

The Eight-Point Framework for a Perfect Welcome Email

An effective welcome email has several elements that need to come together seamlessly. Do you need every element in this list in each email?

No, not at all.

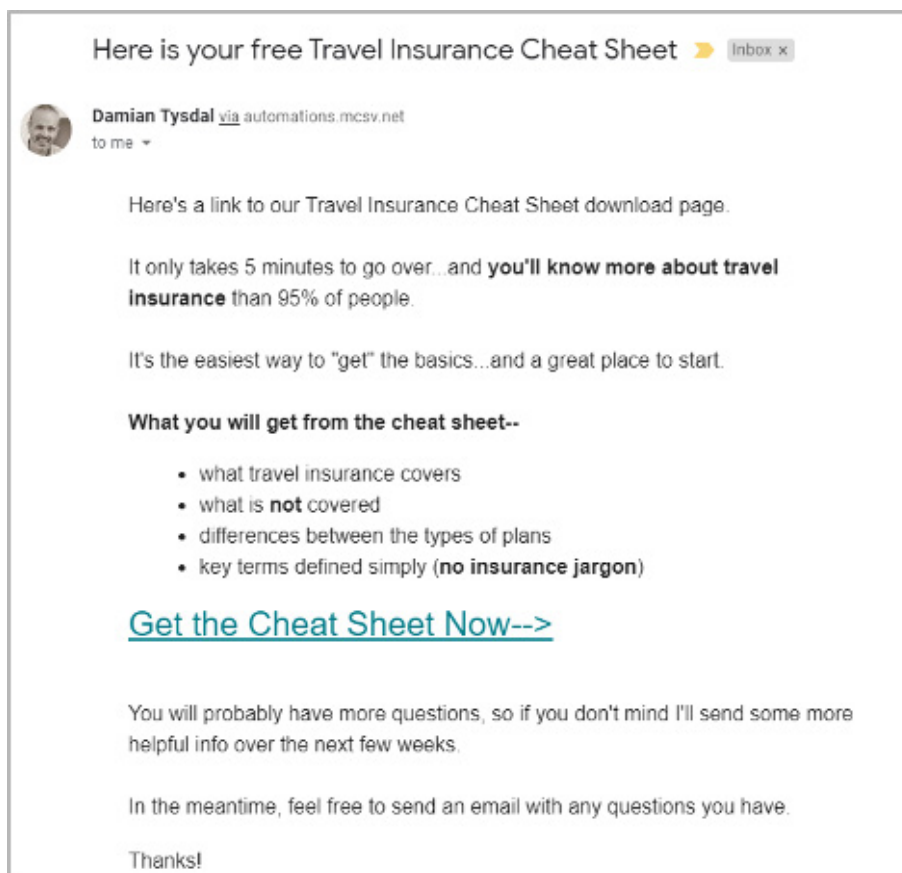
A compelling subject line and personalization should be present in each email you send—that's a no-brainer. For the other elements, you will use your judgment based on your goals.

1. A clear and persuasive subject line

Your first email is always about delivering something that the subscriber wanted. Answer the need that resulted in a person sharing their email address with you.

If you promised a resource	Welcome. Here's the Five Minute Journal Quickstart I promised. Thank you. Your copy of the Amazing SEO Report is attached.
If you promised a discount	Start an adventure with 10% off. It's your birthday—here's a 15% coupon just for you.

Example:



2. Personalize the email.

Wouldn't you rather someone refer to you by name? Sure you would, it evokes a positive emotional response. But personalization doesn't have to stop there.

- Use their first name or last name depending on the tone you want to convey
- Acknowledge their recent interactions with your business
- Show you care about them, not just yourself

3. Nail the opening line.

The opening line of your email is nearly as important as your subject line. If it doesn't hook your subscribers, they won't read the rest of the email. Sorry, there is no magic formula for this, but here's what usually works.

- Be engaging
- Be authentic
- Be truthful
- Be transparent
- Be persuasive
- Be helpful

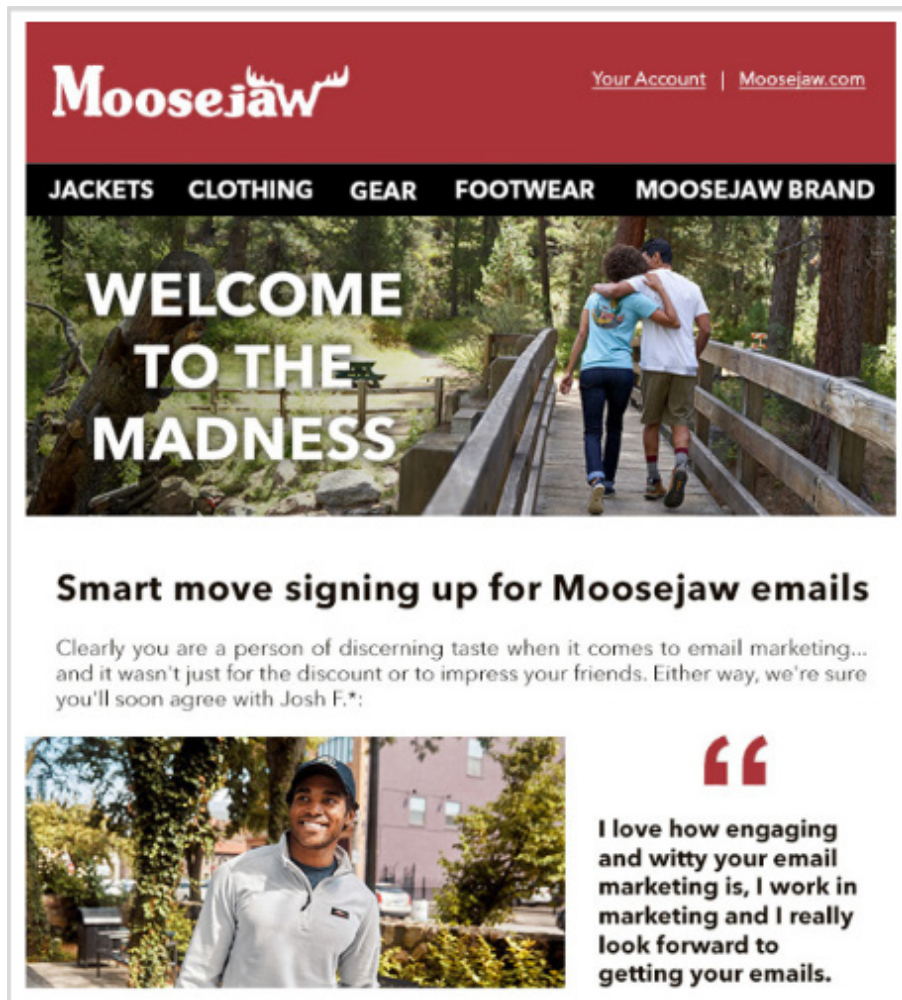
4. Include a warm thank you.

