

## Subject Line: Welcome! (+ Goodies)

### Email Copy:

Hi, it's [Insert your name] from [Name of company] here. :)

If you're reading this, you probably don't know much about me just yet.

Well, that is about to change! In this email, I will introduce myself and also share access to the [Insert title of your freebie]

**1. Who is this?** [Share who you are, your credibility, and why your audience should listen to you]

**2. Download your free** [Insert the title of your freebie]

Get access to \_\_\_\_\_ here :) [link to download freebie]

Inside, you will learn\_\_\_\_\_.

Click here to download the [title of your freebie]

**3. Follow me on [SM channel] and [Another SM channel]!**

**4. Don't miss out on updates!**

Every once in a while, someone will inevitably email me to ask about why they didn't get a certain email or juicy deal that their friend received in their inbox.

Add me to your contact list or drag this email away from the promotions tab. This ensures that you can receive all of the awesome tips & goodies that I've prepared for you!

Thank you and have a smashing great day ahead!

You'll hear from me again soon. This is the start of something great, [first name] :)

In my next email, I'll be talking about [insert the topic you plan to cover in your next email].

Signing off,  
[Insert your name and title]

### **Subject Line: My Story...**

### **Email Copy:**

Hey [first name],

Welcome to my newsletter! I am [insert your name] and I can't wait to help you to start living your best life!

Things may seem smooth and easy for me now, but they weren't always this way.

But I wasn't always happy and balanced.

I remember a day when \_\_\_\_\_[insert the problem/painpoint you had and the painpoint your audience feel].

[Talk about the turning point, how you came to realization that you need to change something]

But then one day, the skies cleared... and I realized that \_\_\_\_\_ and so, I started taking steps towards \_\_\_\_\_.

I realized that \_\_\_\_\_.

[Talk about how you can help your readers].

My goal is to \_\_\_\_\_.

If you feel that you need support with \_\_\_\_\_,

I would be honored to help you on your journey\_\_\_\_\_.

Cheers,  
[Your name]

P.S. If you want to know how to [insert the topic you teach or coach on], then I hope you'll enjoy my blog and share it with others! Also, be sure to check out my [insert the page/the product/or course you want your subscribers to check out.] Not only that [insert one thing they will learn if your subscribers check out your resource], but [another thing they will learn if they check your awesome resource]!