


## WELCOME EMAIL SEQUENCE FOR AUTHORS

Use these templates as a guide for setting up your autoresponder emails in your chosen email marketing platform. They are just guides. You do not have to use them word for word, and you absolutely should include your own personality in your copy at all times! Below, I've told you when you should set up the emails to go out. The purpose of a welcome sequence is twofold: to allow you to share important info with new subscribers and give them a chance to get used to engaging with you, which is one of the main goals of a newsletter!

***Email #1 (set to go out immediately after they subscribe)***

Hey, {{FIRST NAME}}!

YOUR NAME here!

Thank you so much for signing up for my VIP Email List.

By now, you should have received your FREE copy of LEAD MAGNET TITLE, but if for some reason you did not, please respond to this email now and let me know.

I'll send it to you personally to make sure you get it this time.

I hope you enjoy the LEAD MAGNET TITLE.

I'm always open to questions and feedback, so if you ever want to chat, simply respond to any of my emails or reach me directly at YOUR EMAIL ADDRESS.

SIGN OFF

SIGNATURE BLOCK




***Email #2 (set to go out 24 hours after that)***

Hey, {{FIRST NAME}}!

YOUR NAME here just checking in with you to once again thank you for being on my VIP Email List!

I believe newsletters should be a two-way street, and I really love engaging with my readers.

So, let's get to know one another, shall we?

Here are some fun, random facts about me:

LIST 5-10 FACTS ABOUT YOU (THE MORE OBSCURE, FUNNY, THE BETTER)!

Now, it's your turn!

Please respond to this email and give me a few fun facts about you!

(This is so fun, isn't it?)

Also, if you don't mind, I'd love to hear what you're reading now or what's next on your TBR list.

Here's what I'm reading now: TITLE OF A BOOK

And here's what I want to read next:

I can't wait to hear more about you.

Until then,

SIGN OFF

YOUR SIGNATURE BLOCK




***Email #3 (set to go out 72 hours after that )***

Hey, there, {{FIRST NAME}}!

Now that we've learned a bit about one another, there's one more thing I want to share with you before I let you go until my next newsletter.

As you know, I'm a GENRE author, and I'm currently finishing up my current project, entitled TITLE OF WIP.

It will be here before you know it, and I hope I can count on you to support me and my book launch.

And as I told you already, I love connecting with my readers and getting to know them personally.

So, let's make a deal, shall we?

If you would kindly take just a few minute to follow me on these social media platforms, I promise, I'll follow you right back!

LINKS TO ALL YOUR ACTIVE AUTHOR PROFILES

Once we're connected, feel free to reach out any time if you just want to chat.

Otherwise, I'll be sending out my newsletter every (week/two weeks, etc.), and I have some fun, exciting content in store for you (don't worry…I won't spam your inbox with "Buy my book!" emails! Promise!), so I hope you'll stay on my VIP Email List.

And any time you ever have questions, comments, or concerns, please feel free to email me at YOUR EMAIL ADDRESS.

SIGN OFF

YOUR SIGNATURE BLOCK