Here's a simple 5-part follow-up email sequence example designed for a typical product or service offer. Each message builds on the last, nurturing the lead without overwhelming them:

Email 1: Initial Offer / Introduction (Day 0)

Subject: Here's something that can help you [solve specific problem]
Body:
Introduce your product/service and clearly state how it solves a specific problem. Include a clear call-to-action (CTA).
Example CTA: "See how it works."

Email 2: Value & Education (Day 2)

Subject: Still thinking it over? Here's how it works
Body:
Provide a helpful guide, demo video, or testimonial. Focus on education rather than selling.
Example CTA: "Learn how [Customer] got results with [Product]."

Email 3: Social Proof (Day 4)

Subject: Don't just take our word for it…
Body:
Share reviews, case studies, or user success stories to build trust.
Example CTA: "Read their story."

Email 4: Urgency or Bonus (Day 6)

Subject: [X] hours left to claim your bonus
Body:
Create urgency with a limited-time discount, bonus, or deadline.
Example CTA: "Claim your offer now."

Email 5: Final Reminder (Day 7)

Subject: Last chance: Offer expires tonight
Body:
Short, direct reminder. Reinforce benefits and urgency.
Example CTA: "Get started today."