



# The Perfect Welcome Email

Ready to roll out the red carpet and welcome your brand-new email subscribers in style? Use this email template to deliver the goods and start a beautiful new relationship in the process.

You never get a second chance to make a first impression... it's true in life and just as true when it comes to email marketing.

This email template is very close to what I use in my own welcome email, and it's structured to cover all six crucial elements below:

- Delivers what was promised
- Gives valuable information
- Requests a response
- Contains a "cliffhanger"
- Contains a call-to-action
- Includes whitelist instructions

By using this template as your welcome email, you'll ensure your subscribers get exactly what they asked for, that your future emails land in their inbox (and not the SPAM box), and that they'll keep opening your valuable emails in the weeks, months and (hopefully) years to come... Simply modify the text between the square brackets to make it your own and cut and paste into your email autoresponder. Easy breezy!

## **SUBJECT LINE: Your [Checklist/Video/Cheat Sheet] as promised!**

Hi [First Name]...

Thanks so much for requesting my free [guide/video/cheat sheet]. Click the link below and it will instantly download onto your computer.

Click here to download [link to download]

I promise you, if you follow it, this free [guide/video/cheat sheet] was designed to help you [desired outcome of your subscriber ie supercharge your business], no matter where you're at right now.

Now, before you go I just want to share a little bit about what you can expect from me... [Describe the type of information you'll send, how often and let them know it's going to be stuff that helps them move closer to their goal. This might include a weekly blog post or video, a newsletter or helpful articles. Just make sure you set their expectations.]

How does that sound? Good? Awesome!

Here's what you need to do now to get started...

### **STEP 1: THIS IS IMPORTANT**

Whitelist and prioritize all emails from [your email address].

This is important! Not only will you receive updates about new articles on the blog, you'll also receive notifications about awesome new [tips/research] we find that can help you [desired outcome]!

But if our emails aren't getting through to you, you will miss these important updates and you won't receive the full benefit of being part of the [company name] community.

Don't worry... whitelisting is really easy... just follow simple actions to make sure nothing slips through the cracks:

1) Follow the whitelisting instructions for your email provider at this page:  
<http://marrsmarketing.com/whitelisting-instructions/> [you can create a page on your blog like this sample page]

2) If you are a Gmail user or you use any other web-based email that filters broadcasts away from your main inbox, be sure to "drag" any emails from [company or your name] into your Priority Inbox. (Again, you don't want to miss something.)

3) Create a special folder where you can archive emails from me AFTER you have read them. This is important...DO NOT setup filters to automatically direct our emails into these folders, or again, you are likely to miss something. Simply move them manually to the folder after the information in the email has been consumed.

## **STEP 2:**

Take two-seconds and join our [Facebook Group/Facebook Page], as this will be our primary method of communication outside of email updates, and again you won't want to miss a thing: [link]

(TIP: If you need to get in touch with my directly, email is usually the fastest. Just send an email to [email address] and I'll do my best to respond.)

Talk soon,

**[Your name]**

**[Company name]**

P.S. Watch your inbox! Tomorrow I'll send you my most popular blog post ever... it's helped a lot of people [enter benefit here] and I know you'll love it!

PPS.. If you have a second, I'd love to know:

What can I do to help you solve your biggest problem right now?

Just reply to this email or shoot me a quick email at: [your email address]

**- END TEMPLATE -**

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