Email sequence spec sample — Jisung Yoon, Yunju Company

SPEC SAMPLE - fictional brand, not client work.

Email 1 — Day 0: Welcome + quiz result tease

Subject line: Welcome to InnerMap. Your result is ready.

Preview text: A first look at your patterns, with room for your own perspective.

Body:

Hi there,

Thanks for taking the InnerMap quiz. We're glad you're here.

Your result is a starting point for exploring what matters to you and how you connect with other people. As you read it, notice what feels familiar and what doesn't.

Here's a question to bring along: when life feels uncertain, do you look for reassurance, make a plan, or take a little space? Your quiz answers may offer a useful thread to follow.

At InnerMap, we bring Enneagram, astrology, and numerology together as tools for reflection. You decide what fits your experience and what to leave behind.

Over the next few days, we'll share a simple relationship reflection and introduce our personalized reading.

For now, open your result and choose one idea you'd like to explore. There's no need to figure everything out today.

Warmly,

The InnerMap team

CTA button text: Explore My Quiz Result

Email 2 — Day 2: Story + relationships

Subject line: When “I'm fine” means “I need a moment”

Preview text: A small misunderstanding can give you something useful to reflect on.

Body:

Hi there,

Imagine this: you've had a long day, and your partner asks, “Are we okay?” You say, “I'm fine,” because you need a quiet moment. They hear distance and ask again. Now you're both frustrated.

Neither person meant to start an argument. You needed space; they wanted reassurance.

An InnerMap reading offers prompts for exploring moments like this. It brings Enneagram, astrology, and numerology together to help you reflect on your needs, habits, and ways of communicating.

It doesn't tell you what someone else is thinking. That part still takes a conversation.

Try this today: finish the sentence, “When I go quiet, what I often need is…” Then consider how you could share that need kindly.

For example: “I care about you. I need a little time, and I want to come back to this conversation.”

Warmly,

The InnerMap team

CTA button text: See How a Reading Works

Email 3 — Day 4: Soft offer

Subject line: More to explore? Your personal reading is $29

Preview text: Bring your questions to a personalized InnerMap reading.

Body:

Hi there,

If your quiz result left you with a question, a personalized InnerMap reading offers more to reflect on. It's $29.

Your reading brings together Enneagram, astrology, and numerology, with reflections on your patterns, relationships, and what you may want to explore next.

You might bring a question like, “What do I need when I feel overwhelmed?” or “How can I explain my needs more clearly?”

Read at your own pace. Keep what feels useful, question what doesn't, and return to a prompt when a familiar situation comes up. Your own experience matters throughout.

The button below takes you to the reading page, where you can review the details and decide whether it's right for you.

There's no rush. Your quiz result is still a useful place to begin, and you're welcome here whether or not you buy a reading.

Warmly,

The InnerMap team

CTA button text: Get My $29 Reading