

Full Program Library Marketing Sequences

Here's a **clear and customizable marketing sequence** based on **Jeff Walker's Profit Launch Formula**, tailored specifically for health and wellness programs. This sequence includes spots to fill in your **program name, features, benefits, and client needs.**

Profit Launch Formula-Based Marketing Sequence

Use this to map out your program launch, from curiosity to conversion.

1. Pre-Pre Launch: Build Anticipation

Objective: Start the conversation, plant the seed of a problem they want solved.

Social/Email Copy Example:

"Something exciting is coming that's going to help you finally [solve the key problem]. If you've been struggling with [insert common frustration], you're going to love this!"

Fill in:

- **Problem/Frustration:**
- **Transformation Outcome:**
- **Ideal Client:**

2. Pre-Launch: Establish Authority + Give Value

Objective: Share valuable, relevant content that positions your program as the solution.

3-Part Pre-Launch Content Series

Email/Video/Post #1 – *"What's keeping you stuck?"*

- Identify the core problem.
- Build trust by relating to their experience.
- End with a teaser: "Soon, I'll be sharing something that can help."

Email/Video/Post #2 – *"The shift that changes everything"*

- Share a mindset or strategy shift that's central to your program.
- Include a client story or stat.

- Invite them to stay tuned.

Email/Video/Post #3 – *“The solution you’ve been waiting for”*

- Introduce your program name.
- Share a key benefit.
- Invite them to your cart open/launch event.

✓ Fill in:

- **Program Name:**
- **Top 3 Features:**
- **Top 3 Benefits:**
- **Main Transformation Promise:**

3. Launch: Open Cart

Objective: Clearly present your offer and invite people to join.

Launch Email/Video #1 – *“It’s here!”*

- Announce cart open.
- List features and benefits.
- Add urgency: limited time/limited spots.

Launch Email/Video #2 – *“Why it works”*

- Break down your framework.
- Highlight testimonials or results.
- Overcome a key objection.

Launch Email/Video #3 – *“Last chance”*

- Cart closing soon reminder.
- Reiterate transformation.
- Add FOMO (fear of missing out).

✓ Fill in:

- **Early Bird Bonus (if any):**
- **Program Deadline:**
- **Link to Sales Page:**

4. Post-Launch: Nurture & Re-Engage

Objective: Stay top of mind and prep for next launch or downsell.

Email Ideas:

- “Did you miss this round?” (waitlist opt-in)
- “Here’s a free resource while you wait”
- Invite to free group or mini-training

Here’s a **complete email sales sequence** that promotes your **program through a workshop**, structured around engaging, educating, and converting your audience—perfect for wellness, coaching, or health-focused offerings.

You can plug in your **program name, workshop name**, and details as needed.

Email Sales Sequence: Workshop to Program Launch

Email 1 – Invite to Free Workshop (7–10 days before)

Subject: You’re invited: Free Workshop on [Core Topic]

Purpose: Build excitement and drive registrations.

Email Copy:

Hi [Name],

Are you ready to finally [solve main pain point] and start [desirable outcome]?

I’m hosting a **free workshop** called “[Workshop Title]” on [Date + Time], and you’re invited! We’ll dive into:

- ✓ [Big benefit 1]
- ✓ [Big benefit 2]
- ✓ [What they’ll walk away with]

Spots are limited, so grab yours here: **[Registration Link]**

Can’t wait to see you there!

[Your Name]

Email 2 – Reminder + Build Authority (5–7 days before)

Subject: Don’t forget—here’s what we’ll cover in [Workshop Title]

Purpose: Reinforce value, position yourself as expert.

Hi [Name],

Just a quick reminder—**[Workshop Title]** is coming up on [Date]!

You'll learn real strategies to [solve a key problem] without [frustrating method].

In case you missed it, here's what you'll walk away with:

- ✦ A clear roadmap to [desired transformation]
- ✦ Proven steps that work—even if [common objection]
- ✦ Tools to help you get started immediately

Spots are filling up—**secure yours here:** [Registration Link]

To your health and success,

[Your Name]

Email 3 – 24-Hour Workshop Reminder

Subject: It's happening tomorrow! 🎉

Purpose: Create urgency + encourage live attendance.

Hi [Name],

Just popping in to remind you—**[Workshop Title]** is happening **tomorrow!**

🕒 When: [Date + Time]

📍 Where: [Zoom link or platform]

If you haven't added it to your calendar, now's a great time!

We'll be covering how to [solve a specific problem] and walking through steps that can help you [achieve a core result].

Get excited—this could be the breakthrough you've been waiting for!

See you soon,

[Your Name]

Email 4 – Post-Workshop: Offer Your Program

Subject: Your next step to [transformation]

Purpose: Introduce your program as the natural next step.

Hi [Name],

I loved seeing so many of you at the **[Workshop Title]**—thank you for showing up for yourself!

If you're ready to take things deeper, I'd like to invite you to join **[Program Name]**—the step-by-step system to help you [main transformation].

Inside, you'll get:

- ✓ [Key Feature 1 + Benefit]
- ✓ [Key Feature 2 + Benefit]
- ✓ [Key Feature 3 + Benefit]

This program is for you if you're ready to [achieve transformation] without [pain point].

Enrollment is open now, but only until [Deadline].

👉 [Link to Sales Page]

Let's do this together,
[Your Name]

Email 5 – FAQ/Overcome Objections (2–3 days after)

Subject: Is [Program Name] right for you?

Purpose: Handle objections and answer common questions.

Hi [Name],

I've had some great questions come in about **[Program Name]**, so I thought I'd answer a few here:

Q: What if I don't have time right now?

A: The program is self-paced and designed to fit into your busy life. You can start when you're ready.

Q: Is this going to work for me?

A: If you've struggled with [pain point], this program was built for you—with tools that have helped [testimonial/stat].

Got other questions? Just hit reply—I'm happy to help!

And don't forget—**doors close on [Deadline]!**

👉 [Link to Join]

Warmly,
[Your Name]

Email 6 – Last Call

Subject: Last chance: [Program Name] closes tonight

Purpose: Create urgency and FOMO.

Hi [Name],

This is it—**enrollment for [Program Name] closes tonight at midnight.**

If you've been thinking about it, now's the time to take action and start your journey toward [core result].

Join us now and take that next bold step: [Link to Sales Page]

Can't wait to support you,
[Your Name]