

THE MOST IMPORTANT EMAIL YOU'LL EVER SEND

Fact: your first email to a new subscriber, customer, or lead is the most opened email you'll ever send with an average 54% open rate.

Fact: you need to convert your new leads quickly, or they go cold. The way you do this is through a “welcome series” of emails that develop trust and convert your leads into loyal customers.

Your welcome series “must have...”



#1. HIGH VALUE

Offer value from the get-go.

The first email your reader receives from you shapes their impression of you FOREVER. Give your readers something they can really use—without the expectation any will buy from you. TIP: plant a seed of curiosity to get readers to look forward to your next email.

#2. GOOD TIMING

Leads can go cold in 2 - 4 weeks. Move quickly.

New subscriber interest will never be higher than when they first subscribe or buy. Welcome messages sent immediately perform 30% better than “batched” emails. How many emails, and when to send, depends on your industry, so play around with it.

#3. APPRECIATION

Make subscribers feel like they're part of something special.

“Welcome to the family”
“We're truly thrilled you've joined”
“As a member, you'll receive exclusive access to...”
“Join our private Facebook group”
“Welcome to the club!”

#4. EMPATHY

“I get you.”

Speak to your readers' pain and aspirations, not your own. You “show” empathy giving value, but your email copy should also be empathetic. Use questions to show empathy. In fact, use your welcome series to learn more about your readers.

#5. PATIENCE

Educate first. Sell later.

Don't rush a hard sell. Get your reader excited about what to expect from you. Become a friend and trusted source of information first. A soft ask, like social media share, liking you on Facebook is fine—especially if you tell them the benefit of doing so.

#6. SMALL YES'S

Include “easy” calls-to-action that build trust.

A series of easy “yes's” builds into a bigger “YES.” This email series is all about developing trust, so give your reader risk-free ways to trust you, such as: “*watch this video, download these tips, like us on Facebook, share this quote on Twitter.*”

#7. SET EXPECTATIONS

Define email frequency and timing

Reduce anxiety by letting your reader know how many emails they'll receive from you and the content benefit they'll get from you.

“*You'll receive my 4-part video training on how to win the lottery so you can retire early.*”

#8. SEGMENT

Write to one person.

There are times when email messages can be the same to everyone. THIS IS NOT ONE OF THOSE TIMES. Segment your list by opt-in interest, lead source, buying cycle, or what your customer bought. Nothing worse than offering a 15% discount on diapers to a retiree.

EMAIL MARKETING that CONVERTS

Hit “send” to grow your business

Hot Tip: Since your welcome email is the first email received, images will not be shown until your subscriber gives permission. Use “Alt Text” for images, or use text-only.