



# Lead Nurturing Template (aka Marketing Funnel / Email Autoresponder)

## >> 7-Day Welcome Sequence Funnel: New Subscriber

TIME	TRIGGER	EMAIL CONTENT
<b>Immediately</b>	Someone downloads a lead magnet	Deliver the lead magnet (and confirm email subscription)
<b>At 1 day</b>		Welcome email
<b>At 3 days</b>		Popular resource
<b>At 5 days</b>		Popular resource
<b>At 7 days</b>		A call to action to schedule a call, book a meeting, or fill out an application
<b>END</b>		Add the lead to your regular broadcast email marketing list

## >> Webinar, Workshop or Online Event Funnel:

TIME	TRIGGER	EMAIL CONTENT
<b>Immediately</b>	Someone registers for a webinar	Thank you / confirmation email with a date saver for the calendar
<b>3 days before</b>		Worksheets and pre-reading for the webinar or event
<b>1 day before</b>		Details and reminder that the webinar or event is on tomorrow
<b>1 hour before</b>		Webinar or event starts in 60 mins
<b>5 mins before</b>		Starting Now
<b>1 day after</b>		Thank you, special offer, replay or any other follow-up material
<b>2 days after</b>		CTA. Would you like my help with _____?
<b>END</b>		Add the lead to your regular broadcast email marketing list



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## >> Your 7-Day Welcome Sequence Funnel: New Subscriber

TIME	TRIGGER	CONTENT

## >> >> Webinar, Workshop or Online Event Funnel:

TIME	TRIGGER	CONTENT



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## About Adam Franklin



Adam Franklin is the author of **Web Marketing That Works** -- an **Amazon #1 best seller**. He is a [professional speaker](#), university lecturer and CEO of **Bluewire Media**.

His blog was **Australia's #1 business blog**, his podcast was named **#9 on Entrepreneur** magazine's **top marketing podcasts** and he is the **#7 LinkedIn expert** in the Asia Pacific. Adam's work has been featured in **Forbes**, **Huffington Post**, **Entrepreneur**, **The Australian**, and the **Sydney Morning Herald**.

## Let's connect

For more templates, videos and workshops, connect with me: [www.linkedin.com/in/adamfranklin](https://www.linkedin.com/in/adamfranklin)

## Join my Facebook group

Get the video walk-through of this resource, plus dozens more PDF marketing templates, walk-through videos, and mini-workshops in our private invite-only Facebook group. <https://www.facebook.com/groups/webmarketingthatworks>





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You may also like these related marketing templates (email opt-in required)...

## LinkedIn 10-Minute Daily Plan



[bluewiremedia.com.au/linkedin-daily-marketing-plan](http://bluewiremedia.com.au/linkedin-daily-marketing-plan)

## LinkedIn Content Plan



[bluewiremedia.com.au/linkedin-content-plan](http://bluewiremedia.com.au/linkedin-content-plan)

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Library of editable  
marketing templates





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## PS. Are you my next coaching client?

I'm looking for **5 consultants** who want to **land 2-3 new clients** in the next **90 days**. Since I guarantee results, I am specifically looking for business owners who:

1. Work with **high-value clients (\$10k+ annual spend)**,
2. You have a **proven offer** and you already get clients results.
3. Have a **specific B2B niche** with clearly defined decision-makers.
4. Have at least **\$10k - \$80k+** monthly revenue.
5. Have the capacity to **work with 1-2 new clients**
6. Have at least **500 connections** on LinkedIn or email.
7. Are **friendly, coachable** and consistent.
8. Are **10/10** committed.
9. And can allocate **3 hours per week**...

If that appeals and sounds like you, just email **"Interested"** to [adam.franklin@bluewiremedia.com.au](mailto:adam.franklin@bluewiremedia.com.au) or book a **Brainstorming Session**.