

BLOG BIZ

WELCOME EMAIL SEQUENCE

Five Fill-in-the-Blank Email Templates



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Introduction

First of all, congratulations on getting requesting these welcome sequence email templates and deciding to action action.

Today it's time to create or rework your welcome email. I have yet to come across one that couldn't use some improvement (including mine!). More often than not, we write it up quickly during the process of setting up our list and then never look at it again. That's really a shame, because it is the email that has the highest open rate of anything you send and is seen by just about every single person that signs up for your list. More importantly, those readers are hot leads. They just found you and signed up for your list and your lead magnet. They are very interested in what you have to say and what you can do to help them. In short, you have their full attention. Don't waste that. Instead, use it wisely.

By using their attention wisely, you can continue to nurture and grow the relationship with your readers, you can set expectations, and you can pre-sell them on the offer you present them with on the download or thank you page. Let's quickly go over the different components of a good welcome email.

The subject line should be to the point and let them know exactly what this is about. Reference your site or your lead magnet in there. Next you want to give your readers a warm welcome. Tell them a little about you and your site. This is also a great place to set expectations. You can greatly improve your future email open rates if you let them know what's coming and why they don't want to miss it.

If you publish a weekly newsletter, share a little bit about what's in those newsletters, what day of the week they usually arrive in their email inbox, and what tag to look for in the subject line. Let's say you publish a weekly newsletter for young parents. You may choose a tag like [Parenting News] as part of your subject line for each issue. Mention that in your welcome email so your readers can start looking for it.

Then, since you are going to set up a welcome email sequence, tease them about what's coming in the first email of the sequence and let them know when to look for it. You can also hint at exclusive content, coupons and the likes that are coming in the coming weeks and months.

Last but not least, encourage your subscribers to hit reply and email you. Ask them a question, suggest that they share a tip etc. Get them to reply to you. Not only does this allow you to take the relationship to the next level and give

you a chance to get to know your audience better, it also greatly improves your overall list delivery rates.

Use the templates below as a guideline to create or rework your own welcome sequence emails, keeping your target audience in mind along the way. Try it out and see how well it works for you. As your understanding of your niche and your target audience grows, you may want to revisit and tweak the message. Make it a point to look at it every six months or so to make sure it still serves you and your readers well.

The Welcome Sequence Email Templates

When your subscribers and prospects first join your mailing list, they're going to be a little clueless (but hopefully curious) about who you are and what you can do for them. The welcome sequence welcomes your new subscribers and educates them about what you can do to help them solve their problems.

Email 1: Welcome to [name of newsletter]!

I'm so glad you joined!
You've made a great decision!
Your [type of] success starts right here...
Let's [get some good result] together...

Hi [Name],
Welcome to [name of newsletter and/or the name of your company]!

I'm so glad you joined us. And that's because you're [going to get some specific benefit by being a newsletter subscriber].

Over the coming hours, days, weeks and months, you're going to get the tools and information you need to [start getting some good results]. Here's a quick look at what you can expect in the very near future:

- You'll get [some specific type of information] to [help you achieve some specific goal].
- You'll discover the exact [tools/products/gears] the world's most successful [type of people, e.g., "dieters" or "copywriters" or "gardeners"] use to get great results.
- You'll get [some other benefit they'll get from your newsletter, such as access to a community, special discounts on popular products, access to free tools, etc. You may create several bullet points here and share one feature/benefit per bullet point].

Simply put, this newsletter is all about helping you [get some great result]!

There's something for everyone here. If you're new and don't know where to start, you'll get solid plans to set you on the right path. If you've tried to [get a result before] and it didn't work, then you're in the right place. If you're getting some results but you want to take it to the next level, we've got something to help you too.

So here's what to do next...

[Explain what they should do now, such as download a freemium or join your private community or take advantage of a special offer. Give them a good reason to take this step.]

Then keep an eye right here on your inbox, because [in a short time from now, such as “tomorrow” or “two days from now”] you’re going to get an email that shows you how to [get some good result]. Don’t miss it!

[sign off]

P.S. Once again, welcome aboard!

Email 2: Here’s something that might surprise you...

Here’s the secret to my [type of] success...
Here’s how I [got a great benefit] and how you can too...
Ever wanted to [get a good benefit]?
Great [type of] results start here...

Hi [Name],

Welcome back!

Last time I shared with you the link [to whatever you shared with them—a freemium, a link to a community, a discount offer, etc.]. In case you missed it, here’s that link again:

[link]

I just wanted to follow up and make sure you were able to [download the freemium, access the community, or whatever action you requested]. And that’s because [give a good reason why they should take that action – e.g., what benefit does the freemium provide?].

Now before we get any further, I wanted to take a step back and introduce myself...

My name is [your name], and I’ve been [doing some niche-relevant activity, e.g., “making my living online”] for going on [length of time, e.g., “three years”] now.

I started off just like you. I [describe how you were like your prospects]. And you can bet that I failed, I stumbled, I messed up when I was first starting out.

Is this starting to sound familiar? If you’re like most people I talk to, you can relate.

But then I turned it all around in a very short amount of time.

And here's my secret: [describe what you did, that put you on the path to success – share some specific actionable tip to give your readers results].

After that, results came easy. [Describe what sort of results you achieved.] And now I've been getting great results for myself and others for [length of time].

Point is, I know exactly what it takes to [get some great result], and now I'm going to show you how to do it too. So stick with me, because you're going to like [how you get some specific result]!

See you next time...

