**The Perfect Welcome Template**

Ever heard the old saying… “You only get one shot at a first impression!”?

That’s exactly what the welcome mail is… it’s your ONE and only shot to make a strong first impression, connect with your new subscriber and stand out in their mind (AND INBOX). So I think its safe to say that the welcome mail is one of the most important emails in your arsenal!

The job of the welcome mail is to introduce yourself and your company to your new subscriber, align yourself with them, set expectations for exactly what they will receive now that they’re “on your list”, restate the benefits of being a subscriber, get them to make micro-commitments, and “open a loop” with them.

This email is ALL about engagement….

**Message #1 – Send Immediately (TO NEW SUBSCRIBERS ONLY)**

**Subj:** [Congrats] You’ve Made It - Welcome to **Wealth Academy Insider…**

**Welcome inside the most valuable and profitable newsletter that you’ve ever come across…**

Would you like to get the best-of-the best when it comes to “Making CEO” level income ($250k+ your first year potential) online?

Hey... my name is Shaqir Hussyin and I'm the **CEO of Wealth Academy** and creator of Funnels.com I wanted to take a personal second to say hello, congratulations and welcome you to the family.

Seriously, on behalf of myself and the entire **Wealth Academy Super Success Coaches** Team I want you to know that we're truly excited and grateful that you decided to join us…

Here’s a cool pic of my team that are ‘behind the scenes’ committed and dedicated to making it happen for you.

I know this is going to be an absolute game changer for you making money online, starting, growing and scaling your online business – **even if you’re starting from scratch.**

Here's what you can expect from us…

We'll publish fresh **[INSERT TOPIC/KNOWN DESIRED END RESULT]** content to our blog **[INSERT NUMBER OF TIMES A WEEK YOU POST CONTENT]** *(****on [ENTER THE DAYS OF THE WEEK YOU’LL BE EMAILING THE CONTENT TO YOUR SUBSCRIBER]****)* then once it's live we'll send you an email with a short description of the new article, why we think it's important for you and a link to read the full article.

We'll also send you emails about new expert **[ENTER COMPANY NAME HERE]** courses, software and other cool premium resources from time to time BUT only once we've vetted them.

7 Years ago I started in this industry.

No brand. No name. No credibility. No results. No website. No funnels.

Just a one man-show, I grew up in the streets of East London, UK and decided to

The moral of the story is to recognize the power that exists within this medium, and that no matter how fast the world changes, or how much smaller it becomes, humans will find a way to digitize their existence. Where there’s 0s and 1s, there will always be clever email marketers sharing their message to the masses. Those messages may be rancid, or revolutionary; elevating, or mind- numbingly stupid. A true win-win, or an unethical scam. I urge you to make your message one for the ages; one that captures the heart and the mind of your fan, and delivers upon its promises. One that reflects your personality, your fan’s passion, and the persuasion skills of a Master Samurai. You will retire wealthier, yes. And, as the ultimate fringe benefit, you’ll be far more fulfilled. Remember: one simple email can literally change the trajectory of someone’s life toward a better destiny. You now have that power within your fingertips. Wield it wisely.

Sound fair?  GOOD!

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

**STEP 1:**
**Whitelist and prioritize all emails from [ENTER COMPANY NAME OR WEBSITE URL HERE]** and **[ENTER YOUR NAME HERE].**

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 **[ENTER COMPANY NAME OR WEBSITE URL HERE]** subscriber.

So please take the following simple actions to make sure nothing slips through the cracks:

1) Follow the whitelisting instructions for your email provider at this page: **[LINK TO WHITELISTING INSTRUCTION PAGE ON YOUR SITE]**
2) If you are a Gmail user or you use any other web-based email that filters broadcasts away from your main inbox, be sure to "drag" any emails from **[ENTER COMPANY NAME OR WEBSITE URL HERE]** or “**[ENTER YOUR NAME HERE]”** into your Priority Inbox. (Again, you don't want to miss something.)

3) Create a special “**[ENTER COMPANY NAME OR WEBSITE URL HERE]”** folder where you can archive emails from **[YOUR NAME]** as well as “**[ENTER YOUR NAME HERE]”** AFTER you have read them. This is important…DO NOT setup filters to automatically direct our emails into these folders, or again, you are likely to miss something. Simply move them manually to the folder after the information in the email has been consumed.

**STEP 2:**
Take two-seconds and **join the [ENTER COMPANY NAME OR WEBSITE URL HERE] 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:**
**[LINK TO COMPANY FACEBOOK PAGE]**
**Twitter:**
**[LINK TO COMPANY TWITTER PROFILE]**

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OPTIONAL: If you’re willing to get a little more personal (and actually read and respond to the tweets) the addition of “bouncing” to both the company social media properities AND the founder or face of the company’s social media prosperities will increase your reach, engagement and intimacy with your new subscriber.
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You can also join my personal Facebook Page and follow me on Twitter by going to:

**[LINK TO PERSONAL FACEBOOK PAGE]
[LINK TO PERSON TWITTER PROFILE]**

(e: If you need to get in touch with my directly, Twitter is usually the fastest. Just drop a tweet to **[ENTER TWITTER HANDLE HERE]** and I'll do my best to respond.)

Talk soon,

**[ENTER YOUR NAME HERE]**
**[ENTER YOUR TITLE HERE]**
**[ENTER COMPANY WEBSITE HERE]**

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IMPORTANT: YOU HAVE TWO OPTIONS FOR YOUR “P.S.”…**

**IF YOU’RE GOING TO DEPLOY A “BEST OF” CAMPAIGN NEXT CHOOSE P.S. #1.**

**IF YOU’RE GOING TO DEPLOY A BONDING CAMPAIGN CHOOSE P.S. #2.
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P.S. #1: “BEST OF” P.S.
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P.S. The next few days are gonna feel like Christmas...

Because as an added bonus for subscribing, I’m going to be sending you my “best of the best” [blog posts/articles/case studies/videos/tools/swipe file/etc.]

Tomorrow you’re going to get the first of the “big three”.

It’s about **[HINT AT BENEFIT AND END RESULT WITHOUT REVEALING THE EXACT TOPIC].**

Stay tuned...it’s gonna be good.

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OPTIONAL: If you’re willing to get a little more personal (and actually read and respond to the emails) the P.P.S. is below is a terrific way to increase engagement with your new subscriber AND find out exactly why they joined your list… what their biggest pain point is right now.
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P.P.S. If you have a second, I'd love to know:

Why did you subscribe to **[ENTER COMPANY NAME OR WEBSITE URL HERE]**?…

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:

**[ENTER YOUR COMPANY EMAIL ADDRESS HERE]**