



ConvertKit

Email Course Templates

convertkit.com

Email #1: Welcome email

The first email welcomes your new student to the email course and lets them know what to expect.

Hi <name>,

Paragraph 1: Greeting

Thank your new student for enrolling in your email course and tell them how excited you are to help them learn this new topic.

Paragraph 2: Connect with your reader

Tell them the story of why you created this email course. This could include a personal story about how you struggled with this topic or how you've seen other online creators struggle with it.

What was the problem you (or your customer) were faced with. Talk about that pain point and how it disrupted your life. Hopefully, the person reading this first email will face a similar problem and will feel connect with you.

Paragraph 3: Tell your student what to expect from your email course

Give a brief synopsis of what your email course entails. Is it five lessons delivered over two weeks? Will there be a lot of homework?

Paragraph 4: Thanks and feedback

Thank your reader again for joining your email course and let them know when to expect the first lesson.

(optional)

Prompt your students to be thinking about feedback to give you during your email course. Once they've completed the course, you can send a survey or simply ask for a reply email you could ask what they thought of your course, what they liked, what they would change, etc. Prompting them now to be thinking of that feedback will hopefully get them creating a detailed list they can give you alter.

Sign off

Email #2-X: Lesson 1-X

You can follow this template for all the emails that contain your lessons. That means if you have five lessons in your email course, you'll use this template for Emails 2-6.

Hi <name>,

Paragraph 1: Greeting

Welcome your student to this lesson in your email course and let them know what they are going to do or learn in this lesson

Paragraph 2-X: Lesson content

Fill in your lesson content. This can take as many paragraphs as you need to get your point across for this lesson.

Finish each lesson with a strong call to action for your student to take. This is their homework for the lesson and could include completing a challenge, filling out a worksheet you link to, creating a video, etc.

Final paragraph

Encourage your student and let them know when to expect the next lesson.

Sign off

Final course email

This will be the final email your students receive from your course.

Hi <name>,

Paragraph 1: Greeting

Congratulate your student on a job well done.

Paragraph 2-3: Talk about the benefits of your course

Remind your student of those pain points they struggled with before your email course and how they can overcome them with everything they just learned.

Paragraph 4: Ask for feedback (optional)

If you're up for it, you can ask your students for feedback on your email course. It's always good to find out how you can make your products better and there's no better way to find out how to do that than by someone who just experienced it. You can either [link to a survey](#) you created or simply ask them to hit reply to your email.

Paragraph 5: Thank your student

Thank you student for trusting you with their time. It's a big deal for someone to take a chance and spend their time and money on something you create, so don't take it for granted.

Final section: Link to your related products

Let them know that if they enjoyed this email course, you have other courses/products/services they might be interested in. You could link to some of your related products' sales pages or to your online store if you have one.

Sign off