



SEVEN FIGURE **BLUEPRINTS**

Welcome Email

TEMPLATE

How To Craft A Welcome Email That Engages New Subscribers And Improves Email Delivery.





The Most Important Email You'll Send To New Subscribers.

This template will help engage your new subscribers, get them to "know, like and trust!" you, and also improve email deliverability by showing email providers that your emails are generating conversations with subscribers.

Feel free to use this email and model it to create your own welcome email.

It should go without saying, don't straight up copy this email.

You're not me. You're you. So don't try to be me.

Be genuine with subscribers and let them get to know the real you.

With that said, this email has generated great results for me so I hope you can use it in your own business too.

If you want to learn more about all the different strategies I use to double sales while spending less on advertising, check out my book here:

[>> https://book.sevenfigureblueprints.com <<](https://book.sevenfigureblueprints.com)

To your success,

Richard Legg

Subject: *You're in ... Welcome to the family :-)*

If you have a second, I'd like to get to know you a bit...

I hate it when strangers hit up my inbox, so here's why I'm going to share the following things with you, so we're not strangers anymore...

1) I'm originally from the UK, but also lived in Ireland and the USA

... so if you've heard me on video and wondered "where the heck is that accent from??" ... now you know :-)

2) I'm a huge fan of the show Frasier ... Yes I know it's like 20 years old, but I stil find it funny.

(In fact my wife and I once watched the whole box set ... it took us a LOT of evenings, but totally enjoyable :-)

3) I've been marketing online for over a decade now and have built my business through helping people.

But to give you the best help possible, I need to know what you're struggling with.

...so if you can do just one thing for me today, I'd really appreciate it if you'd just hit reply to this message and drop a quick note to say "hi."

I'd love for you to quickly tell me

(1) where you're from, and

*(2) if you've got an extra 30 seconds,
I'd also like to know what ideal outcome
you'd like us to help create for you..*

*Anyway, since we've found each other,
I'll be hooking you up with all sorts
of cool stuff in the days, weeks, and
months ahead.*

Take care and have an amazing day!

Talk soon,

Richard

*P.S. Sometimes my emails get accidentally
put into a spam/junk folder. So take a
look now and see if there are any more
there. You can always move/drag them
to the inbox.*

*(Also you can 'whitelist' my email or add it
to your contacts to make sure you get
all the important updates too.)*

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Pretty simple, right?

When crafting your welcome email it's important to let people see you're a real human being.

With this template we're immediately acknowledging that we're a stranger, and we're not trying to presume we know the person on the other end.

Then we're going to give them some information about ourselves.

The first piece of information I give is where I'm from. This is a pretty general piece of information and it's one that most people are relatively ok with sharing.

The second piece is something kind of fun/quirky/unusual, or something that shows some personality.

Finally, the third piece ties back to what help/service you can provide to them and should also help to establish some credibility or authority.

Again, we want to seem like we're a real human here, and this helps to build up the connection with the subscriber. If they can relate to us in some way, or at least feel like we're a genuine person, then it's much easier to get them to engage.

Now we simply ask them for a simple reply.

The reply does two things here; firstly it helps establish the relationship and a conversation with the subscriber. (You can choose to reply to all of these messages personally if you wish). Secondly, it helps show the email providers that your emails are not spam, but actual emails that people are replying to.

This helps ensure that your emails continue to get delivered to the inboxes of your subscribers, and the connection you've just made will help keep people opening and reading.

RESOURCES

[Get More Customers With Less Advertising](#)

Want to know how to get MORE sales while spending LESS on advertising?

(One client even doubled his sales from just a single tweak that took less than an afternoon to implement)

Download the proven blueprint I've used to build seven figure digital marketing campaigns without relying on expensive paid ads, constant social media posting, or talking to prospects on the phone.

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Seven Figure Blueprints](#)

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Fed up with rising ad costs, random account bans and decreasing profits?

Discover how to get thousands of dollars in advertising, every single month, for FREE.

Everything you need to get virtually unlimited traffic for your business with zero advertising cost.

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