



# The Email Automation Blueprint

5 Automated Workflows to Build Customer  
Loyalty While You Build Your Business.

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# Introduction: Why Automate?

As a founder, your time is your most valuable asset. Automation isn't about being "robotic", it's about ensuring every customer feels supported from the moment they find you, without you having to manually hit 'send' every time.

This blueprint provides the exact framework for two essential customer journeys: The Welcome Sequence and The Post-Purchase Loop.



# The Welcome Sequence

Turn a subscriber into a fan by delivering immediate value.

## Email 1: The Immediate Delivery

**Timing:** Send immediately after sign-up.

**The Goal:** Give them what they asked for and set the tone.

**Subject Line:** [Action] Inside: Your [Name of Lead Magnet]

### Body Template:

"Hi [Name],

Welcome to the community. You're here because you're looking to [solve specific problem or achieve specific goal].

You can download your [Name of Lead Magnet] here: [Link].

At [Company Name], we help founders like you [Mission Statement/Benefit]. Over the next few days, I'll be sharing a few more resources to help you [Goal].

Best, [Your Name]."



## Email 2: The Practical Win

**Timing:** 2 days after sign-up.

**The Goal:** Provide an extra "pro-tip" to show your expertise.

**Subject Line:** A quick tip for your [Current Project/Business Goal]

### Body Template:

"Hi [Name],

Most founders I speak with struggle with [Common Pain Point]. One quick way to fix this is to [Practical Tip/Actionable Advice].

It's a small change that creates a big impact.

If you're finding these tips helpful, keep an eye out for my next email where I'll show you how we [Result You Provide]."



### Email 3: The Connection & CTA

**Timing:** 5 days after sign-up.

**The Goal:** Direct them toward a service, product, or discovery call.

**Subject Line:** Ready to take the next step?

#### Body Template:

"Hi [Name],

By now, you've hopefully had a chance to [Action they took/Resource they read].

If you're ready to stop [Pain Point] and start [Desired Outcome], I'd love to help. You can [Book a call / Shop the collection / Join the program] here: [Link].

Looking forward to seeing what you build,

- [Your Name]."



# The Purchase Loop

**Goal:** Turn a one-time buyer into a repeat customer.

## Email 1: The Reassurance

**Timing:** Immediately after purchase.

**The Goal:** Eliminate buyer's remorse and provide clear instructions.

**Subject Line:** You're all set! Here's what happens next.

### Body Template:

"Hi [Name],

Thank you for trusting [Company Name] with your [Product/Service]. We're excited to be part of your journey.

What to expect:

[Step 1 - e.g., Your order is being packed]

[Step 2 - e.g., You'll receive a tracking link in 24 hours]

If you have any questions in the meantime, just hit reply."

## Email 2: The Feedback & Growth

**Timing:** 7–14 days after purchase (depending on product use time).

**The Goal:** Gather social proof and encourage a second interaction.

**Subject Line:** How is [Product/Service] working for you?

### Body Template:

"Hi [Name],

It's been [Timeframe] since you started using [Product/Service]. How are you finding it?

Your feedback helps us build better tools for founders like you. If you have 60 seconds, we'd love to hear your thoughts here: [Link to Review/Survey]. As a thank you, here is a [Discount Code/Resource] for your next step.

Cheers, [Your Name]."



# Founders Checklist



Select Your Tool: (e.g., Email Octopus, MailerLite).



Create Your Segments: Keep "Prospective Customers" and "Current Customers" separate.



Mobile Check: Send a test email to yourself and read it on your phone. If it's hard to read, simplify the layout.



Test Your Links: Click every link in your automation to ensure it goes to the right page.

# Join our community

## MIC Business Club

Completely free, MIC Business Club provides support, connections, practical advice and training for entrepreneurs, founders and sole traders. [Sign up online today.](#)

## Who We Are

Melbourne Innovation Centre helps businesses and the entrepreneurs behind them build a smarter, stronger future. From workshops and events to online learning, coaching and mentoring, we deliver tailored programs and practical support that empowers people to start, grow, adapt and thrive. We combine real-world expertise with a community-driven approach that meets people where they are, connects them with knowledge and networks, and supports them to turn great ideas into greater impact.



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