

Email Marketing / Welcome Sequences

Design the email sequence that delivers a lead magnet (PDF, course, template) and shows subscribers how to use it effectively.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Lead Magnet Delivery, Onboarding, Value Demonstration

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Why This Prompt Exists

Most lead magnets are delivered with a generic “here’s your download link” email — and then forgotten.

You get:

- lead magnet email with no instructions (they don’t know how to use it)
- no follow-up to reinforce value
- subscribers who download and never engage again
- missed opportunity to build relationship
- low conversion to paid customers

But lead magnet delivery is not just a link.

It is the start of your relationship.

- Email 1: Delivery + quick win (immediate value)
- Email 2: How to use it effectively (onboarding)
- Email 3: Next steps (what to do after using it)

Without onboarding, your lead magnet is just a file.

This framework forces AI to create lead magnet delivery that drives engagement.

The Prompt

Assume the role of an email onboarding specialist who helps subscribers get value from lead magnets.

Your task is to create a lead magnet delivery sequence.

Generate:

1. DELIVERY EMAIL (sent immediately)
 - Subject line
 - Thank you for subscribing
 - Download link or access instructions
 - One "quick win" (how to get value in 5 minutes)
 - Full email

2. ONBOARDING EMAIL (sent 24 hours later)
 - Subject line
 - How to get the most out of the lead magnet
 - Specific examples or use cases
 - Full email

3. NEXT STEPS EMAIL (sent 48-72 hours later)
 - Subject line
 - What to do after using the lead magnet
 - Related content or offer
 - Full email

4. TROUBLESHOOTING INSTRUCTIONS

- If download link doesn't work
- Where to get help

5. ENGAGEMENT TRACKING

- How to track who downloaded/used the lead magnet

INPUTS:

Lead Magnet Type:

[PDF / TEMPLATE / COURSE / CHECKLIST / VIDEO / OTHER]

Lead Magnet Topic:

[DESCRIBE]

How to Use It (instructions):

[DESCRIBE]

Quick Win (what they can do in 5 minutes):

[DESCRIBE]

Next Step Offer (if applicable):

[E.G., "Related course" / "Consultation" / "Paid product"]

RULES:

- Delivery email must include a quick win (value in 5 minutes)
- Onboarding email shows them how to use it effectively
- Next steps email bridges from free to paid
- Troubleshooting instructions prevent frustration
- Track downloads to measure engagement

How To Use It

- Delivery email must include a “quick win” — what they can do in 5 minutes.
- Onboarding email shows them how to use the lead magnet effectively.
- Next steps email bridges from free to paid (soft sell).
- Troubleshooting instructions prevent frustrated subscribers from leaving.
- Track downloads to see which lead magnets drive the most engagement.

Example Input

Lead Magnet Type: PDF CHECKLIST

Lead Magnet Topic: “10 Email Templates That Get Replies”

How to Use It: Copy the templates into your email tool, personalize with {bracketed} fields, test subject lines, send to cold prospects

Quick Win: Copy Template #3, personalize it for one prospect, and send it today

Next Step Offer: Full email course on cold email (\$47)

Why It Works

Most lead magnets are delivered and forgotten.

This framework improves outcomes by forcing:

- quick win delivery (immediate value)
- onboarding instructions (usage)
- next steps bridge (conversion)
- troubleshooting (support)
- engagement tracking (measurement)

Great lead magnet delivery doesn't just give a file — it shows subscribers how to use it and

what to do next.

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