[sign off]

P.S. Next time you'll find out [explain what's coming up], so stay tuned!

Email 3: Here's how to [get good results]...

This worked for me – it will work for you too...

Want [results]? See inside...

A surprising way to [get a benefit]...

Need [a benefit]? Get this...

Hi [Name],

Over the last [amount of time you've been in the niche, e.g., "10 years"], I've helped [number] clients and customers [to get some good result].

And you know what I've heard countless times over the years?

How absolutely frustrated people are when it comes to [getting some good results]. By the time they arrive on my virtual doorstep, they've already tried dozens of [ways to get some good result] – and every single one of those [products/strategies/ etc.] failed them.

Now I'm going to let you in on the secret that I tell my clients and customers: if you want to start getting good results, then you need to [take some specific, surprising action that may even run counter to what your prospects are typically told].

There's a chance that you're cocking your eyebrow right about now. After all, most of what you've read tells you [to do the opposite].

But here's the thing...

All those other strategies you've tried don't work. That's why you're reading this newsletter. Nothing else has worked before – so now maybe it's time to toss the old wisdom aside, and try something that actually works.

If you'd like to get your hands on the [the complete solution, e.g., the complete diet] so you can [start getting some really great results], then look no further than right here:

[sales page link]

This [strategy/product/tool] worked for me, it's worked for countless others to [help them get some great result], and it will work for you too.

[sign off]

P.S. Keep an eye on your inbox, because in just [number] days from now you're going to [get some benefit – learn a secret, get a freemium, etc.]. Don't miss it!

Email 4: Here's what [niche experts] do when [they want to get a good result]...

Your [type of professional] has been lying to you...
Whoa – shocking [niche] insider secrets...
You might get mad when you read this...
[Type of professionals] don't want you to know this...

Hi [name],

So last time you discovered a simple, maybe even counterintuitive way to [start getting some benefit]. If you put that tip to work for you, I'm betting you're already seeing the great results.

And here's something else you'll want to check out: [link to a freemium, video, article].

That [report, video, article, etc.] will show you [number] ways to [start getting great results]. And best of all, it's 100% free – so check it out now.

Now here's something else I want to share with you...

Professional [niche professionals] don't personally do everything they're telling you to do.

For example, your [professional – e.g., “personal trainer”] might tell you to [do some specific thing]. But when that same pro wants to [get some sort of result or benefit], he [takes some other specific action].

Here's why...

[Explain why the professional may tell people to do one thing, but then they personally do something else. For example, there are professionals out there who would be out of a job if all their customers and clients got good result].

That's why [you or your company] is different. Our #1 goal is to [get some great result] for our customer and clients.

That's not just talk. We put our money where our mouth is. If you're not 100% satisfied – if you're not getting great results – then we don't want your money. Simple as that.

So take a look at the [article, video, freemium etc.] mentioned above. Use it. Prove to yourself that it really works. And once you're convinced that this is the best way to [get some great result], then you'll want to [join a membership, become a client, buy a product, etc.].

Check it out: [link to that paid product]

[sign off]

P.S. Remember, there is no risk to you. If you don't [get a good result], then we don't want a penny from you. Learn more at [link]...

Email 5: You have questions? We have answers...

Ever wondered [about some niche question]?

Get the [type of] help you need – see inside...

Big benefits are just a click away...

Want [a benefit]? Click here...

Hi [name],

If you're like a lot of people who are trying to [get some good results], then I'm betting you have plenty of questions. I'm talking questions like:

- [List a common question that your prospects and customers ask. E.G., "What is the best way to get free traffic?"]
- [List another common question.]
- [List still another common question.]

Any of these questions ever float through your mind? Or have you wondered how to [do some specific niche task] or [do some other thing]?

Good news: we have answers!

To get the solutions and answers to these questions and many more, all you have to do is [join, log into, “like” the business on some other platform, such as a joining a Facebook group, following a Twitter account, visiting a blog, subscribing to a YouTube channel, etc.].

You can do that right here: [link]

Click the link above, and you’ll get instant access to an entire community of people just like you who are working to [get some result]. You can post questions, get support, and be held accountable.

There’s no reason that you too can’t start [getting some benefit], especially when you have a community of [number] other [types of people supporting you!]

Best of all, there are plenty of other benefits too. When you [join/subscribe/follow/visit] now, you’ll also [describe other benefits, including what types of other information they’ll get, discounts on products, access to freebies, contest and giveaway announcements, etc.].

Point is, there are a lot of reasons to [join/subscribe/follow], so do it now (it just takes a click] at [link]

I’ll see you inside!

[sign off]

P.S. Keep your eyes on your inbox, because more good stuff is coming your way soon...

Conclusion

So there you have it – use these five email templates to create or improve your own welcome sequence emails. With effective email campaigns and automated sequences, you can generate sales, build relationships, motivate affiliates and much more.

If you'd like more email templates like this, you can get the complete set of [101 email templates](#) including:

Set 1: The Gain-Logic-Fear Sequence

Set 2: A Welcome Sequence (this set)

Set 3: The Engagement Sequence

Set 4: An Ascension Email Sequence

Set 5: A Segmentation Sequence

Set 6: A Re-engagement Sequence

Set 7: An Affiliate Sequence

Set 8: Conversion Sequence

Set 9: A 90-Day Awareness Sequence

Set 10: Direct-Pitch Emails

Set 11: “Useful Yet Incomplete” Emails

Set 12: Five Special-Offer Emails

Set 13. A Set Of 26 One-Off Emails

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