3 — Tools & Solutions

Emails 8 to 13 — Value plus gentle affiliate introductions

EMAIL 8	Send: Week 6
SUBJECT LINE	The free tool I wish I had found on day one

Hey [First Name],

Over the next few weeks I want to share some of the tools that have made the biggest difference in how I run my online business.

Not a promotional list. I am transparent that some of these are affiliate links and I earn if you choose to use them. I am sharing them because they are genuinely what I use and genuinely what I recommend.

Let me start with the one I wish I had found on day one — Systeme.io.

When I was starting out I was overwhelmed by the number of separate tools I apparently needed — email marketing, landing pages, course hosting, funnel builder, checkout system. Each one had a monthly cost.

Systeme.io does all of those things in one platform. The free plan — up to 2,000 subscribers with unlimited emails, funnels, and the ability to sell digital products — covers everything a beginner needs.

If you are not already building your email list — this is where to start. Today.

[INSERT YOUR SYSTEME.IO AFFILIATE LINK]

[YOUR NAME]

★ **AFFILIATE LINK:** Insert your Systeme.io affiliate link above — 40% recurring commission, lifetime cookie.

EMAIL 9

Send: Week 7

SUBJECT
LINE**How I use AI to run my business without losing my voice**

Hey [First Name],

I want to talk about AI — specifically how I actually use it and why it has changed what is possible for a solo online entrepreneur.

Here is how I use AI every week. I use it as a thinking partner. When I have an idea I open a conversation with Claude AI and talk it through — not to get the answer, but to develop my own thinking.

I use it to create content faster. Not to replace my voice — I still write every piece and add my personal perspective. But AI handles the structure and first draft momentum so I can produce more in the same time.

I use it to plan — email sequences, course outlines, product ideas, marketing strategies — all developed collaboratively.

The result is a business that produces more output with the same hours, without feeling automated because my voice and perspective are woven through everything.

Claude AI is free to start at claude.ai and I genuinely recommend it as a thinking tool for anyone building an online business.

[YOUR NAME]

EMAIL 10

Send: Week 8

SUBJECT LINE

Why I wish I had started my email list on day one

Hey [First Name],

If I could go back and change one thing it would be this — I would have started building my email list from the very first day.

Not after I had enough traffic. Not after my blog looked professional enough. Day one.

Most people who visit your blog once never come back. If you have not given them a reason to give you their email address they are gone.

Your email list is the mechanism that turns a one-time visitor into a subscriber, a reader, a buyer, and eventually an advocate for what you do.

The platform I use and recommend for email list building is GetResponse. Their free plan supports up to 500 contacts and their deliverability rates are among the best in the industry.

[INSERT YOUR GETRESPONSE AFFILIATE LINK]

Start it today. Whatever platform you choose. Whatever lead magnet you have available. Future you will be very grateful.

[YOUR NAME]

★ **AFFILIATE LINK:** Insert your GetResponse affiliate link above — up to 33% recurring commission.

EMAIL 11

Send: Week 9

**SUBJECT
LINE****The blogging tool that cut my content creation time in half**

Hey [First Name],

One of the questions I get most often is — how do you produce content consistently without burning out?

The honest answer is that I use tools that make the process significantly more efficient without sacrificing authenticity.

One of those tools is RightBlogger — an AI-powered blogging platform built specifically for content creators. It handles keyword research, article outlining, full draft writing, SEO optimisation, and direct publishing to WordPress in one dashboard.

What I appreciate most is that it produces a strong first draft that I then personalise with my own stories and voice. The heavy structural lifting is done. I add the human layer that makes it mine.

[INSERT YOUR RIGHTBLOGGER AFFILIATE LINK]

For anyone publishing content regularly and looking to become more efficient — it is worth exploring.

[YOUR NAME]

★ **AFFILIATE LINK:** Insert your RightBlogger affiliate link above.

EMAIL 12

Send: Week 10

**SUBJECT
LINE****You do not need to be a designer to look professional online**

Hey [First Name],

One of the things that held me back early on was feeling like my content did not look professional enough. I am not a designer and I did not have budget to hire one.

What changed everything was Canva.

Canva is a free design platform that gives anyone the ability to create professional-looking visual content without any design training. Blog images, Pinterest pins, ebook covers, social media graphics, lead magnet PDFs — all created using drag-and-drop templates.

The free plan covers everything a blogger needs. Thousands of templates, a photo library, and the ability to download in any format.

