

Email Sequence Template

A ready follow-up sequence that turns a subscriber into a repeat direct guest.

TOOLKIT

Welcome sequence

- ☐ Email 1 — Deliver the lead magnet + set expectations
- ☐ Email 2 — The story of the place / what makes it special
- ☐ Email 3 — Local guide + best times to visit (soft direct CTA)
- ☐ Email 4 — Why book direct (better rate, real host, flexibility)

TOOLKIT

Post-stay / repeat

- ☐ Thank-you + review request
- ☐ Anniversary / 'come back' offer, direct only
- ☐ Seasonal availability alerts to past guests first