the good
CANVAS
a beautiful life, *crafted*

Free Flodesk Email Templates

1. Setting Up Your Flodesk Account

To get started, sign up for a free trial of Flodesk. During this period, you can explore all the features and understand how Flodesk can cater to your email marketing needs without any additional cost. Once you've set up your Flodesk account, the next step is to create an opt-in form to collect email addresses from your website or social media channels.

Bonus, if after your free trial you decide you want to continue using flodesk, you can use the promo code **5FCFOF** and **get 50% for the entire year!**

CREATE YOUR FREE ACCOUNT

2. Access Your Free Templates

First Email: Delivering the Lead Magnet - DOWNLOAD IT HERE
Second Email: The Warm Welcome - DOWNLOAD IT HERE
Third Email: Sharing Your Best Content - DOWNLOAD IT HERE
Fourth Email: Introducing Your Products or Services - DOWNLOAD IT HERE
Fifth Email: The Next Steps - DOWNLOAD IT HERE

*AND A BONUS: I've added a some free canva templates that you can use to create some really f un photo / text overlays!

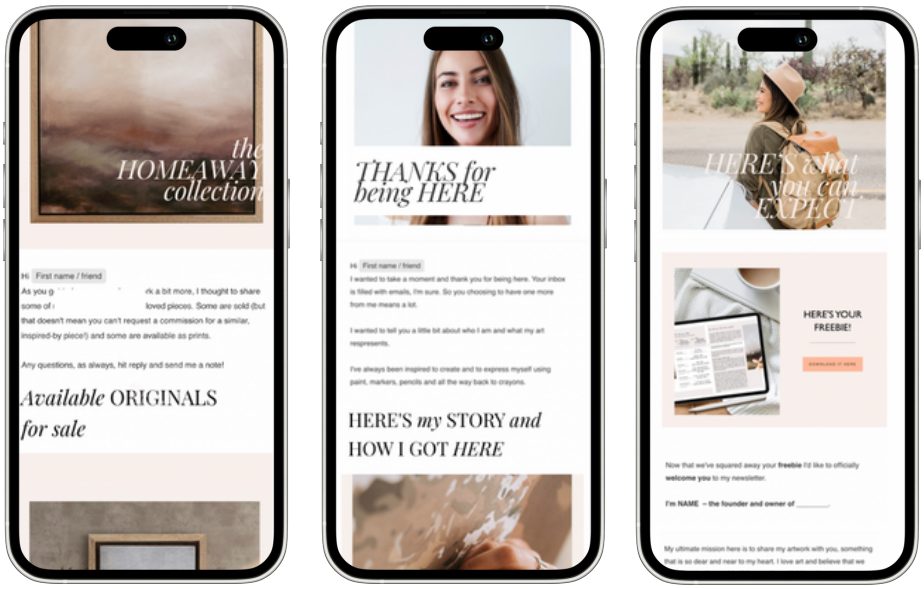
Grab those here!

3. How To Set Up Your Welcome Workflow

1. Go to your flodesk account and log in. Come back to this document and open each email templates and save to your favorites. You'll be adding and editing each one.
2. Create a New Workflow : Navigate to the "Workflows" tab - Click "New Workflow."
3. Set a Trigger : Choose When someone subscribes to a segment - Select the relevant segment. Save. This is just when someone joins your newsletter on your website or Instagram
4. Start adding Emails: Click the plus (+) icon, select "Email." - Select the email you'd like to send first from the templates - Save
5. Set Delays: Add a delay between emails (e.g., 1 day).
6. Add Subsequent Emails: Repeat the process with the remaining templates, customizing them to your brand and business.
7. Review and Activate: Review the workflow, make adjustments. - Click "Activate" to start the sequence.

NEED MORE HELP?

Send us an email at: **info@thegoodcanvas.com**



Creating an Effective Welcome Sequence - The First 5 Emails

1. First Email: Delivering the Lead Magnet

- Subject Line: "Here's Your [Lead Magnet]!"
- Content: Provide the promised lead magnet, whether it's an eBook, discount code, or freebie. This email should focus on delivering value and showing that you keep your promises.
- Call to Action: Ask subscribers to reply with any questions they have or to share their thoughts on the lead magnet.

2. **Second Email: The Warm Welcome**

- **Subject Line:** Create a compelling subject line that grabs attention. Something like "Welcome to [Your Brand] – Let's Get Started!" works well.
- **Content:** Introduce yourself and your brand. Share a bit about your story and what subscribers can expect from your emails. Use beautiful email templates to make your welcome message visually appealing.
- **Call to Action:** Encourage subscribers to connect with you on social media or visit your blog posts for more valuable information.

3. **Third Email: Sharing Your Best Content**

- **Subject Line:** "Our Most Popular Blog Posts Just for You"
- **Content:** Highlight some of your best blog posts or digital products. This positions you as a valuable resource and keeps subscribers engaged.
- **Call to Action:** Invite subscribers to explore more content on your website or to sign up for your monthly newsletter.

