



*Email*  
**SUBSCRIBER LIST**

**Welcome  
Sequence  
Script**



# Welcome Sequence Script

When you create an email list with an email service provider (like [Mailerlite](#) for example which I use), you have a way for your audience to sign up. But what happens once they've signed up? Well, you need to send them what's called a Welcome Sequence. It's a series of automated email messages that are sent within a certain time frame.

Now why is this important? You want to introduce yourself, give them their incentive for signing up if that's the reason they did, and to nurture that relationship. A well-crafted Welcome Sequence shows your subscribers that you value their presence and lets them know more about you. You're basically laying the foundation for a long-lasting, meaningful connection.

And let's not forget about engagement! By nurturing your new subscribers right off the bat, you're increasing the chances of them staying on your list and opening your future emails.

On the next page start the scripts you can use for each email message in your sequence and how to space them out. Whichever email service provider you use will have a feature for Automations.

Remember this sequence is just the beginning. Be sure to have a consistent schedule of sending messages whether it's once a week, twice a month, or even once a month. You don't want your subscribers to forget about you. Creating that relationship is what will help you stay on their mind and increase your sales.



# Welcome Sequence Script

### EMAIL 1 - WELCOME/INTRO

**Subject Line:** Here's your \_\_\_\_\_ (the incentive they signed up to receive)

**When to schedule it:** Immediately when they sign up

**Email message content:**

(Name),

Thank you for requesting \_\_\_\_\_. (the incentive)

I appreciate you being here!

My name is \_\_\_\_\_.

(talk about who you are, what you do and why, Have you been featured anywhere? If yes add only a few.)

You'll be receiving a series of emails from me in the next couple of weeks.

I'll send (talk about the type of information/topics you'll be emailing about and how frequently).

In the meantime take a look at some of my blog posts to get you started...

(list 3 of your blog posts links If you have any)

Please add me as an approved sender in your contacts:

(add the email address these emails are coming from that you set up in your email service provider account)

Be sure to check your spam folder just in case.

Connect with me...

(add your social media links)

And be sure to join my Facebook Group: \_\_\_\_\_. (add link If you have)

(ask a question) Example: What do you love most about art/photography? Reply back!

(sign it)

(add a teaser - Example:)

P.S. Tomorrow I'm going to share a special technique that \_\_\_\_\_.



# Welcome Sequence Script

### EMAIL 2 - ANSWER THE TEASER

**Subject Line:** My special technique (make this enticing for whatever you are discussing)

**When to schedule it:** The day after sign up

**Email message content:**

(Name),

Talk about your technique, a tool... or whatever you share that's unique to you.

You could share a link to a video, or blog post.

(ask a question)

(sign it)

### EMAIL 3 - TELL A STORY

**Subject Line:** I wanted to quit (make this enticing for whatever you are discussing)

**When to schedule it:** The 5th day after sign up

**Email message content:**

(Name),

Share a story... maybe you wanted to quit creating or something happened...

Inspire your audience, share your values and perspective.

What your creativity has done for you...etc.

(sign it)

(add a teaser - Example:)

P.S. I'll have a surprise for you in my next email!



**NINA CHRISTY**

BRAND STRATEGY & DESIGN  
MARKETING



# Welcome Sequence Script

### EMAIL 4 - PROVIDE VALUE

**Subject Line:** Free \_\_\_\_\_ (make this enticing for whatever you are discussing)

**When to schedule it:** The 7th day after sign up

**Email message content:**

(Name),

Offer something of value that your audience would want... a free guide, a printable, tutorial, supply list, etc...

Discuss what it is and why they're going to love it. This helps build that relationship.

(ask a question Example: Let me know how you liked it.. learned from it... etc)

(sign it)

### EMAIL 5 - THE ASK

**Subject Line:** \_\_\_\_\_ (make this enticing. This will vary depending on what you offer for products or services. Examples: Don't wait any longer for this... Your home will thank you... How to keep that memory alive...)

**When to schedule it:** The 10th day after sign up

**Email message content:**

(Name),

Have an introduction paragraph that connects with your subject line and then what it is you're offering... art prints, photography, commissions...

Add a button/link: Shop Now, Inquire Now, Schedule Your Session....

(sign it)



**NINA CHRISTY**

BRAND STRATEGY & DESIGN  
MARKETING



# Hi, I'm Nina!

I hope you enjoyed this resource.  
I help women fine artists, photographers, and makers  
attract customers and increase sales with effective  
branding and marketing strategies.  
How would it feel to attract ideal customers  
and get sales on repeat?

[Click Here to Schedule a Free Discovery Call](#)



## Ready to build a profitable business?

[CLICK HERE TO JOIN THE CREATIVE WOMEN  
SUCCESS CLUB FACEBOOK GROUP](#)



[@inspireaconnection](#)



[@inspire\\_a\\_connection](#)



[@inspireaconnection](#)

COPYRIGHT © All rights reserved.

[www.inspireaconnection.com](http://www.inspireaconnection.com)