

Generic Welcome Emails for Entrepreneurs

3 Email Welcome Sequence

Email #1

Subject Line: Thanks For Signing Up 🙌

Score: 64

Hi [insert name]!

Thank you so much for downloading my [lead magnet name]! Will you do me a favor? Please send me a quick reply email confirming you received my [lead magnet name]. If you haven't downloaded the [lead magnet name] yet, or misplaced your copy, here's the link again: [insert link]

You are receiving this email because you signed up for my list when you downloaded my book. I hope you enjoy [lead magnet name], and I'm excited to have you onboard.

I'll give you some time to settle in and start the [lead magnet name]. You'll hear from me again in a few days, but until then, feel free to check out my official website and follow me on [LinkedIn], [Facebook], [Twitter], and [Instagram]. I'm going to be offering you free and paid resources.

Thanks again for your interest in my [lead magnet name]!

All the best,
[your name]

Email #2

Subject Line: More About Me 🧑🏻

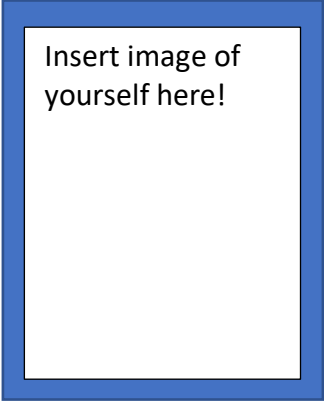
Score: 69

Hello again, [insert name]!

I hope you're enjoying my [lead magnet name]! Now that you've had a chance to look through it, I thought this would be the perfect time to get to know each other a bit better.

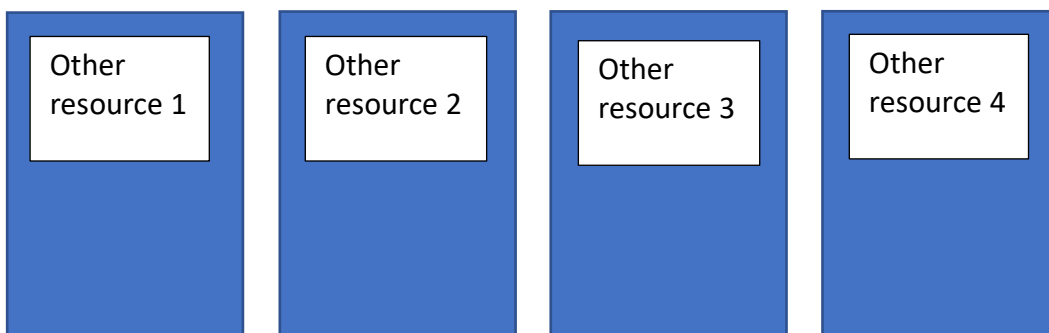
My name is [your name], and [I've been...]

[This is an opportunity to share more about yourself. Reveal where you come from, what you do, how you got into what you do. Talk about your love of what you do, or your love of whatever subject you help with. Share how you were inspired to start your business or what the process was like for you. This is part biography, part making a connection based on your career. Infuse this paragraph or two with your own personality, and try to make sure it fits the style you used in writing your lead magnet.]



Insert image of yourself here!

Here are some of the articles I've written. If you like [insert lead magnet they downloaded], then I'm sure you'll enjoy these other resources I've published:



[Note: link each resource image above to its unique page on your website.]

[Other resource 1], about [insert one-line description], has been described as [insert quote from testimonial] by [Name of person providing testimonial].

[Include blurbs and/or quotes from testimonials you have received, making those opening the welcome email want to read them, too.]

If any of those catch your interest, please learn more about them on my website:
[insert link to your site.]

I'll get in touch with you again in one week. Until then, please connect with me on [LinkedIn], [Facebook], [Twitter], and [Instagram] - I'd love to see you there!

Talk again soon!
[your name]

Email #3

Subject Line: What To Expect 🙄

Score: 64

Hi [insert name]!

Have I told you yet how happy I am to have you here? Because I am. Thank you so much for getting my [lead magnet name], and for taking the time to get to know me.

Every [week / two weeks / month], you'll receive a newsletter from me sharing [all the latest on my work and upcoming events. You'll get exclusive content before anyone else, get inside looks at my process, and get unique perks and giveaway opportunities. I'll also send you my latest blogs posts and published articles, so you'll never miss a thing!]

[Note: alter the above paragraph according to what type of content you plan to include in your newsletter. Consider how you can make it a special experience that will make your subscribers want to open it each time it arrives in their inbox.]



To think, our relationship all started with this [lead magnet name]. [Lead magnet name] is about [insert brief summary]. [Name of person providing testimonial] has described it as [insert quote from the testimony].

What do you think of [lead magnet name]? Let me know! I'd love to hear how it's connected with you, what you like about it, and any questions you may have about it.

In case you haven't already, download my free [lead magnet name] here: [insert link]

Remember, you can always reach out to me on [LinkedIn], [Facebook], [Twitter], and [Instagram] - I'd love to see you there! You can also keep up with me on my website, [insert website link].

I'm so glad to have you here, and thanks again for joining my squad.

All the best,
[your name]