4. **Fourth Email: Introducing Your Products or Services**

- **Subject Line:** "Discover How [Your Brand] Can Help You"
- **Content:** Introduce your products or services, explaining how they can solve your subscribers' problems or meet their needs. Use case studies or testimonials to build trust.
- **Call to Action:** Offer a discount code or special offer to encourage first-time purchases.

5. **Fifth Email: The Next Steps**

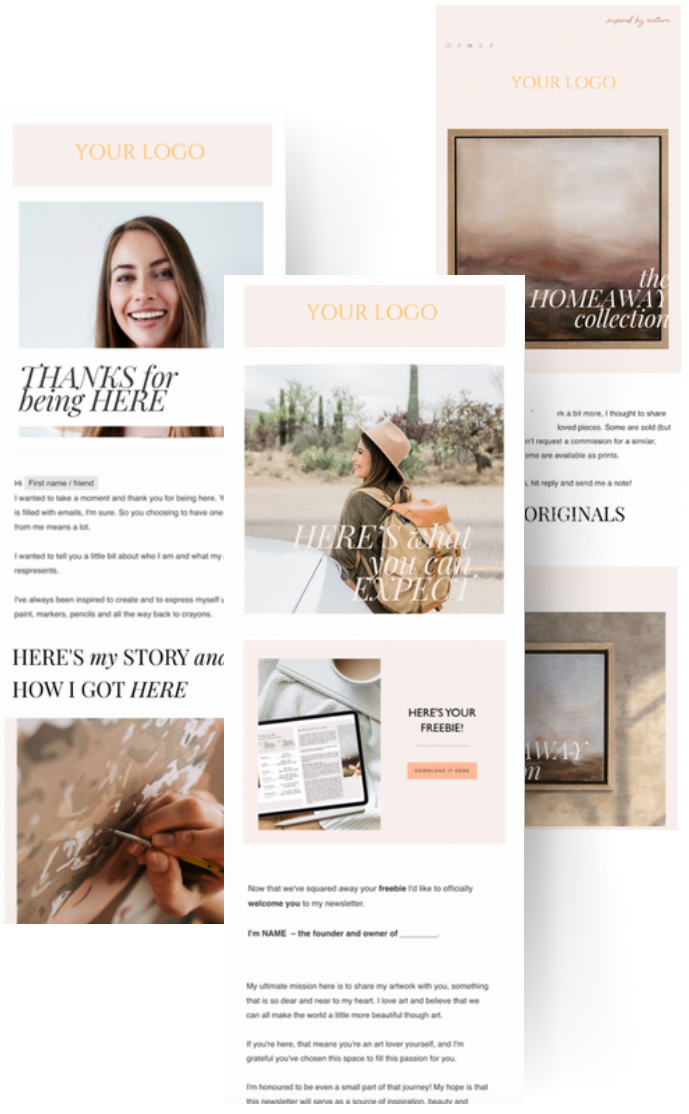
- **Subject Line:** "What's Next? Let's Stay Connected"
- **Content:** Summarize what subscribers have learned so far and suggest the next steps. This could include joining a community, following you on social media, or checking out your newest offerings.
- **Call to Action:** Provide clear instructions for the next step, whether it's scheduling a call, joining a webinar, or exploring a new product line.

Best Practices for Your Welcome Email Sequence

Segment Your Audience: Use different segments to tailor your messages to specific groups. For example, new leads might receive a different welcome sequence than returning customers.
Optimize for Open Rates: Experiment with subject lines and sending times (like Tuesday morning) to find what works best for your audience.
Use Our Ready-Made Templates: We're sharing ours below, but to keep building more emails, Flodesk also offers ready-made templates that save time and ensure your emails look professional.
Include Affiliate Links: If applicable, incorporate affiliate links subtly to generate additional revenue.
Monitor Performance: Regularly check your email campaigns' performance to see what works and what doesn't. Adjust your strategy based on this data.

Branding Tips:

1. Utilize the "Your Logo" section, as well as the built in flodesk branding kit to create a logo (PNG with transparent background) that will stay consistent throughout ALL your emails.
2. Make sure you're utilizing the custom canva templates to personalize your images and graphics to your brand. Keep in mind your color palette and typography as it plays a huge role in how your emails are received and interacted with.
3. In the online world, we're competing for attention, visitors and sales. Those sales are largely dependent on whether we can connect with our customer. We can sit by and hope that our target audience finds us, or we can curate our website and social media platforms to attract the right customer. Truthfully, I don't worry about the number of followers I have on social media **unless** those followers care about my work and connect with my brand. The same goes for website traffic. That's why I'm so passionate about helping entrepreneurs design their brand and create beautiful and functional websites with that information so that their visitors are more likely to convert.



If you need some help with branding, The Good Canvas can help! We work with artists and creative entrepreneurs to craft strong, relatable and beautiful brands that target the right customer! **You can read more and get started here!**