

How do I make a *welcome email*?

Congratulations, somebody signed up for your offer! Now you need to send them a quick email to thank and welcome them. How can you go about creating this message?

There are many different formats a welcome email can take. Four key approaches are described below:



Splash

- ▶ **What it looks like:** A *splash* email format looks like one large image or color that dominates pretty much the entire background of the message. There is usually a short message overlaid on top.
- ▶ **What it does:** One large image or a dominating color field is used to *set the mood*. That is, it represents a specific emotional promise; your primary value to your audience is how you make them *feel*.
- ▶ **When it's best:** Splash emails are appropriate for 1) established brands and 2) value propositions that are primarily fantasy-based. If your audience is already familiar with your brand and you don't need to offer them much additional information, or if you're selling something that primarily appeals to some sort of ideal (such as a fashion statement, a delicious meal, a home interior, a romantic trip, etc.), this type of email may serve you well.



Showcase

- ▶ **What it looks like:** A *showcase* email format looks like a grid of multiple images and/or text.
- ▶ **What it does:** Whenever you are creating a showcase, you are demonstrating the diversity in your offer. This means that your value to your audience is the *variety* of experiences they can have with you.
- ▶ **When it's best:** Showcase emails are best for offers in which giving the consumer a lot of choice is a key part of the experience. Businesses such as fashion retailers, education providers, and travel agencies could benefit from this format.



To Do

- ▶ **What it looks like:** A *to do* email is essentially a list of next steps the audience should take. These steps may be suggestions or required actions—make sure it is obvious which is which.
- ▶ **What it does:** This email format is used for *orientation*. The audience should feel like they know exactly what to do next, when to do it, and how to do it. Your goal is to guide them to the next step in their experience.
- ▶ **When it's best:** These kinds of emails are best for offers in which there is a somewhat steep learning curve. If it's likely that your audience may not be able to intuit the next step on their own, this email format will allow them to keep going without getting lost. Any sort of business that requires setup or learning, like a consultant that requires background documents or a software that needs customizing, should consider using this format.



Letter

- ▶ **What it looks like:** A *letter* email format looks like, well, a letter. It is closest to what a reader of a magazine might find on the “Letter from the Editor” page.
- ▶ **What it does:** This email format creates a sense of *formality* and *politeness*. It also creates the sense that the audience has *one-on-one contact* with the company behind the message.
- ▶ **When it's best:** Letters work best for companies in which one key personality is the primary value to the audience. For example, coaches, thought leaders, artists/musicians, and comedians can use this format to increase the sense of connection between themselves and their audience.

Which of the formats seems most aligned with the value of your offer? Is your primary benefit to the audience a fantasy, diversity, a multi-step experience, or a connection with you? Or maybe some combination? **Note:** *You can mix and match up to two formats. However, make it very clear which is the dominant format—it never helps to confuse the audience!*

Next steps: on the next page, learn about what else you should think through after you choose a format for your welcome email.

You've chosen a format for your welcome email—now what?

What about the content? Regardless of which format you're using, think about how you can implement each of the following concepts.

Stage 1: Personalization

Make people feel like the welcome message is sent specifically for *them* and them only, even if you're sending a similar message to thousands of people.

- ▶ **Examples of personalization:** Their name, information about when and how they found you, anything you know about their existing preferences.
- ▶ **What will you do to personalize your welcome email for each audience member?** _____

Stage 2: Subject Line Hook

For your email to have any effect, people have to open it! While a simple "Welcome!" may do, spend some time thinking about how you can make your subject line intriguing. What makes your audience curious?

- ▶ **Examples of subject line hooks:** A rhetorical question, a pun (be careful with those!), a deadline, a question the audience is likely to be asking themselves.
- ▶ **What is your subject line?** _____

Stage 3: Welcome & Thanks

Don't forget to explicitly welcome your audience and thank them for signing up for your offer. A little bit of politeness can go a long way.

- ▶ **What is your "welcome" message?** _____
- ▶ **What is your "thanks" message?** _____

Stage 4: Expectations

You should use the welcome email as an opportunity to create positive expectations for your audience.

- ▶ **Ways to set expectations:** How often they'll hear from you, what types of content they will receive, how often you'll check for responses.
- ▶ **What should your audience expect?** _____

Stage 5: Address Book

It helps to prompt the audience to add you to their email address books. This will help you avoid spam filters and make sure that any future emails actually end up in your audience's inboxes.

Optional Stage 6: Single or series?

Should you only send one welcome email? Or maybe a series of emails spaced out over time? Some things to think about:

- ▶ Send a **single** welcome email if your offer involves sending regular communications over time (like a newsletter or regular custom updates).
- ▶ Send a **series of emails** if there is a learning curve to your offer—your audience may need several reminders about the next steps.
- ▶ Send a **series of emails** if there is a lot of variety in your offer, and your audience may need some time to look through it all.

Optional Stage 7: Welcome offer?

Can you include an exclusive deal for your new audience?

- ▶ **Examples of welcome offers:** Exclusive content, a monetary offer for another one of your products or services (credit or discount), complementary product or service, a custom report.

Optional Stage 8: Urgent next step?

For some types of offers, it is crucial that the audience takes an action quickly after receiving the welcome message. Is this necessary in your business?

- ▶ **Examples of next steps:** Make a purchase by a specific deadline, register for an event, send additional information.