

The Welcome Email Template

by John McIntyre, The Autoresponder Guy

“Make Your First Impression Count”

. . .

Hey there.

If you want to get paid \$100 or more per email, you need to get your emails opened, read, clicked on and most importantly... ***bought from***.

That's why you need to blow everyone away with your welcome email.

Think about it: The welcome email is your first email, which means it's your first impression.

Get it right and everything else is easier... your clients will love you, they'll pay more for your emails, and they'll come back to hire you again and again.

But get it wrong and you'll never become a true “freelance copywriter” - where you make great money while living and working anywhere in the world you want.

How this template works

First, you get the “fill in the gaps” template. This template is dead simple. It even comes with tips on what to put in each “gap”. Fill in the gaps. Then add to your

Second, you get a LIVE example of the template in action. I’ve literally copied-and-pasted the email from the primary email sequence on my main website.

In other words - this is my personal template for welcome emails (both on my own website and when I write for clients).

How to use this template

1. Copy and paste the template into a text editor of your choice
2. Fill in the gaps according to the instructions
3. Set up the email so it is the FIRST email in your autoresponder sequence (ie. the first email people see when they sign up)
4. Drive traffic to your optin page, get some opt-ins and watch the results.

Provided you have traffic, you WILL get some *very* interesting replies from your subscribers (and the rest of your email sequence will get far better results - that is, if you have a sequence).

Enjoy!

John, The Autoresponder Guy

P.S. When you’re ready to take things to the next level and write your own emails from scratch, check out [McMasters](#).

You’ll discover how to craft effective emails in all scenarios, for your own website or business and for clients. Plus, you’ll dive deeper into copywriting, find out how to write stories that sell, and get access to private webinars on paid traffic and more.

The training programs inside [McMasters](#) are recommended by Andre Chaperon (of Autoresponder Madness) and other industry experts.

The 1st Email Template

Subject:

[]: WELCOME to the family (please read)

The email:

Heya!

First of all, you're in.

Here they come... _____ on how to _____.

Real glad you're here.

Before I start I'd like to get to know you a bit...

...so if you can do just one thing for me today, hit reply to this message and say "hi". If you have a moment, I'd love for you to tell me three things -

1 - What's your single most important question about _____?

2 - Why would it make a difference in your life to get a good answer for this problem or find a good answer for this problem or find a solution for your need? (Details, please.)

3 - How difficult has it been for you to find a good answer for the above to date? (Not at all difficult, somewhat difficult, very difficult.)

I read and reply to every email.

.

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Here's a snapshot of what's coming...

[+] _____

[+] _____

[+] _____

[+] _____

[+] _____

[+] _____

[+] _____

[+] _____

And of course, lots more.

Each email will be short - 200 to 300 words (today's email is long, since it's the first).

Instead of long, rambling emails, you'll receive short, to-the-point emails. The idea is to get you _____ as fast as possible.

You'll be receiving _____ at around 7 or 8am.

If you don't want _____, this isn't for you. Please click the Unsubscribe link at the bottom of this email.

I'm not going to beg you to stick around. I want you here, but only if you see the value in _____ on _____.

Lastly...

Create a special '___' mailbox folder/label.

Each day when an email comes in:

1. Read it (remember, each email will be short and snappy)
2. Action it (execution is everything)
3. Archive it into your special '___' mailbox folder/label

Your _____ education starts tomorrow.

Stay tuned,

_____, The _____

P.S. These emails are based on _____, my paid program for _____.

Rather than attempt to sneak under your radar, I'll be upfront with you: in these emails, I'll be promoting my products and services (including the _____).

Far too many people overload their subscribers with content. Content is king, right? Not quite. In fact, sending too much content can actually be harmful (more on this later).

That's why I bring this up... I'm here to sell you something.

But before you gasp and rush to unsubscribe (oh my god - he's selling something!!), here's why I think you'll want to stick around:

I won't be promoting the _____ in a brash, annoying or hypey way.

That's not my style.

I do things differently.

Way differently.

Sound good?

You'll see what I mean soon.

Want to learn more about the _____? The deetz are here:

LINK

The 1st Email Template IN ACTION

Subject:

[MM]: WELCOME to the family (please read)

The email:

Heya!

First of all, you're in.

Here they come... *daily* emails on how to turn your prospects into paying customers with email marketing and autoresponders.

Real glad you're here.

Before I start I'd like to get to know you a bit...

...so if you can do just one thing for me today, hit reply to this message and say "hi". If you have a moment, I'd love for you to tell me three things -

1 - What's your single most important question about email marketing and autoresponders?

2 - Why would it make a difference in your life to get a good answer for this problem or find a good answer for this problem or find a solution for your need? (Details, please.)

3 - How difficult has it been for you to find a good answer for the above to date? (Not at all difficult, somewhat difficult, very difficult.)

I read and reply to every email.

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Here's a snapshot of what's coming...

by John McIntyre, The Autoresponder Guy
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[+] The number 1 thing you need to know before you begin writing an autoresponder

[+] An in-depth look at the 4-step process I use to write autoresponders for clients

[+] Most business owners make this common mistake (it's so easy to avoid you'll kick yourself for missing this one)

[+] Why content is not king when it comes to email marketing

[+] A nifty strategy that causes your open rate to INCREASE over time (common wisdom states that it should decrease but I'll explain how it doesn't have to be that way)

[+] The single biggest thing you need to focus on when writing your emails

[+] Should you send daily emails?

[+] Why subject lines don't matter (and more importantly, what DOES matter)

And of course, lots more.

Each email will be short - 200 to 300 words (today's email is long, since it's the first).

Instead of long, rambling emails, you'll receive short, to-the-point emails. The idea is to get you writing your own autoresponder as fast as possible.

You'll be receiving *daily* emails, Monday to Friday at around 9-10am. (Weekends are off).

If you don't want daily emails, this isn't for you. Please click the Unsubscribe link at the bottom of this email.

I'm not going to beg you to stick around. I want you here, but only if you see the value in daily emails on building your biz with email.

Lastly...

Create a special 'MM' mailbox folder/label.

Each day when an email comes in:

1. Read it (remember, each email will be short and snappy)
2. Action it (execution is everything)
3. Archive it into your special 'MM' mailbox folder/label

Your email marketing education starts tomorrow.

Stay tuned,

John, The Autoresponder Guy

P.S. These emails are based on the McIntyre Method, my paid program for writing autoresponders.

Rather than attempt to sneak under your radar, I'll be upfront with you: in these emails, I'll be promoting my products and services (including the McIntyre Method).

Far too many people overload their subscribers with content. Content is king, right? Not quite. In fact, sending too much content can actually be harmful (more on this later).

That's why I bring this up... I'm here to sell you something.

But before you gasp and rush to unsubscribe (oh my god - he's selling something!!), here's why I think you'll want to stick around:

I won't be promoting the McIntyre Method in a brash, annoying or hypey way.

That's not my style.

I do things differently.

Way differently.

And hey - even if you don't buy anything from me, you'll still get an inside look at how I do things. You'll find out how I sell in every email *without* driving my subscribers crazy.

Sound good?

The value of these emails isn't just in what I say.

Sure, I'll be sharing some useful information but what's better than that are the lessons you'll learn when you read between the lines.

You'll see what I mean soon.

Want to learn more about the 'McIntyre Method'? The deetz are here:

<https://www.themcmethod.com/mcmasters/>

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