

3-part email welcome sequence

Tags	ready for internal review
Collaborator	Ryan
☑	☑

Email 1 for discount winners

Subject line: Thank you for supporting Origio Botanicals!

Hi, [NAME].

I'm Ryan Kelley, the CEO and Founder of Origio Botanicals. I love to create small companies with a far reach to create better products for people like you. I am so thrilled you subscribed to the early version of newsletter. Best of all, you qualify for our early supporters discount. That means you get 10 percent off any purchase on the Origio Botanicals website for life.

All I ask in return is that you let us know how we're doing. Do you like our products? Do you see room for improvement? Have a great blend or use that we overlooked?

Let us know and we will happily take your feedback. We love to hear from people who, like us, value wellness and eco-friendly, organic products.

Here's what you can expect from me and my newsletter:
• Regular articles full of insights about essential oils
• A close look at our company headquarters here in Madagascar
• Early access to new products, new videos, and more from everyone here at Origio Botanicals.
I also love to share some of my personal stories as an American who lives and works abroad. Expect cool photos and life moments from me and team as we build our company.

Here's what you can do:

- Make sure you move any emails that go to your promotions or Other folder to Main or Focused or whatever your email provider labels your official inbox.
- Then, reply to this email and tell me - **What do you want to see from Origio Botanicals?**

We work hard to make our work as transparent, eco-friendly, and sustainable as possible. So, hit me with your hardest questions and I will get back to you as quickly as I can. In the meantime, check out our store and go make the most of your discount.

Talk soon,
Ryan Kelley

Email 1 for signups, no discount

Subject line: Thank you for supporting Origio Botanicals!

Hi, [NAME].

I'm Ryan Kelley, the CEO and Founder of Origio Botanicals. I love to create small companies with a far reach to create better products for people like you. I am so

thrilled you subscribed to the early version of newsletter.

I have good news and bad news. Bad news first; you didn't get the discount. However, I want to say thanks for being an early supporter, so I want to offer you something else.

Use this link and get our [PRODUCT] for [PERCENTAGE] off with this code: [DISCOUNT CODE].

It's my personal thank you for signing up for my mailing list. My company is nothing without people like you, and I appreciate everything you do.

Here's what you can expect from me and my newsletter:
• Regular articles full of insights about essential oils
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Talk soon,
Ryan Kelley

Email two - sent the next day

Subject line: See? I keep my promises

Hey, it's Ryan Kelley again.

In my last email, I told you a little bit about Origio Botanicals, but I wanted to give you a chance to get to know me as a person and professional.



First, let me reintroduce myself: I'm Ryan, an American entrepreneur based in Madagascar. I run three small companies; Vanilla & Spice, Madagascar Coffee, and Origio Botanicals. All of them help Malagasy communities connect with customers outside their country, make a fair wage, and share some of the incredible bounty of Madagascar with people like you.

I have years of experience travelling all over the world but Madagascar specifically. While our country looks small on a map, it’s a surprisingly big place with a lot of different ecosystems. You can shiver in the mountains here in the central part of the country, where I live, or go deep into the rainforest on the east coast. We have gorgeous beaches, beautiful baobab trees, and stunning mountains.

Beside my chosen home, I love to keep myself healthy with organic, natural products straight from the earth. Whenever I learn about a natural way to prevent illness, I get interested. The people of Madagascar have centuries of experience working with trees, roots, herbs, and more and I feel so lucky to be here learning from them.

There's another reason I love living here

The moonlight in Madagascar glows so bright and beautifully that I get excited whenever we have a full moon. That may sound a little too woo-woo for most, but I truly appreciate that unique glow whenever I go outside at night. It reminds me to slow down and appreciate the small things.

It also reminds me that I am literally in a spotlight as a business owner here. My responsibility to the people who work for me, to the earth we farm for our products, and to you, my customer, stay in the front of my mind no matter what.

I love to hear from you

My business thrives on open dialogue, new ideas, and doing things differently. So, I'm curious - what do you want to know about Origio Botanicals?

Hit REPLY and tell me what's on your mind. Or, you can head to our official website and check out our store. You can also follow us on TikTok, Instagram, and Facebook. Don’t hesitate to say hey when you find us.

Talk soon,

Ryan Kelley

Email Three - Sent the next day

Subject line: I have great stuff for you

Hi, [NAME].

I want you to know more about our company and how hard we work to maintain our standard of responsible, ecological farming.

That’s why wanted to share this video about how we grow the plants that make Origio Botanicals possible. You can watch it here in your email or in YouTube:

[VIDEO]

I believe that business owners, particularly people who work with communities in other countries, have to practice transparency. That’s why I want you to see exactly how we make our products before you buy anything.

We also have some great new articles in our blog with great new blend ideas for you. We also have a new product, our [FEATURED PRODUCT] that I wanted to share. Check it out:

- [ARTICLE ONE]
- [ARTICLE TWO]

- [FEATURED PRODUCT]

What would you like to see from us?

Hit REPLY and tell me your questions. I do everything I can to address my customers’ concerns and maintain a good relationship. Without you, I don’t have anything. Be sure to follow Origio Botanicals on TikTok, Instagram, and Facebook. Don’t hesitate to say hi whenever you spot me online.

Talk soon,

Ryan Kelley