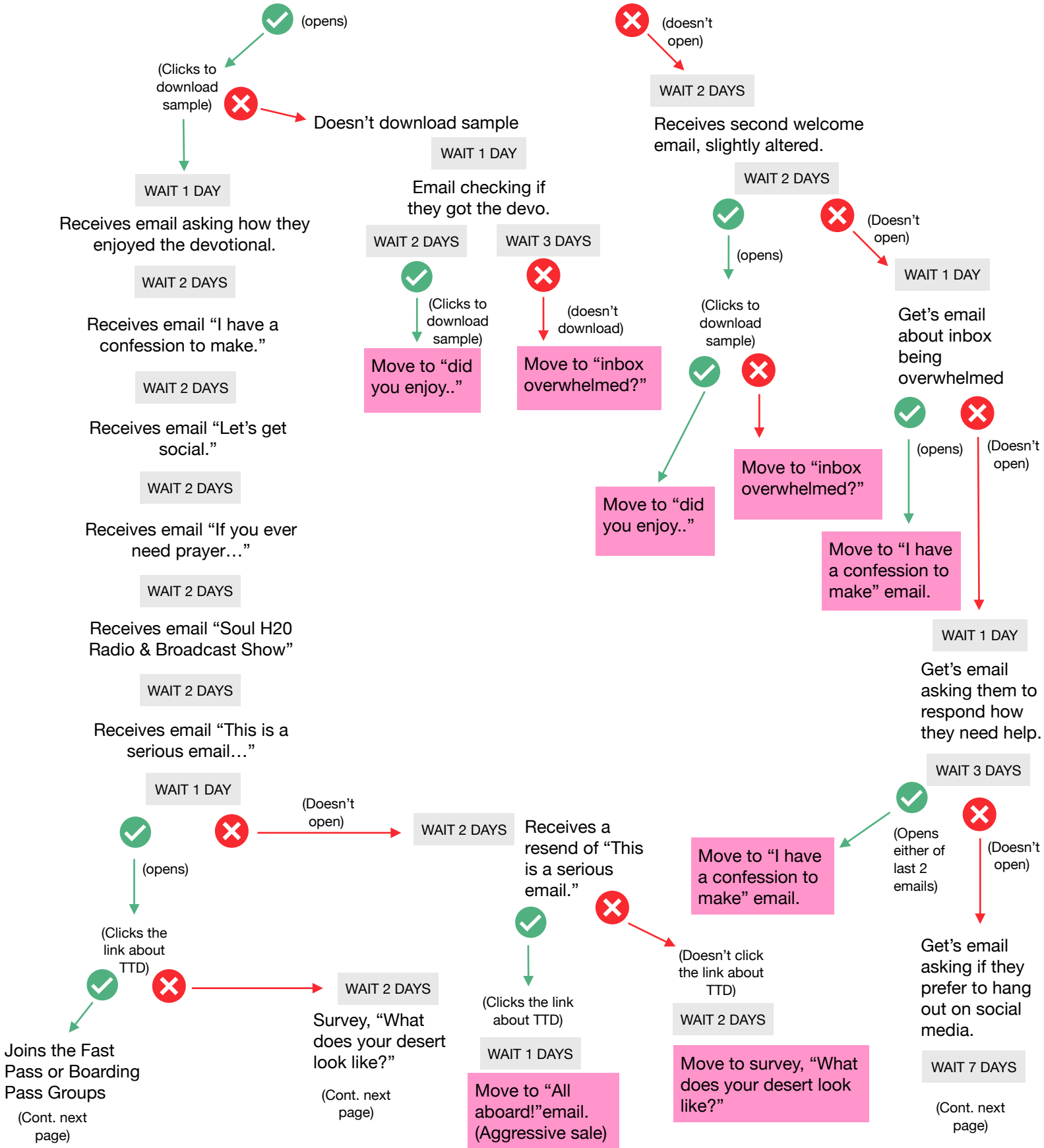
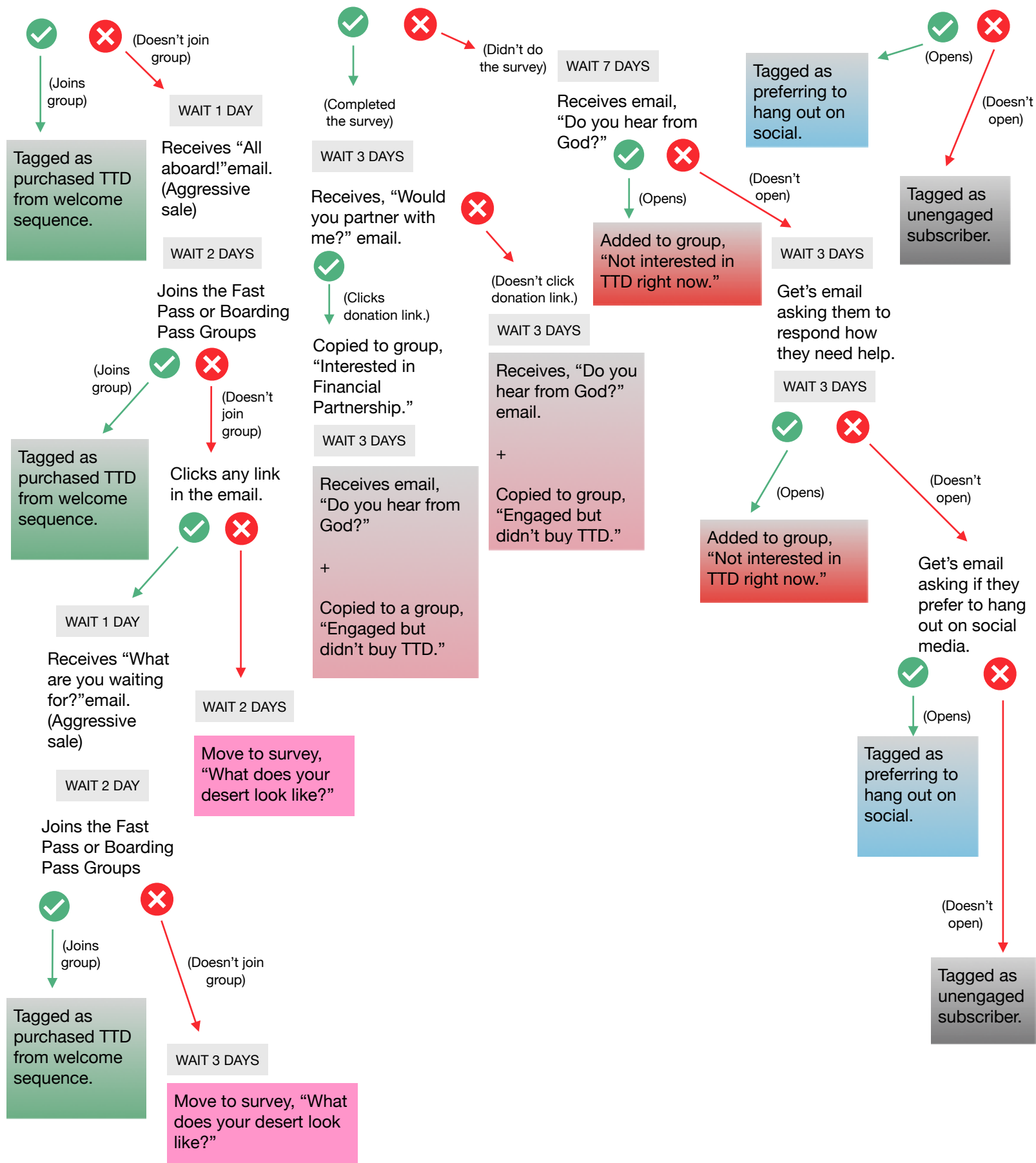


# Welcome Sequence Mapping

**Signs up for your list via free SOUL H2O DEVO sample.**





## Legend

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This subscriber is on the right path! They're making positive moves toward your course.



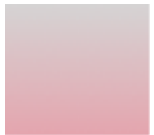
This subscriber is either uninterested in the course, they are a harder sell, or they are unengaged (see workflow).



This subscriber is in transition mode. They have started out on one path, but moved to another.



This subscriber has joined Traveling Through the Desert with You!



This subscriber is engaged, they open emails, they're interested in the class- but they didn't buy! Add them to a sales funnel with more information about the class and targeted lessons from the class to help sway them. It could be financial or personal stress holding them back, or a lack of trust in resources based on past experience, so be sure to address those concerns.



This subscriber doesn't appear to be interested in Traveling Through the Desert With You (right now!). Add them to a long, gentle course funnel with lots of encouragement.



This subscriber is likely following you on social media now, follow up with them there!



This subscriber joined your list and has changed their mind. I would assume they like you and are email-overwhelmed. Send them a periodic email every 3 months. If they haven't opened any in 6 months to 1 year, I'd recommend removing them from your email list.