

The Onboarding Sequence.

A six-touch sequence that walks every new customer from signing to their first real result. This preview shows the full structure and one complete email. The full product gives you all six, written and ready to paste in.

The six touches

WHEN	CHANNEL	PURPOSE
Day 0	Sent by you	Welcome, name the goal, and give one clear first action
Day 1	You, on a call	Kickoff: agree the goal, the milestone, the date, and the owner
Day 3	Automated	A gentle nudge, only if the first action has not been done
Day 10	Sent by you	Checkpoint against the plan, and step in early if they are off track
Day 14	Automated, then you	Name the win the moment they reach their first real result
Day 30	Sent by you	Move from one user with a win to a team with a habit

One email, in full

Here is the first touch exactly as it appears in the full product, with the fields you personalise shown in brackets.

Day 0 · within the hour

SENT BY YOU

Subject: Welcome to [Product], [First name]

Hi [First name],

Welcome aboard, and thank you for choosing [Product]. I wanted to reach out personally on your first day.

Here is what happens next. Over the coming weeks my aim is simple: to get [Company] to [milestone], the point where [Product] starts paying off for you. Everything we do is pointed at that.

To begin, there is just one thing to do: [first action]. It takes about [X] minutes, and it is the foundation for everything after. Here is the link: [link].

I will be in touch tomorrow to set up a short kickoff. In the meantime, if anything gets in your way, reply straight to this email. It comes to me.

[Your name]

THE FULL VERSION

All six emails, written and paste-ready, plus a placeholder key.

Every touch in the sequence is fully written, with notes on which to send yourself and which to automate.

Personalise the bracketed fields, keep the structure, and send the same proven sequence to every new customer.

£29 in the Toolkits at rlaconsulting.co.uk

RLA Consulting