Welcome
Email Series

SWIPE FILE

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What is a swipe file and why do you need it?

A swipe file is a collection of infomation used to reffer back too, usually created from the most successful emails of a business.

This is ours at Automate and Win, feel free to change anything and use the emails however you want.

Here are some quick statistics you should keep an eye on!

Unsubscribe rates

Open rates

The Number of click throughs

Bounce rates

Email name	When to send
1 - Welcome Email	Immediately
2 - Product Feature	Day 3
3 - Checking In	Day 7
4 - Sharing Feedback	Day 10
5 - Products & Features	Day 17

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Email 1 - Welcome Email

Subject: Welcome to [Your company name]

Hey [first name]

My name is [your name], and I'm the [your job description] of [company name]

I just wanted to take a minute to email you and say welcome to the family!

Becoming a [Subscriber/Member/Customer] is the best first step you can take in your journey [insert the desired outcome for your ideal customer here - e.g. "to become a business automation master"

So, now that you have joined us and are officially on your way to becoming [insert customers ideal goal here]

Here's what you can exect from us as a business:

[Insert your product/offer/service]

We also don't shy away from giving our customers as much value as we can, so over the next couple of weeks i'll be sending you some emails contating information that shouldn't be missed.

Sound good?

Let's get started!

Speak soon,

[Your name]

P.s We upload a [blog/podcast/youtube video] everyweek, you can find that by clicking here

Email 2 - Product Feature

Subject: [Business name] is the best way to make progress

Hey [Their first name]

You've been a [subscriber/member/customer] of [business name] for a few days now so I just thought I'd check in on you and see if you'd had a chance to browse our [Products/courses/blogs].

Did you find everything okay?

If you've not quite found what you're looking for, reply to this email and we can see if we can help you out, or at least point you in the right direction.

We also really recommend that you check out [product/post/feature of business/Free PDF] which is something we've found [people love/helps do...].

[expand on feature/product/post/Free PDF and what benefits it has]

If you decide not to do any of that, feel free to take a second and check out [website/social media link]

Speak soon,

[Your name]

P.s. Check out [product]

Email 3 - Checking in

Subject: Just checking in

Hey [Their first name]

It's been a week since you [bought product/signed up for mailing list/subscribed to our services] and I was wondering how you have found it so far?

[Customer question 1*]

[Customer question 2*]

[Customer question 3*]

If you need anything at all just reply to this email or [Insert preferred contact method here]

Thanks

[Your name]

* Customer questions can consist of anything you want them too, are they using your services as intended, do they know how to use certain features, have they tried something yet, did they receive their package on time etc.

Some food for thought:

An onboarding email campaign can be unsucessful if it's not executed properly, and your brand new Subscriber/Customer/Member may simply disappear. This often happens as a result of boring, spam-filled, or irrelevant emails with no value for the reader.

You should create a list of different value based information that you can send out at the drop of a hat.

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For more information visit
www.automateandwin.com

Email 4 - Sharing Feedback

Subject: Some feedback from our customers

Hey [first name]

I've had a recent influx of people giving me feedback, I thought I could share some of them with you today

[Testimonial one*]

[Testimonial two*]

I'm very proud of [product/membership/blog] and hope you're as happy as the above two [customer/reader/subscribers]

If you have any feedback i'd appriciate it if you shared it

Speak soon,

[Your name]

P.s We upload a [blog/podcast/youtube video] everyweek, this weeks is [insert title here]

A good example of a testimonial

"If you want a specialist website designed, hire a specialist for the job. It is as simple as that. But too many people don't realise this. If you hire a generic developer to build your membership site, you will almost certainly lose time and money and gain a lot of stress. The team know exactly what they are doing. **Hiring them to build my membership site was the single best decision I made.**"

Email 5 - Products & Features

Subject: Have you checked these out?

Hey [first name]

By now you should have hopefully seen our [products/blog posts/content] and want more of it! [Business name/your name] are about to [launch/post] some more [content/products] and thought we'd tell you.

There's been so much excitement in the office about these

On [Date] we are [launching/posting] the following:

[your product along with description]

[your product along with description]

[your product along with description]

[business name] should be your go to place if you're serious about [product/result/goal], and we're looking forward to helping you to get results in the weeks and months to come.

As always if you have any thoughts, content ideas, or feedback on what's coming up (or anything else!) then just hit reply.

See you soon,

[Your name]

P.s We upload a [blog/podcast/youtube video] everyweek, you can find that by clicking here