

Welcome Email Series Content Worksheet

Use this handy worksheet to map out the content for your welcome email series. These are the emails that will be delivered when a person first subscribes to your list. Make a good first impression!

Business Name:

Write 2-3 points about your business and why they should think you're cool.

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What is the problem that you solve for your customers?

What can they expect as a subscriber?

Welcome Email Series Content Worksheet cont.

What are your top three products or services?

- 1.
- 2.
- 3.

Are there links to more information for the items mentioned above?

- 1.
- 2.
- 3.

What special offer or surprise can you offer them as a thank you for subscribing?

Welcome Email Series Content Worksheet cont.

List social media accounts you would like them to follow.

- 1.
- 2.
- 3.

What is a piece of advice/quick win you can solve for them?