If you are not already using Canva for your visuals — it is one of the best free tools available.

canva.com — free to start. [INSERT YOUR CANVA AFFILIATE LINK IF APPLICABLE]

[YOUR NAME]

★ **AFFILIATE LINK:** Insert your Canva affiliate link if you have one.

EMAIL 13

Send: Week 11

**SUBJECT
LINE****The traffic source most new bloggers completely overlook**

Hey [First Name],

When most people think about getting traffic to their blog they think about Google. And Google is the long game worth playing.

But new blogs typically wait four to nine months before seeing meaningful Google traffic. That waiting period is where many people lose momentum and quit.

There is a traffic source that works much faster — Pinterest.

Pinterest is a visual search engine that indexes new content in days rather than months. A well-designed pin linking to your blog post can start driving visitors within 48 hours.

The simple approach: create a free Pinterest business account, design two to three vertical pins for every blog post using Canva, write keyword-rich descriptions, and publish them consistently.

Consistent Pinterest activity on top of consistent blogging creates a traffic foundation far more resilient than relying on Google alone.

[YOUR NAME]

PHASE 4 — Strategy & Course Preview

Emails 14 to 17 — Deeper guidance and course pre-sell

EMAIL 14

Send: Week 12

SUBJECT LINE

How affiliate marketing actually works — the honest explanation

Hey [First Name],

I want to address affiliate marketing directly — how it actually works and what it takes to make it work for you.

The honest version: it works best when three things are true.

First — you only promote products you genuinely believe in. Your audience can sense the difference between an authentic recommendation and a commission grab.

Second — your content genuinely helps your audience make a good decision. A product review that identifies both strengths and limitations is far more trusted than one that reads like a sales brochure.

Third — you are patient. Affiliate income compounds over time as your content library grows and your audience deepens. Month twelve looks very different from month two.

The affiliate programs I personally use and recommend are ones I have vetted for quality, commission structure, and genuine value to my audience. I will only ever recommend what I genuinely believe in.

[YOUR NAME]

EMAIL 15

Send: Week 13

SUBJECT LINE

Why creating your own product changes everything

Hey [First Name],

Affiliate marketing is a powerful income stream. But there is a ceiling on what you can earn when you are always promoting someone else's product.

Creating your own digital product removes that ceiling entirely. When you sell your own product you keep 100% of the revenue.

The barrier is lower than most people think. You need knowledge your specific audience wants, a platform to deliver it, and the willingness to package what you know into something useful.

Your first product does not need to be elaborate. A focused, well-executed short guide that solves a specific problem for your specific audience is more valuable than a comprehensive course that tries to cover everything.

The platform I use to host and sell digital products is Systeme.io — courses, ebooks, and digital downloads can all be sold through the free plan with automatic delivery.

[INSERT YOUR SYSTEME.IO AFFILIATE LINK]

I am working on something I think you will find genuinely valuable in this area. More details coming soon.

[YOUR NAME]

★ **AFFILIATE LINK:** Second natural placement for your Systeme.io affiliate link.

EMAIL 16

Send: Week 14

SUBJECT
LINE**SEO for bloggers — what actually matters and what does not**

Hey [First Name],

SEO has been made far more complicated than it needs to be for most bloggers. So let me give you the version that actually matters.

Four things. Just four.

Your focus keyword appears in your post title. It appears in your first paragraph. It appears in at least one subheading. And it appears in your meta description.

Those four placements signal to Google what your post is about. Beyond that — write naturally. Do not force your keyword in repeatedly. Write for the human reading your post.

Supporting elements that help — internal links to two or three other posts on your site, an image with descriptive alt text, and a meta description written as a compelling human summary.

That is the SEO foundation that covers 80% of what a new blogger needs. Keep it simple. Stay consistent. The rankings follow.

[YOUR NAME]

EMAIL 17

Send: Week 15

SUBJECT LINE

Why the people who embrace AI now have an unfair advantage

Hey [First Name],

AI is the single most significant development for solo online business owners in the last decade and I want to be direct about why.

For most of the internet era building a real online business required either significant technical skill or significant money to hire people with that skill.

AI has changed that equation fundamentally — not by doing everything for you but by giving every solo operator access to a thinking partner, a writing collaborator, and a strategic sounding board that used to require expensive professionals.

The people who are figuring this out right now are building faster, producing more, and doing it at lower cost than at any previous point in history.

And the barrier to learning this is low. The tools are accessible. The learning curve is short. The people who embrace it now are positioned ahead of the majority who are still treating AI as a curiosity.

