

# Welcome Email Sequence

5 emails designed to warm up new leads, build trust, and guide them toward booking. Customize the [bracketed sections] for each client's business.

Send: Immediately after opt-in

## Email 1: Welcome — You're in the Right Place

Subject line: **Welcome to [Business Name] — here's what to expect**

Hi [First Name],

Thanks for signing up — we're glad you're here.

[Business Name] helps [target audience] [achieve specific outcome]. Whether you found us through [channel] or a friend pointed you our way, you're in the right place.

Over the next few days, we'll share a few things that will help you [key benefit — e.g., "get clarity on your next step," "understand what's possible," etc.].

In the meantime, here's one thing you can do right now:

**[Quick win or free resource — e.g., "Check out our guide to choosing the right service for your needs."]**

Talk soon,

[Owner Name]

[Business Name]

Send: Day 2

## Email 2: The Problem We Solve

Subject line: **The #1 reason [audience] struggle with [problem]**

Hi [First Name],

If you're like most [target audience] we work with, you've probably experienced this:  
[describe the common pain point in 1–2 sentences].

It's frustrating — and it's more common than you think. The good news? It's fixable.

At [Business Name], we've helped [number or type of clients] move past this by [brief description of your approach — not a sales pitch, just clarity].

Tomorrow, we'll share a real example of what that looks like in practice.

[Owner Name]

Send: Day 4

### **Email 3: Proof It Works — A Client Story**

Subject line: **How [Client/Industry] went from [before] to [after]**

Hi [First Name],

We recently worked with [client type or name, with permission] who came to us feeling [pain point].

Here's what we did:

- [Step 1 — e.g., "Clarified their brand message so it spoke directly to their ideal clients"]
- [Step 2 — e.g., "Built a website that actually converted visitors into inquiries"]
- [Step 3 — e.g., "Set up a simple email sequence that kept leads warm"]

The result? [Specific outcome — e.g., "3x more inquiries in the first month" or "a brand they finally felt proud to share."]

If that sounds like what you need, we'd love to help.

[Owner Name]

Send: Day 6

## Email 4: What Makes Us Different

Subject line: **Why we do things a little differently**

Hi [First Name],

There are plenty of [your industry — e.g., "web designers," "branding studios"] out there. So why work with [Business Name]?

Here's what we believe:

- **Collaboration over complication.** We work with you, not at you. You'll always know what's happening and why.
- **Craft with meaning.** Every design decision is intentional — grounded in your story, your audience, and your goals.
- **We don't disappear after launch.** Your site isn't a project to us — it's the start of a partnership.

If that resonates, let's talk. Just reply to this email or [book a call link].

[Owner Name]

Send: Day 8

## Email 5: Your Next Step

Subject line: **Ready when you are — here's how to get started**

Hi [First Name],

Over the past week, we've shared what we do, who we help, and how we're different. Now the ball is in your court.

If you're ready to [desired outcome — e.g., "build a website that actually works for your business"], here's what happens next:

**Step 1:** [Book a free discovery call / Fill out our project inquiry form]

**Step 2:** We'll learn about your business, goals, and vision

**Step 3:** You'll get a clear proposal — no pressure, no surprises

No rush. When the timing is right, we'll be here.

Warmly,

[Owner Name]

[Business Name]

## Customization Notes

Replace all [bracketed] placeholders with your client's specific details. Adjust tone to match their industry — warmer for wellness/creative, more direct for professional services. Each email should be 150–250 words max. Subject lines can be A/B tested.

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