

35 · Marketing

Welcome Email Sequence

Four ready welcome emails for new subscribers over ten days: welcome and gift delivery, your story, your most useful advice, and a gentle offer, with subject lines, preview text, sending rules and how to measure it.

For: Businesses, associations and trainers who collect email addresses on their website or at events and do not know what to send after someone signs up.

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Why a welcome sequence?

Someone who just signed up knows who you are and remembers why they subscribed; this is the best time for them to get to know you. If you wait for next month's newsletter, they may have forgotten your name. A welcome sequence is a few emails written once and sent automatically to every new subscriber, building trust while you get on with your work.

Most email platforms, including ones with free plans such as Brevo and MailerLite, support simple automation: "When a subscriber is added to the list, send the first email, wait two days, send the second."

Rules before any email

- ☐ Email only people who explicitly agreed to hear from you; never add addresses from business cards or group chats without permission.
- ☐ Every email has a clear unsubscribe link.
- ☐ A sender name people recognise: your name, or "your name from [business]", not "noreply".
- ☐ One goal and one main link per email.
- ☐ Short emails that read well on a phone, and a test send to yourself before switching it on.

The shape of the sequence

Email	When	Its job
1. Welcome	Right after sign-up	Deliver what you promised, and say what they will get and when.
2. Why we do this	Two days later	Your story or the business's, and what you care about.
3. Our best	Five days later	The resource or advice people find most useful.
4. A next step	Nine days later	A gentle offer or an invitation to reply, with no pressure.

The templates

Email 1: Welcome

Subject: Welcome to [newsletter name] + [the gift you promised]
Preview text: The link is inside, along with what to expect from us.

Hi [name],
Thanks for subscribing! As promised, here is [the gift]: [link]

What you'll get from us:

- [type of content] every [week/two weeks/month]
- [a clear benefit for the reader]
- No spam, and you can unsubscribe in one click.

One small question: what made you sign up today? Your reply comes straight to me.
[your name]

Email 2: Why we do this

Subject: How [business name] started
Preview text: A short story, and why it matters to you.

Hi [name],
We started [business] because [the problem you saw] — [two sentences about the beginning].
Today we help [audience] to [result], and we still believe in [core value].

If you'd like to know more: [link to your About page or story]
[your name]

Email 3: Our best

Subject: [number] [tips/steps] to [a result the reader wants]
Preview text: The question people ask us most, answered in two minutes.

Hi [name],
The question we hear most is: "[question]". Here's our short answer:

- 1) [practical tip]
- 2) [practical tip]
- 3) [practical tip]

The details, with examples, are here: [link to your best resource]
[your name]

Email 4: A next step

Subject: If you're thinking about [service/product]

Preview text: No pressure: here's how we work, and how to start.

Hi [name],

If you're [describe the reader's situation], this is what we offer: [two lines about the service or product].

[Real proof if you have it: a real client's opinion with their name and consent, or a documented result]

[One button: Order / Book / Ask] → [link]

And if now isn't the right time, no problem: we'll keep sending you [content] as promised.

[your name]

In the fourth email, use only real customer opinions, with their consent. If you do not have one yet, delete the line rather than invent one.

How to measure the sequence

- **Clicks on the main link:** the clearest sign that an email did its job.
- **Replies:** every reply is a real, interested reader. Read them all; they are the best source of content ideas.
- **Unsubscribes:** if they rise after a particular email, review its promise and length.
- **Open rate:** less precise than it looks, because some email apps load messages automatically. Use it to compare subject lines, not as a final verdict.

Example: a soap shop

Illustrative example

"Saboona" is an invented online shop selling Tripoli olive-oil soap. The sign-up gift: "A guide to choosing soap by skin type". The first email delivers the guide and promises a newsletter every two weeks. The second tells the story of the soap khan where the owner learned the craft. The third: "Three mistakes in storing natural soap". The fourth: the small trial box, one link, and a line saying the newsletter continues whether she buys or not.

Common mistakes

- **Mistake:** selling in the first email. **Fix:** deliver what you promised first; the offer comes last.
- **Mistake:** long emails full of links. **Fix:** one goal and one main link.
- **Mistake:** a vague sender name or a "noreply" address. **Fix:** a human name, and a clear invitation to reply.

- **Mistake:** writing the sequence and forgetting it. **Fix:** review it every three months: links, offers and numbers.

Launch checklist

- ☐ The sign-up form says what will arrive and when, and asks for explicit consent.
- ☐ All four emails written and checked on a phone.
- ☐ Automation set: right after sign-up, then after two, five and nine days.
- ☐ Every link works, and every email has an unsubscribe link.
- ☐ You sent yourself the whole sequence before switching it on.
- ☐ A date in the calendar to review results after a month.

About the author — Mohamad Charafeddine is an entrepreneur from Tripoli, Lebanon: founder of the Passion digital marketing agency, president of Takaful Youth Association, and founder of digital platforms. He trains individuals and teams in applied AI and marketing.

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