I have built something that teaches this process from the ground up — specifically for people who came to this space without a technical background. More details in the next email.

[YOUR NAME]

PHASE 5 — The Path Forward

Emails 18 to 20 — Course invitation and momentum close

EMAIL 18

Send: Week 16

SUBJECT
LINE**Something I built specifically for you**

Hey [First Name],

Over the past four months I have shared everything I know about building an online business — the mindset, the tools, the content strategy, the income streams, the realistic timeline.

Today I want to tell you about something I built that takes all of it and puts it into a structured, step-by-step system.

It is called the AI Thinking Partner Blueprint.

It is a video course built specifically for retirees, newcomers, and anyone who has ideas about building an online income but has struggled to turn those ideas into a clear, executable direction.

It teaches you how to use AI as a genuine thinking partner that helps you get your ideas out of your head, organise your strategy, create your content, and build your business more efficiently than you could alone.

I built it because it is the course I wished had existed when I started. Not expensive — deliberately priced to be accessible because the people who need it most are often the ones who cannot afford a \$500 course.

You can find all the details here — [INSERT YOUR COURSE SALES PAGE LINK]

If you have been following these emails and feeling like the pieces are starting to come together — this is the course that connects them all.

[YOUR NAME]

P.S. Read the sales page carefully. If it sounds like it was written for you — it probably was.

EMAIL 19

Send: Week 17

SUBJECT
LINE**The three things holding most people back (and the honest answers)**

Hey [First Name],

Since sharing the AI Thinking Partner Blueprint last week I have heard from a number of people and a few themes keep coming up.

"I am not technical enough for AI tools." You do not need to be. Claude AI works through plain conversation. If you can send an email you have all the technical skill required.

"I am worried I have left it too late." There is no age limit on building something meaningful online. Your life experience and perspective are assets that younger competitors simply do not have.

"I have tried courses before and they did not work." Most courses teach information. This one teaches a process — a way of thinking and working with AI that you own and can apply to any situation.

If any of those objections have been sitting in the back of your mind — I hope those honest answers help.

The course link is here if you missed it last week — [INSERT YOUR COURSE SALES PAGE LINK]

And as always — if you have a question I have not answered, hit reply. I read every one.

[YOUR NAME]

EMAIL 20

Send: Week 18

**SUBJECT
LINE****Where we go from here**

Hey [First Name],

We have covered a lot of ground together over these past months.

Mindset. Content strategy. Email list building. Affiliate marketing. Tools. SEO. Traffic. Digital products. AI. And the honest truth about what building an online business actually looks like from the inside.

I want to close this sequence with something simple.

You now know enough to build something real.

Not everything — there is always more to learn. But enough to choose a niche, start a blog, build a list, create content that helps people, and begin generating income.

The only remaining question is whether you will act on what you know.

If you are ready — go back through these emails and identify the three actions you have not yet taken that would move you furthest forward. Do those three things this week. Just those three.

And if you want a structured system to guide every step — the AI Thinking Partner Blueprint is waiting for you at [INSERT YOUR COURSE SALES PAGE LINK].

It has been a genuine pleasure sharing this journey with you [First Name]. Whatever you decide to build — I am rooting for you.

With respect and encouragement,

[YOUR NAME]

[BLOG URL]

P.S. You will continue to receive my weekly emails going forward — useful content, honest insights, and occasional recommendations. If at any point they stop being useful simply unsubscribe. No hard feelings. But I hope you will stay.

Implementation Checklist

Personalisation

- Replace all [YOUR NAME] with David Jones
- Replace all [BLOG NAME] with your blog name
- Replace all [BLOG URL] with your actual URL
- Add your personal story to Email 2
- Add relevant blog post links in Emails 4, 5, and 13

Affiliate Links

- Systeme.io affiliate link — Emails 8 and 15
- GetResponse affiliate link — Email 10
- RightBlogger affiliate link — Email 11
- Canva affiliate link — Email 12 (if applicable)
- Course sales page link — Emails 18, 19, and 20

Systeme.io Setup

- Emails 1, 2, 3 — set as automated sequence (Day 0, Day 3, Day 5)
- Emails 4-20 — set as weekly broadcasts or extend automation
- Test entire sequence by subscribing with your own email
- Confirm lead magnet delivery works correctly
- Check all links before going live

This sequence was built by David Jones — a retiree from Barbados who used AI to build a real online business from scratch and documented every step. **Visit yourdigitalbreakthrough.com for more free resources.**