

Email Sequences Briefing

This guide is designed to help you spot tasks that can be handed over to a VA, what Jessanol would usually need from you, and what the end result could look like.

HOW THIS HELPS

Email sequences help you follow up consistently without having to remember every individual message yourself. They might support a download, enquiry, event, onboarding process, course, nurture sequence or post-purchase follow-up. The value is in having the right messages go out in the right order, with clear timing and a clear purpose.

Jessanol can help draft, organise, build or update email sequences so the follow-up feels more consistent and less reliant on memory.

THIS IS USEFUL IF

This type of support may be useful if:

-  People download something but do not hear from you afterwards
-  New subscribers need a welcome sequence
-  Enquiries need a more consistent follow-up process
-  Course or event attendees need timed emails
-  You are manually sending similar emails again and again
-  Existing sequence emails need updating
-  You want to map what happens after someone signs up, enquires or buys

WHAT JESSANOL CAN SUPPORT WITH

Jessanol can help with email sequence preparation and setup.

This may include:

- Mapping the sequence steps
- Drafting or tidying email copy
- Setting up emails in the agreed platform
- Checking timing, triggers and order
- Updating existing sequences
- Testing emails where possible
- Creating a simple sequence map or checklist
- Flagging gaps, missing links or unclear next steps

RECOMMENDED RHYTHM

This is usually done as project-based work or as part of a launch, onboarding process or email marketing setup.

For example:

- Sequences setup or update
- Review and refresh of existing automated emails

ACCESS LIKELY NEEDED

Jessanol will probably need:

- Access to the agreed email platform
- Details of what starts the sequence
- Details of who the sequence is for
- Existing email copy or examples if available
- Links, downloads, forms or resources to include
- Guidance on timing between emails
- Guidance on tone, approval and final checks

IMPORTANT CONSIDERATIONS

Before starting, we will agree:

- What the sequence is for and who should receive it
- What action or trigger starts the sequence
- How many emails are needed
- What each email should achieve
- What timing should be used
- What Jessanol can draft, build or update directly
- Who approves the copy and setup before it goes live

Automated emails should be checked carefully before being made live. Links, triggers, timing, audience settings and unsubscribe options should be reviewed so the right people receive the right messages.

STEP-BY-STEP INSTRUCTIONS

1. Confirm the purpose of the email sequence.
2. Identify who should receive the sequence and what triggers it.
3. Map the emails, timing and intended outcome of each message.
4. Gather existing copy, links, resources or examples.
5. Draft or update the email content where agreed.
6. Build or update the sequence in the agreed platform.
7. Add links, buttons, tags or audience settings where required.
8. Test the sequence or individual emails where possible.
9. Share for review and make agreed amendments.
10. Set live or prepare for launch once approved.

WHAT YOU NEED TO PROVIDE

To get started, you will usually need to provide:

- The purpose of the email sequence
- Details of who should receive it and when
- What action should start the sequence
- Any existing copy, links or resources
- Access to the relevant email platform
- Guidance on tone and wording preferences
- Details of who needs to approve the final setup

You do not need to have the full sequence planned before support starts. Jessanol can help map the steps and turn the follow-up journey into something clearer.

WHAT YOU'LL GET BACK

You should have:

- A clearer email sequence plan
- Drafted or updated sequence emails
- Emails built or organised in the agreed platform
- Timing, links and steps checked
- A more consistent follow-up process
- Less reliance on remembering to send the same emails manually

If this sounds familiar, we can use this as a starting point to work out what support would be most useful. Contact me: jane@jessanol.com