This is a given, but it often gets left out. Show your subscribers you are grateful for their trust—even if they're just hunting around for a discount.

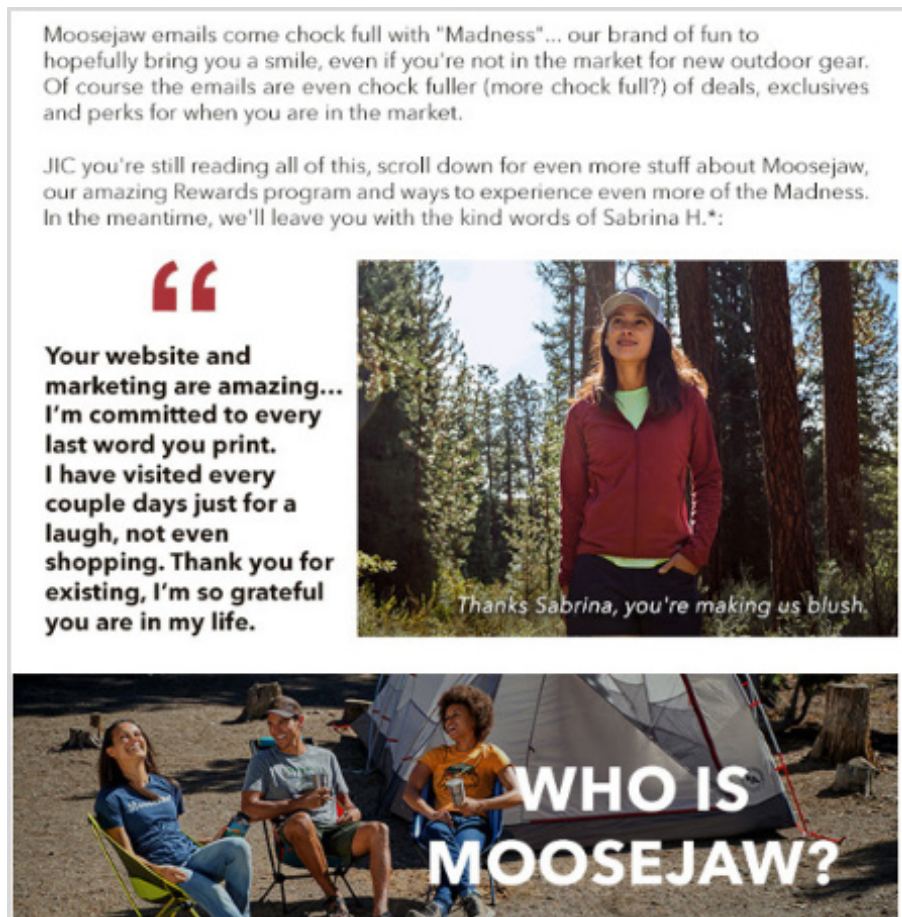
5. Tell your brand story well.

Have you heard the saying “a story well told is a story well sold?” Your brand story is the emotional piece that gets subscribers interested in staying aware of your brand. Not just interested for now, but interested enough to open the next email. The brand story in your welcome email should be engaging, authentic, and concise. You'll have plenty of other emails to expand and demonstrate your story if you do this well.

Here's an example that does a good job:



This company gave me a compliment and then some social proof that gives me hope their emails are going to be fun to read. Their welcome email is well branded with photography that matches their outdoor products. They explain their brand and even tell their own story—it's fun.



6. Set expectations for future communications.

What email content can subscribers expect to receive from you? How often? What benefits can they expect to see in those emails? It's imperative that you set those expectations for your subscribers, because it's how you gain their trust.

7. Ask for a micro commitment.

This is an element that's not often used, but it sets the tone for the relationship going forward. What's a micro commitment? Put simply, it gets a subscriber in the habit of saying "yes" to you. Small victories could be anything from connecting with you on social media, or whitelisting your emails, or filling in a short survey that helps you learn more about them.

8. Remind subscribers why they signed up.

This is a wise practice for every email you send, but especially significant with a welcome email because it sets expectations and starts to build trust.