

BONUS · PRINTABLE

Launch Email Sequence

*Send schedule***Done when**

Every email drafted and scheduled

Fill this in

- ☐ Waitlist confirmation
- ☐ Teaser: the theme reveal
- ☐ Behind the scenes: printing day
- ☐ Doors open
- ☐ Halfway / social proof
- ☐ 24 hours left
- ☐ Closed + waitlist for next round
- ☐ Renewal save #1
- ☐ Renewal save #2
- ☐ Win-back

How to use it

Write the date you'll send each one before you write the copy.

Notes