**Email #1: Welcome Email Template**

**Subject Line:** [DOWNLOAD] NAME OF LEAD MAGNET

**Email Copy:**

Hi, [Name]!

[Your name] here.

Welcome to [Your site/community name] family!

As promised, here’s the link to your [Name of Freebie].

I started this newsletter because I believe [Share your belief of what the world should be for your market. Tell them how to achieve their goals without doing something they hate]

(Optional) Tell a short backstory. Especially powerful if you can share your struggle and how you overcame them. Keep this brief.

Here’s what you can expect.

[Write benefit bullet #1]

[Write benefit bullet #2]

[Write benefit bullet #3]

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Truth be told, I can’t wait to get started.

(Optional) But before I forget, you’re invited to join our Facebook group

[NAME OF FACEBOOK GROUP] [GIVE THEM A REASON TO

JOIN -- exclusive content, new lead magnet, prize, access,

community etc]

Signing off,

[ - add your name here]

[ - add your URL here]

**Email #2: 6-Hour Reply**

**Subject Line:** Reply requested: Did you get [Lead Magnet Title]

[FNAME],

**Email Copy:**

Did you get the link to the[Lead Magnet Title] I promised?

If you did, please do me a favor and reply with “It’s with me”.

The internet can sometimes be as confusing as a teenager going through puberty. And end up missing your inbox completely.

I'll rest easy knowing it’s safely in your hands.

Signing off,

[ - add your name here]

[ - add your URL here]