

The Indoctrination/Welcome emails consist of a 3-email series. The first email is sent immediately upon opt in with emails 2 and 3 each sent a day after the last one.

Many people are concerned that they are sending too many emails if they send the welcome email along with the opt in email. We generally suggest that the welcome email goes immediately, and then the delivery of the opt in be sent about 2-5 minutes later.

These emails help to set expectations for your new subscriber and also welcome them to the family.

As a DigitalMarketer Certified Partner, I have updated these emails from welcome emails originally created from DigitalMarketer in Austin, TX.

### HERE'S THE IMPORTANT PART...

These emails are just templates... please don't just copy and paste them. You don't want to sound like DigitalMarketer or ElectraLime Marketing... you want to sound like you. So although these templates are provided here for your use, take the time to make sure they are in your "voice" ... or your company's voice. These emails are intended to bond your new contact with your company. That will only happen if they sound like they actually come from your company. 😊

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#### Email 1 – Thanks for Registering

**Subject Line:** Welcome to [COMPANY NAME]! Here's where to start...

**Email:**

Hi ~Contact.FirstName~... my name is [INSERT NAME] and I'm the [TITLE] of [COMPANY NAME]. I wanted to take a second to say hello and welcome you to the family.

Seriously, on behalf of myself and the entire [COMPANY NAME] team I want you to know that we're truly excited and grateful that you decided to join us...

I know this is going to be an absolute game changer for [INSERT TOPIC/DESIRED RESULT HERE] no matter what stage you're in.

Here's what you can expect from us...

[TELL THEM WHAT KIND OF CONTENT YOU WILL BE SENDING THEM AND HOW OFTEN YOU WILL BE SENDING IT. SET THE EXPECTATION NOW]

Sound good?

Here's what you need to do now to get started...

**STEP 1:**

Whitelist and prioritize all emails from **[COMPANY NAME]** and **[EMAIL ADDRESS]**.

This is important! Not only will you receive updates about new articles on the blog, you'll also receive notifications about new **[INSERT OTHER TYPES OF VALUABLE CONTENT THE SUBSCRIBER WILL RECEIVE VIA EMAIL]**.

But if our emails aren't getting through to you, you will miss these important updates and you won't receive the full benefit of being a **[COMPANY NAME]** subscriber.

**STEP 2: (IF APPROPRIATE FOR YOUR COMPANY)**

Take two-seconds and join the **[COMPANY NAME] Facebook page**, as this will be our primary method of communication outside of email updates, and again you won't want to miss a thing:

**Facebook:**

**INSERT LINK HERE**

**Twitter:**

**INSERT LINK HERE**

Talk soon,  
**INSERT SIGNATURE**

***In the P.S. you are going to insert some sort of cliffhanger for them... something that makes them look forward to tomorrow's email. For example, "Do you know the #1 reason most businesses can't find new leads?"***

**P.S.** Do you know the #1 reason most businesses **[INSERT PAIN POINT HERE]**?

...I bet it's not what you think.

I'll give you the answer tomorrow, but for now spend a little time thinking about what it could be. If you're anything like me, you'll get more benefit from the "thought experiment" than from the answer itself.

See you tomorrow...

**P.P.S.** If you have a second, I'd love to know:

Why did you subscribe to **[COMPANY NAME]**?...

What can we do to help you solve your biggest problem right now?

Just reply to this email or shoot me a quick email at:  
**[EMAIL ADDRESS]**

## **Email 2**

**Subject Line:** It starts today...

### **Email:**

Well, I guess congrats are in order...

Yesterday you took the first step to growing your business by subscribing to my newsletter, and here you are...TWO DAYS IN A ROW...digging in again.

And that's a big deal!

You see, a lot of people talk about growing their business...

...but here you are... actually DOING IT!

It's just a first step, but something is always better than nothing (which is exactly what most people do), so I commend you for taking that first step and for allowing me to guide you on this journey.

As you're about to see, it's going to be a wild and fun ride.

Over the next few days, I am going to share stories that will inspire you, give tips that will amaze you, and even show a couple of examples that just might SHOCK YOU.

For example, do you know the #1 reason most businesses have trouble [INSERT BUSINESS ISSUE HERE]

This is the question I posed yesterday...

...did you come up with an answer?

I'm going to tell you what it is, but first I need something from you.

I NEED YOUR ATTENTION!

I'm sure you get a lot of emails every single day. Am I right?

Well I need you to make sure you READ MY EMAILS.

You've already given me your email address. That has value! Please allow me to return that value back to you.

Here's how it's going to work...

[EVERY WEEK/TWICE A WEEK/EVERY MONTH] I'm going to send you a [BLOG POSTS/ARTICLES/CASE STUDIES/VIDEOS/TOOLS/SWIPE FILE/ETC]

When you see one of these messages hit your inbox, open it and read it.

And when you think about it, that's a pretty small commitment when you consider what's at stake: YOU...[INSERT DESIRED END RESULT – i.e YOU...a best-selling author, YOU...slim, trim and healthy, YOU...the owner of a rapidly-growing company, etc.]

The nitty-gritty starts tomorrow...stay tuned. :)

Talk soon,  
~Campaign.MergeField\_981~

P.S. Oops...I almost forgot...so what's the answer to the riddle I posed yesterday.

So what is the #1 reason/why [INSERT A RIDDLE/REASON WHY/ETC]?

[EXPLAIN THE ANSWER AND WHY IT MATTERS TO THEM. BE SURE YOU'RE TELLING THEM SOMETHING THEY DON'T ALREADY KNOW...IDEALLY SOMETHING THAT WILL EVOKE AN EMOTIONAL RESPONSE. ALSO, THIS IS A GREAT OPPORTUNITY TO SHOW WHAT YOU'RE FOR, OR BETTER YET WHAT YOU'RE AGAINST. SO HAVE FUN WITH IT AND DON'T BE AFRAID TO GET A LITTLE PERSONAL AND AIR SOME DIRTY LAUNDRY.]

P.P.S. A few days ago I stumbled across this video:

[INSERT VIDEO LINK HERE]

If you want inspiration...this is it!

Tune in tomorrow and I'll tell you what I like most about this video, and why I had you watch it.

**Email 3 –**

**Subject Line:** Did you see this video?

**Email:**

Did you have a chance to watch this video yet?

INSERT VIDEO LINK HERE

I hope so, because it has everything to do with [INSERT CORE BENEFIT/DESIRED END RESULT OF YOUR SUBSCRIBER].

...which is exactly why I asked you to watch.

But here's what I really want you to take from this video:

[DESCRIBE THE KEY LESSONS/TAKEAWAYS YOU WANT YOUR READER TO GET]

Like I said in my last message, this really is a journey, but it's a journey worth taking.

I'm glad that you chose to have me along for the ride, because it's going to be fun. :)

Talk soon,  
INSERT SIGNATURE

P.S. Like what you've seen in these last few messages?

Then good news!

EVERY WEEK/TWICE A WEEK/EVERY MONTH I send out more content just like this, so there's even more good stuff coming your way.

You can also see more of my archived content here:

INSERT LINK HERE

But here's the BIGGIE...

You need to make sure you whitelist my email address: INSERT COMPANY EMAIL

...and mark all my mails as "Important" if you're using Gmail.

Also, make sure you're following me on Facebook and Twitter because I also announce new content updates on those platforms, and again I don't want you to miss out.

Join me on Facebook here: INSERT LINK HERE

Follow me on Twitter here: INSERT LINK HERE