

Welcome Email Sequence

**WHO: ANY BUSINESS OWNER THAT
WANTS TO TAKE CARE OF THEIR
CUSTOMERS AND INCREASE SALES**

**WHAT: THE FIRST EMAIL INTERACTION
WITH YOUR CUSTOMERS. IT HELPS TO
INTRODUCE YOUR BRAND AND
ENCOURAGE ENGAGEMENT**

**WHERE: YOUR EMAIL SERVICE
PROVIDER**

WHEN: IMMEDIATELY!

**WHY: THANK YOUR CUSTOMERS;
VALIDATE THEIR GREAT DECISION TO
JOIN YOUR EMAIL LIST; FUFILL
REQUEST; ETC.**

HOW: THESE TEMPLATES

Let's get started...

Email #1 - Intro

YOU WILL WANT TO SEND THIS RIGHT AFTER SOMEONE SIGNS UP FOR YOUR LIST.

SUBJECT: You're in!; OR Welcome aboard!; OR Is this the start of something great?

BODY: Hi {insert their name}! It's {your name} from {your company}.

I am so excited you signed up for my {offer/ newsletter/whatever}. Now you may be wondering who I am and how I can help you achieve {insert goal here}.

Let me start by sharing a little bit about me!

{insert a short bio here. This can include a little background, how you came to be the expert in xyz. Then add in how they can further engage via Facebook, Instagram, LinkedIn.}

Don't forget to {download pdf, watch the video, etc. whatever they signed up for}.

My inbox is always open so please reach out if you have any questions or just want to say 'Hey!'

Talk to you again soon!

SIGNATURE

Email #2 - Your Story

SEND THIS 2-3 DAYS AFTER EMAIL #1

SUBJECT: Listen to this!;OR Here's the story... ; OR Can you relate?

BODY: Hey [insert their name]!

Let me ask you a simple question:
What do you do for a living?

Is it something you used to dream about doing or is it something totally different?

In my case, [put your answer here and then go into the story of how you got here talking to them today].

Believe it or not, the best part of my job so far has been meeting incredible people (like you!) that I would never have meet otherwise.

You've heard about me, now I want to know more about you. Hit "reply" and tell me a little bit about you and your story!

Looking forward to learning more,

SIGNATURE

Email #3a - Checking In

**SEND THIS 2-3 DAYS AFTER EMAIL #2
IF THEY HAVE NOT RESPONDED**

SUBJECT: I need your help!; OR Did you get my email?; OR Please respond!

BODY: Hi {insert their name},

How's your week going so far?

Mine has been okay, but I was hoping to hear from you...

Did you get my last two emails?

If you didn't, check your SPAM or JUNK folders. While we both know this isn't junk, sometimes emails get sorted in the wrong place.

I don't want you missing out on all the great info those last few emails contained.

Can you let me know when you find them? Just a quick email with 'Got them!' or 'Didn't get them!' will do.

Thanks so much!

SIGNATURE

Email #3b - Next Steps

**SEND THIS 2-3 DAYS AFTER EMAIL #2
OR AFTER EMAIL #3A**

SUBJECT: I know what you're thinking...;
OR Your next steps; OR Just FYI;

BODY: Hey [insert their name]... guess who it
is!

Over the past few days we have gotten to
know each other a little better. I am so
excited you're on this journey with me!

With that said, here is what you can expect
from me going forward:

I don't want to bog down your inbox with a
ton of emails, so be on the lookout for an
email every [so many days; weekly; etc.] with
topics relating to [insert whatever topics
here].

There might be the occasional sales emails
or promotion, but I promise to keep those to
a minimum.

Please know I don't intend on this being a
one-sided conversation, I want - no expect!-
you to hit reply and get in touch with me
some times.

I value your time and decision to reach out,
so I will personally read and respond to
EVERY email!

I'm looking forward to getting to know you
more and hope to hear from
you soon!

SIGNATURE

Pro Tips and Next Steps

WOOHOO! YOU MADE IT THROUGH
YOUR WELCOME EMAIL SERIES -
CONGRATULATIONS!

PRO TIPS:

- MAKE SURE TO PERSONALIZE THESE TEMPLATES WITH YOUR UNIQUE VOICE AND BRAND/STYLE.
- 76% OF PEOPLE EXPECT TO RECEIVE A WELCOME EMAIL IMMEDIATELY AFTER SUBSCRIBING TO YOUR LIST.
- SET UP YOUR EMAIL SERIES ONCE AND THEN LET IT WORK FOR YOU.

NEXT STEPS:

- DOUBLE CHECK YOUR WELCOME SERIES IS SET UP PROPERLY.
- INVITE EVERYONE TO YOUR EMAIL LIST!
- CONTACT ME WITH ANY QUESTIONS OR TO HELP CREATE YOUR NEXT EMAIL SEQUENCE

Looking forward to chatting with you soon!

- Catherine